

Recall and apply

- **Diction**= an author's word choice used to create tone and mood
- **Persuasion**= the art of using argument and/or fact, causing someone to believe something



rhetoric in historical speeches

“America isn’t...”

As you watch, decide if
this is a strong speech or
not.

Why?

What makes it
strong/weak?

Disclaimer:

There are censored swear words.

This is a made-up, political debate.

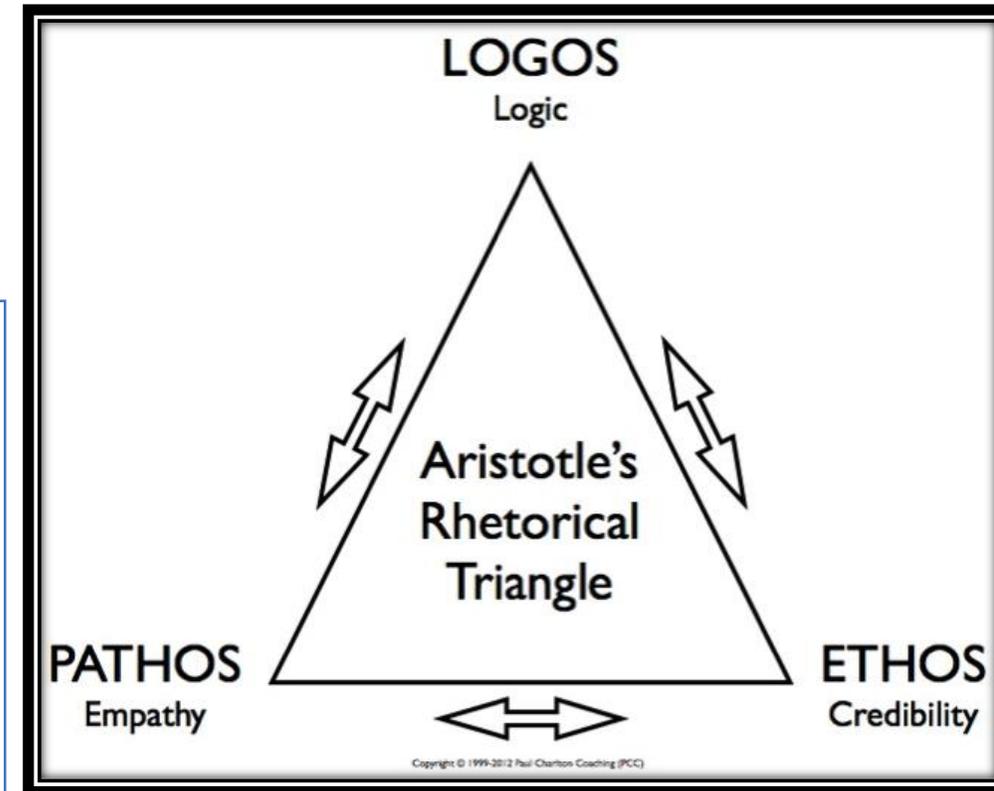
In **NO** way am I showing this to open up a
political debate. I want you to focus on the
speech itself: strong or weak?

4:15



What is rhetoric?

- **Rhetoric** in its simplest form is the art of persuasive speech or writing. 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 political speeches, commercials, art, television, movies, newspaper and magazine articles—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 rhetoric or are persuaded 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) logic or reason (logos), 2) emotion (pathos), and/or 3) ethics and morals (ethos).**



**Rhetoric is the
art of ruling the
minds of men.**

— Plato



Logos= logic



- By appealing to an audience's sense of reason and logic, 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 facts, statistics, definitions, historical proof, or quotes 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

Pathos= emotion

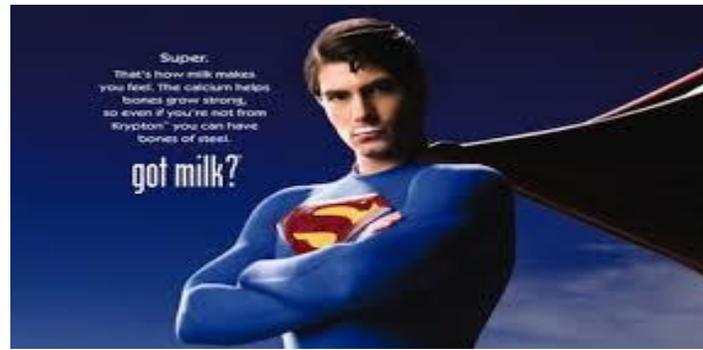


- **Pathos:** by appealing to the audience's emotions, the speaker or writer can make the audience feel sorrow, shame, sympathy, embarrassment, anger, excitement, and/or fear.
- Pathos appeals to the audience through the use of figurative language, imagery, vivid descriptions, an emotional choice of words, or examples that are designed to make you FEEL 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

