

English Year 8 The Art of Rhetoric Knowledge Organiser

Key Terms

Rhetoric	Effective or persuasive writing or speaking.
Anaphora	Starting each sentence with the same words.
Antithesis	Direct opposites.
Injustice	If something is unfair.
Analogy	A comparison between one thing and another, typically for the purpose of explanation or clarification.
Anecdote	A short amusing or interesting story about a real incident or person.
Statistics	A fact or piece of data obtained from a study.
Imperatives	A verb that is a command.
Direct address	Use of a proper noun (you) to address the audience.
Emotive language	Words or phrases that encourage the reader to feel a particular emotion.
Hyperbole	Exaggeration to emphasise a point or idea.
Metaphor	A figure of speech that describes an object or action in a way that isn't literally true, but helps explain an idea or make a comparison.
Proof	Evidence to support your ideas or opinions.
Purpose	The reason the writer is writing.
Rhetorical question	A question that doesn't require an answer.
Tricolon	A series of three parallel words, phrases, or clauses
Personal Pronoun	A short word we use as a substitute for the proper name of a person e.g. he, she, it, them, they.

THE ARISTOTELIAN TRIAD

Strategies people use to appeal to their audiences

Ethos



Appeal of personality or character. Establishes the author's credibility.

- Good will
- Good character
- Expertise

Logos



Appeal to reason. Establishes a logic argument.

- Statistics/Facts
- Citing authority
- Data
- Benefits

Pathos



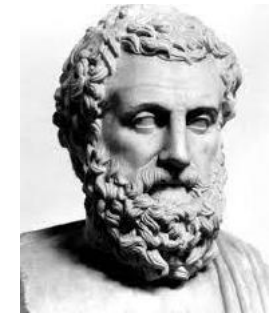
Appeal to the emotions of the author's audience.

- Fear
- Duty
- Hope
- Patriotism

Big Questions:

Power **Morality** **Conflict** **Tragedy**

1. What is rhetoric?
2. How do you construct an effective argument?
3. How is rhetoric used to drive action?
4. How is rhetoric used to highlight injustice?
5. How is rhetoric used to motivate?
6. How is rhetoric used for change?
7. What is ethos, logos and pathos?
8. What are rhetorical methods?
9. What is a counterargument?



What is rhetoric often used within and for what purpose?

Speech	Speaking formally to an audience. A speech will open using a powerful image, anecdote or pose a question to the audience. The most effective speeches end with a powerful message.	Action	The purpose of a piece of writing could be to demand that action be taken to change or stop something happening.
Poem	Poems are a form of literature that can be used to share ideas or opinions about society. Polemic poetry is poetry used to create a debate or highlight problem.	Injustice	If something feels unjust, it means it is unfair or undeserved. It may be that a person has chosen to use rhetoric to highlight the poor treatment of a particular group of people.
Article	A news article discuss current or recent news. This can be general news that will appeal to most readers, or on a specific topic for a particular audience.	Motivation	Motivating people is to make them feel enthusiastic or driven to believe an idea, or to take action. It may be that the speaker or writer is trying to give people hope or an optimistic outlook.
Letter	A written form of communication, this are usually a formal way of outlining and issue, applying for a job or writing in response to share your opinion.	Change	Sometimes, speakers or writers are highlighting key issues in such a way that they provide ways in which these issues could be resolved. They will provide a range of ways that people can solve the problem within the speech, letter, article or poem.

A HISTORY OF RHETORIC

