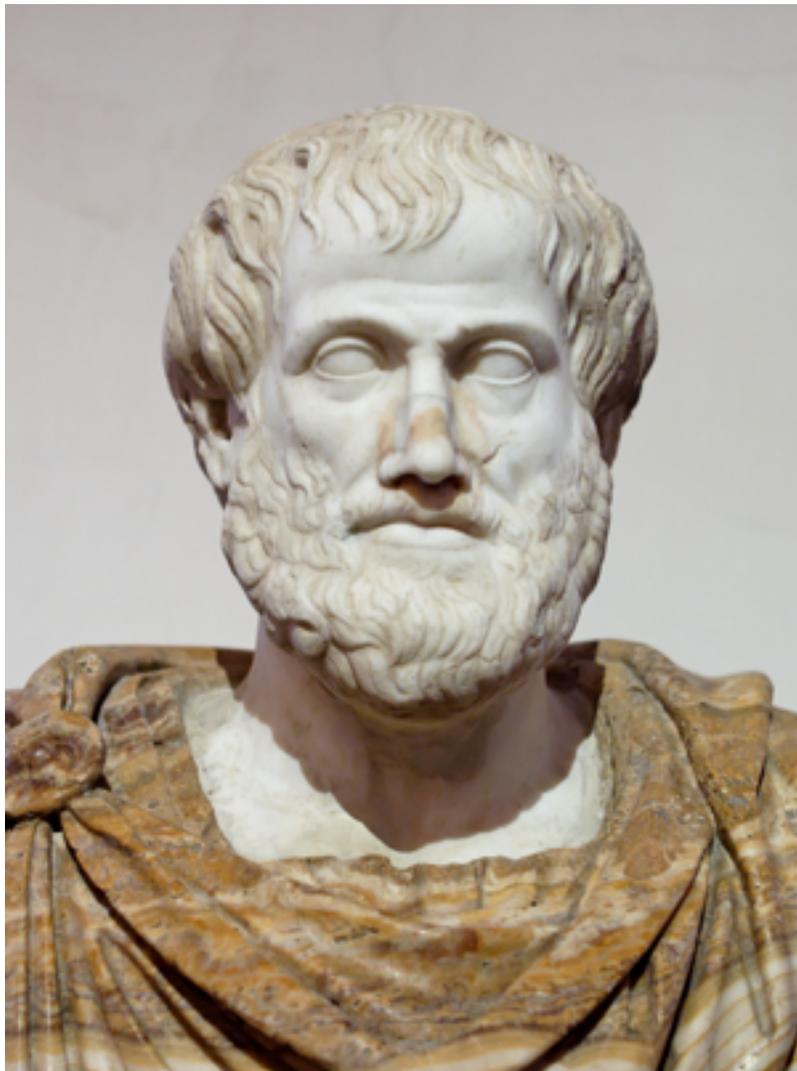


Introduction to Rhetoric and Speech Analysis



English 11H

DiLeo

Name: _____

Rhetorical Appeals: Aristotle's Categories/Modes of Persuasion

"Of the [modes of persuasion] provided through speech there are three species: for some are in the character of the speaker, and some are in disposing the listener in some way, and some in the argument itself, by showing or seeming to show something" --Aristotle, [On Rhetoric](#)

Pathos: appeal to emotion

* convincing an audience by appealing to an audience's emotions

Ethos: ethical appeal

* convincing by the character of the author (we tend to believe people we trust)

* ethos is the author's way of establishing trust with his or her reader.

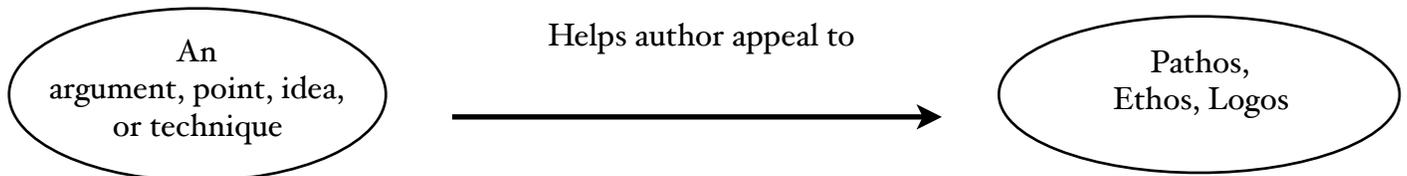
Logos: appeal to logic

* persuading by the use of reasoning (sound arguments)

* deductive reasoning: reasoning from the general to the particular

* inductive reasoning: reasoning from the particular to the general

1. A category of persuasion
2. A type of rhetorical appeal



How to use:

- * Uses pathos
- * A speaker's ethos
- * A speaker's logos

Examples:

- * Henry's diction helps him appeal to pathos.
- * Henry further develops his ethos in a metaphor, where he compares following the light of a lamp to making decisions based on his experience.
- * President Obama countered Romney's pathos with logos.
- * Henry appeals to pathos by using diction associated with chains and slavery.

