




YEAR 9 ENGLISH: PERSUASIVE WRITING AND RHETORIC

THE ARISTOTELIAN TRIAD <i>Strategies people use to appeal to their audiences</i>		ANNOTATED EXAMPLE OF SPEECH <i>'I Have A Dream' speech by Martin Luther King</i>	
Ethos 	Appeal of personality or character. Establishes the author's credibility. <ul style="list-style-type: none"> - Good will - Good character - Expertise 	<p>Anaphora: the repetition of a word or phrase at the beginning of multiple sentences. This helps Martin Luther King stress the point he is trying to make, creating a sense of urgency. Change must happen now or it will not happen at all.</p>	<p>Metaphor: Segregation is compared to a 'dark and desolate valley' to make it sound bleak. 'Dark' suggests negativity and 'desolate' implies there is a lack of hope.</p>
Logos 	Appeal to reason. Establishes a logic argument. <ul style="list-style-type: none"> - Statistics/Facts - Citing authority - Data - Benefits 	<p>Now is the time to make real the promises of democracy. Now is the time to rise from the dark and desolate valley of segregation to the sunlit path of racial justice. Now is the time to lift our nation from the quicksands of racial injustice to the solid rock of brotherhood.</p>	
Pathos 	Appeal to the emotions of the author's audience. <ul style="list-style-type: none"> - Fear - Duty - Hope - Patriotism 	<p>Pathos created through King's use of direct address. He is appealing to the audience's sense of duty. They all have a part to play in helping their country end racism and segregation forever.</p>	<p>Metaphor is used here to compare 'brotherhood' to a solid rock. A rock is strong and stable, a foundation for Martin Luther King's dream of a 'brotherhood', a community of people who are not divided.</p>

RHETORICAL METHODS		STRUCTURING PERSUASIVE WRITING			VOCABULARY
Anaphora	<i>The repetition of a word or phrase at the beginning of multiple sentences.</i>	Introduction	Ethos	Argument #1: Logos	Analogy
Direct Address	<i>Addressing a person or a group of people directly through use of name or personal pronouns.</i>	<i>Introduce your argument to your audience.</i>	<i>Establish your ethos. Why are you the best person to present this argument?</i>	<i>Present and explain the first point of your argument. Use logos to make your argument clear.</i>	Anecdote
Hyperbole	<i>Exaggerated statements or claims that are not meant to be taken literally.</i>				Maxim
Imperatives	<i>A command.</i>	Conclusion	Argument #2: Pathos	Counterargument	Rhetoric
Metaphor	<i>A comparison which says one thing is the other.</i>	<i>Conclude your argument using logos, pathos and ethos for the final time.</i>	<i>Present and explain the second point of your argument. Use pathos to make your audience feel a particular emotion.</i>	<i>Consider what the opposing side would say and explain why their point of view is wrong.</i>	Sophists
Rhetorical Question	<i>A question which does not require an answer.</i>				Theme
					Tone