


Rhetoric and Rhetorical Devices



rhetoric

noun

techniques or language used to convey a point or convince an audience

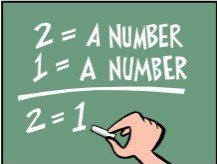
Learning Goals:
Students need to explain the purpose of rhetorical devices such as analogy and juxtaposition and of logical fallacies such as bandwagon appeals and circular reasoning

Fallacy?? What is that??

Rhetorical Fallacy: don't allow for the open, two-way exchange of ideas upon which meaningful conversations depend. Instead, they distract the reader with various appeals instead of using sound reasoning.

Logical Fallacy: is an error in reasoning that renders an argument invalid.

Rhetorical Device- a technique that an author or speaker uses to influence or persuade the audience



Rhetorical devices are loosely organized into the following 3 categories:

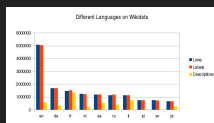
Ethos

Ethical appeals try to convince the audience that the speaker is a credible source, that their words have weight and must be taken seriously because they are serious and have the experience and judgment necessary to decide what's right.



Logos

Devices in this category seek to convince and persuade via logic and reason, and will usually make use of statistics, cited facts, and statements by authorities to make their point and persuade the listener.



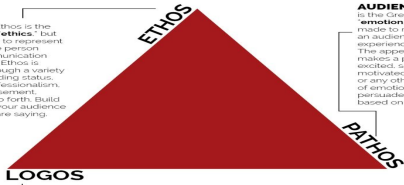
Pathos

These rhetorical devices base their appeal in emotion. This could mean invoking sympathy or pity in the listener, or making the audience angry in the service of inspiring action or changing their mind about something.



THE RHETORICAL TRIANGLE AN OVERVIEW OF THE THREE RHETORICAL APPEALS

SPEAKER | Ethos is the Greek term for "ethics," but has been made to represent credibility of the person making a communication (the "speaker"). Ethos is established through a variety of factors, including status, awareness, professionalism, celebrity endorsement, research, and so forth. Build ethos to make your audience trust what you are saying.

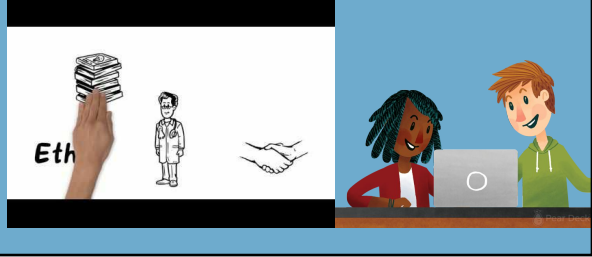


AUDIENCE | Pathos is the Greek term for "emotion," but has been made to represent how an audience feels or experiences a message. The appeal of pathos makes a person feel excited, sad, angry, motivated, jealous, or any other number of emotions that may persuade them to act based on what you say.

MESSAGE | Logos is the Greek term for "logic," but has been made to represent the facts, research, and other message elements that provide proof or evidence to a claim. Use logos to convince your audience that what they are hearing or seeing is well researched, well built, or otherwise worth their time.

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Watch the following video...





Look at your "Figures of Speech" organizer from yesterday. Which of the Rhetorical devices you learned about appeal to Ethos, Pathos, and Logos? Write an (E), (P), and (L) beside the ones that correspond.
