

Analyzing Rhetoric and Rhetorical Devices

Below is a very short list of some of the more common rhetorical devices, their definitions, and a brief example of the device in use.

- **Rhetoric** in its simplest form is the art of _____. For thousands of years, politicians and orators have been known for their use of rhetoric to influence and persuade an audience to their side or way of thinking.
- Rhetoric is all around us, in the form of _____—even in our everyday conversations.
- Each time we want to get our way, or take out our money to buy a product we saw in a commercial, we are either using _____ by the use of rhetoric. While various media use different ways of appealing to an audience, they each have the same purpose: to persuade.
- There are different ways a speaker or writer can appeal and seek to persuade to his or her audience:
 - 1) **Logos:**
 - 2) **Pathos:**
 - 3) **Ethos:**

Logos: by appealing to an audience's _____, the speaker or writer intends to make the audience think clearly about the sensible and/or obvious answer to a problem → Logos appeals to the audience with _____ from "experts." Think of the commercials that have a sports star or celebrity giving statistics about and their own endorsement of a product. It is logical that if a sports star uses this elliptical machine and is in shape that it works—or at least, that is what you are led to believe.

Pathos: by appealing to the audience's emotions, the speaker or writer can make the audience feel sorrow, shame, sympathy, embarrassment, anger, excitement, and/or fear. → Pathos appeals to the audience through the use of _____

_____, or examples that are designed to make you _____ a certain way. Think of an ad or an article showing our servicemen in uniform holding their tiny newborns or hugging their child and wife, with tears streaming down their eyes.

Ethos: the overall _____ or writer himself or herself; it is important that this person have impressive credentials, a notable knowledge of the subject, and/or appear to be a likeable and moral person. → Ethos appeals to the audience with a _____

_____. The speaker uses good grammar and is well-spoken, and tells stories that are backed by general common sense and need to feel secure. Think of a commercial of a "doctor" in a white lab coat telling the audience all about how a new medicine can help treat one's symptoms. We listen because we trust the doctor, who appears to be well-spoken and knowledgeable about his subject.

Rhetorical Devices:

- **alliteration:** repetition of consonant sounds at the beginning of words ex. "Peter Piper picked a peck of pickled peppers.
- **anaphora:** repetition of a word or phrase at the beginning of successive phrases, clauses or lines, ex. "Mad world! Mad kings! Mad composition!" (King John, II, i)
- **antithesis:** opposition or juxtaposition of ideas or words in a balanced or parallel construction, ex. "Not that I loved Caesar less, but that I loved Rome more." (Julius Caesar, III, ii)
- **allusion:** is a brief and indirect reference to a person, place, thing or idea of historical, cultural, **literary** or political significance.
- **metonymy:** a reference to an object or person by naming only a part of the object or person, ex. "She stood in the driveway watching as the beards moved her furniture into her new house."
- **parallelism:** repetition of a key word over successive phrases or clauses, "We will have difficult times. We've had difficult times in the past. And we will have difficult times in the future." Robert F. Kennedy's Eulogy for Martin Luther King, Jr. (1968)
- **synecdoche:** a part or quality of something which is used in substitution of the larger whole, or vice versa, ex. "The hospital worked for hours to revive him," (referring to the doctors and nurses inside the hospital) OR "She took us outside to look at her new set of wheels," (referring to her new car)
- **rhetorical question:** a question that is posed for emphasis, not requiring an answer, ex. "Art thou mad? Is not the truth the truth?"
- **understatement:** deliberately de-emphasizing something in order to downplay its importance, ex. "The Internet has contributed somewhat to improving communication," is an understatement.

Analysis of Rhetoric and Rhetorical Devices “I Have a Dream”:

Use Martin Luther King’s “I Have a Dream” Speech to answer the following questions with thought and support.

1. Who do you think is the intended audience for this piece?

2. Using King’s entire speech find an example of each of the use of pathos, ethos, and logos. Be sure to indicate which line or section you are quoting in your response, explaining/defending your choice.

Pathos example:

Explanation:

Ethos example:

Explanation:

Logos example:

Explanation:

3. Find examples of three different rhetorical devices. Be sure to indicate which type of device is being used.

1. Example:

Device:

2. Example:

Device:

3. Example:

Device:

4. Which rhetorical device did King seem to use most? Was this the best choice? Why?