Rhetorical Devices



Rhetoric: The art of using language for persuasive purposes

** devices help a speaker or writer craft and manipulate the language to successfully persuade (different than literary devices, which are meant to enhance an underlying theme.)

Rhetorical Device	Definition	Example
Amplification	involves repeating a word or expression while adding more detail to it, in order to emphasize what might otherwise be passed over. In other words, amplification allows you to call attention to, emphasize, and expand on a word or idea to make sure the reader realizes its importance or centrality in the discussion.	I saw visions of ice cream-- mountains of creamy, luscious ice cream, dripping with gooey syrup and calories.
Anaphora	is the repetition of a word or words at the beginning of two or more successive verses, clauses, or sentences .	"I came, I saw, I conquered."
Antithesis	establishes a clear, contrasting relationship between two ideas by joining them together or juxtaposing them, often in parallel structure.	That short and easy trip made a lasting and profound change in Harold's outlook. That's one small step for a man, one giant leap for mankind.
Sentence Fragments	help emphasize words and phrases (period is more definitive than comma).	I am opposed to learning. Learning Math. Learning English. Learning Social Studies.
Exemplum	is citing an example, using an illustrative story, either true or fictitious.	Let me give you an example. In the early 1920's in Germany, the government let the printing presses turn out endless quantities of paper money, and soon, instead of 50-pfennige postage stamps, denominations up to 50 billion marks were issued.
Anadiplosis [an-uh-di-ploh-sis]	repeats the last word of one phrase, clause, or sentence at or very near the beginning of the next (for beauty or logical progression).	In the beginning was the Word, and the Word was with God, and the Word was God. --John 1:1

Rhetorical Device	Definition	Example
Procatalepsis	anticipating an objection and answering it -- permits an argument to continue moving forward while taking into account points or reasons opposing either the train of thought or its final conclusions.	It is usually argued at this point that if the government gets out of the mail delivery business, small towns like Podunk will not have any mail service. The answer to this can be found in the history of the Pony Express
Antanagoge	is placing a good point or benefit next to a criticism, or problem in order to reduce the impact or significance of the negative point.	The new anti-pollution equipment will increase the price of the product slightly, I am aware; but the effluent water from the plant will be actually cleaner than the water coming in.
Apostrophe	interrupts the discussion or discourse and addresses directly a person or personified thing, either present or absent. Its most common purpose in prose is to give vent to or display intense emotion, which can no longer be held back.	But all such reasons notwithstanding, dear reader, does not the cost in lives persuade you by itself that we must do something immediately about the situation?
Hypophora	consists of raising one or more questions and then proceeding to answer them, usually at some length. A common usage is to ask the question at the beginning of a paragraph and then use that paragraph to answer it.	There is a striking and basic difference between a man's ability to imagine something and an animal's failure. . . . Where is it that the animal falls short? We get a clue to the answer, I think, when Hunter tells us --Jacob Bronowski
Parallelism	is recurrent syntactical similarity. Several parts of a sentence or several sentences are expressed similarly to show that the ideas in the parts or sentences are equal in importance. Parallelism also adds balance and rhythm and, most importantly, clarity to the sentence.	Quickly and happily he walked around the corner to buy the book. He left the engine on, idling erratically and heating rapidly.
Metanoia [met-uh-noi-uh]	qualifies a statement by recalling it (or part of it) and expressing it in a better, milder, or stronger way. A negative is often used to do the recalling.	Fido was the friendliest of all St. Bernards, nay of all dogs.

Rhetorical Device	Definition	Example
Rhetorical Question	differs from hypophora in that it is not answered by the writer because its answer is obvious or obviously desired, and usually just a yes or no. It is used for effect, emphasis, or provocation, or for drawing a conclusion from the facts at hand.	But how can we expect to enjoy the scenery when the scenery consists entirely of garish billboards? Is justice then to be considered merely a word? Or is it whatever results from the bartering between attorneys?
Scesis Onomaton	emphasizes an idea by expressing it in a string of generally synonymous phrases or statements. While it should be used carefully, this deliberate and obvious restatement can be quite effective:	We succeeded, we were victorious, we accomplished the feat!
Asyndeton	consists of omitting conjunctions between words, phrases, or clauses. In a list of items, asyndeton gives the effect of unpremeditated multiplicity, of an extemporaneous rather than a labored account.	
Polysyndeton	is the use of a conjunction between each word, phrase, or clause, and is thus structurally the opposite of asyndeton. The rhetorical effect of polysyndeton, however, often shares with that of asyndeton a feeling of multiplicity, energetic enumeration, and building up.	

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