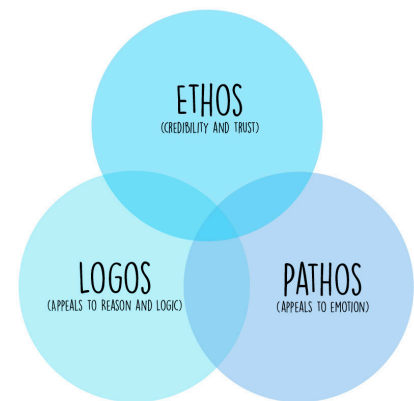


RHETORICAL DEVICES

RHETORIC refers to the art and science of persuasion, especially writing and speaking, and focuses on the exploitation of language and presentation in order to position and/or impress audiences.

In other words, rhetoric is the language that people use, whether they are writers, presenters, interview subjects offering an option etc., when communicating or sharing their perspectives. It is the result of both conscious and subconscious choices, made to position audiences and generate a degree of trust or credibility. By making these choices when communicating with persuasive goals, people can make specific choices in both language and content that will appeal to an audience's emotions and sense of logic. While the context is important, too much of one and not enough of the other will often mean credibility or trust is weakened and the persuasive goal is not fulfilled.



Rhetorical Devices	
ETHOS: Credibility of the author or subject	<p>To build trust, appear credible and earn respect for opinions we can use:</p> <ul style="list-style-type: none"> • Credible sources such as experts, academics, people in the field etc. and acknowledging sources where relevant • Language that reflects the mode or genre of the text and respects the audience • A tone of language that matches and appeals to the audience and context • Humility and showing humble attitude by avoiding arrogance • Authoritative language that avoids broad generalisations or arrogant statements • Humour, where appropriate
PATHOS: Appeals to EMOTION	<p>To position audiences to think, feel or do something, we can use:</p> <ul style="list-style-type: none"> • Subjective/emotive language • High modality language • Stories, anecdotes, metaphors and similes about relevant topics • Rhetorical questions • In visual texts: Emotive images and colours that appeal to psychology • Personal experiences • References to spirituality or religion (where relevant) <p>These choices to appeal to our basic needs, hopes, desires, fears, wants etc. and aim to position us to think or feel certain things such as fearful, appalled, concerned, joyful, appreciative etc., basically, any emotion that will assist in persuading or positioning us.</p>
LOGOS: Appeals to LOGIC	<p>To position audiences to think, feel or do something, we can use:</p> <ul style="list-style-type: none"> • Appeals to intellect • Objective language, factual language, emotionless language • Statistics, facts, case studies, historical examples, expert quotes, graphs • Contrasts and comparisons • Cause/Effect structures and statements that use logic • Knock-downs using facts or logic and common sense. • Analogies • Bullet points and lists that "get to the point" <p>These are choices that appeal to a sense of logic and rational thinking about topics or issues, ultimately limiting the emotion from the issue so that audiences can approach or understand issues and see solutions or points of view without the impression of subjectivity.</p>

Summarized from: 'The Essential Guide to Rhetoric' by William Keith and Christian Lundberg