Ethos= ethics



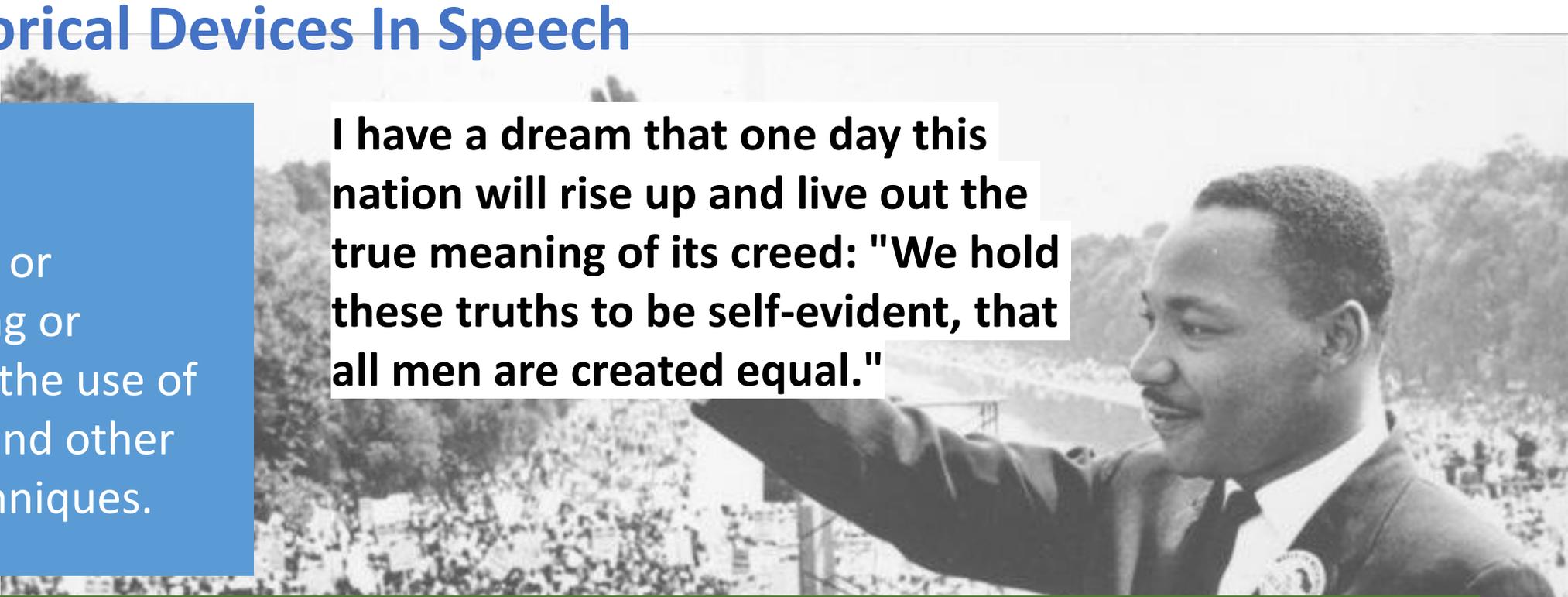
- the overall appeal of the speaker or writer himself or herself; it is important that this person have impressive credentials, a notable knowledge of the subject, and/or appear to be a likeable and moral person.
- Ethos appeals to the audience with a calm, trustworthy, seemingly sincere approach. The 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 In Speech

RHETORIC

the art of effective or persuasive speaking or writing, especially the use of figures of speech and other compositional techniques.



I have a dream that one day this nation will rise up and live out the true meaning of its creed: "We hold these truths to be self-evident, that all men are created equal."

Great Orators: Abraham Lincoln, John F. Kennedy, Martin Luther King, Theodore Roosevelt, Adolf Hitler, Socrates, Patrick Henry, Frederick Douglass, Susan B. Anthony.

Can you think of anymore?



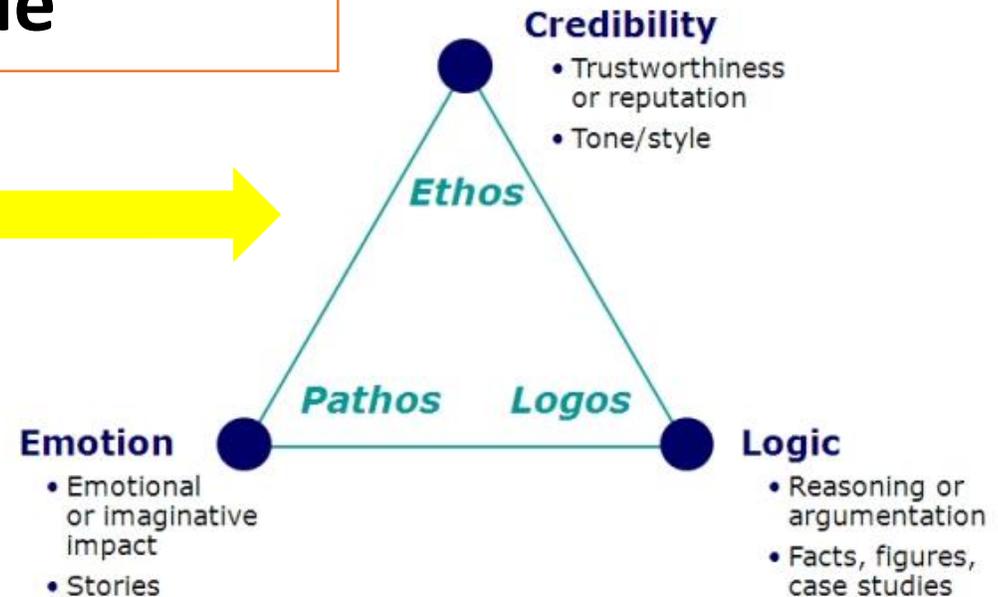
Public speaker

RI9-10.9 Analyze seminal U.S. documents of historical and literary significance including how they address related themes and concepts.

rhetical devices in speech

How do humans communicate to persuade one another?

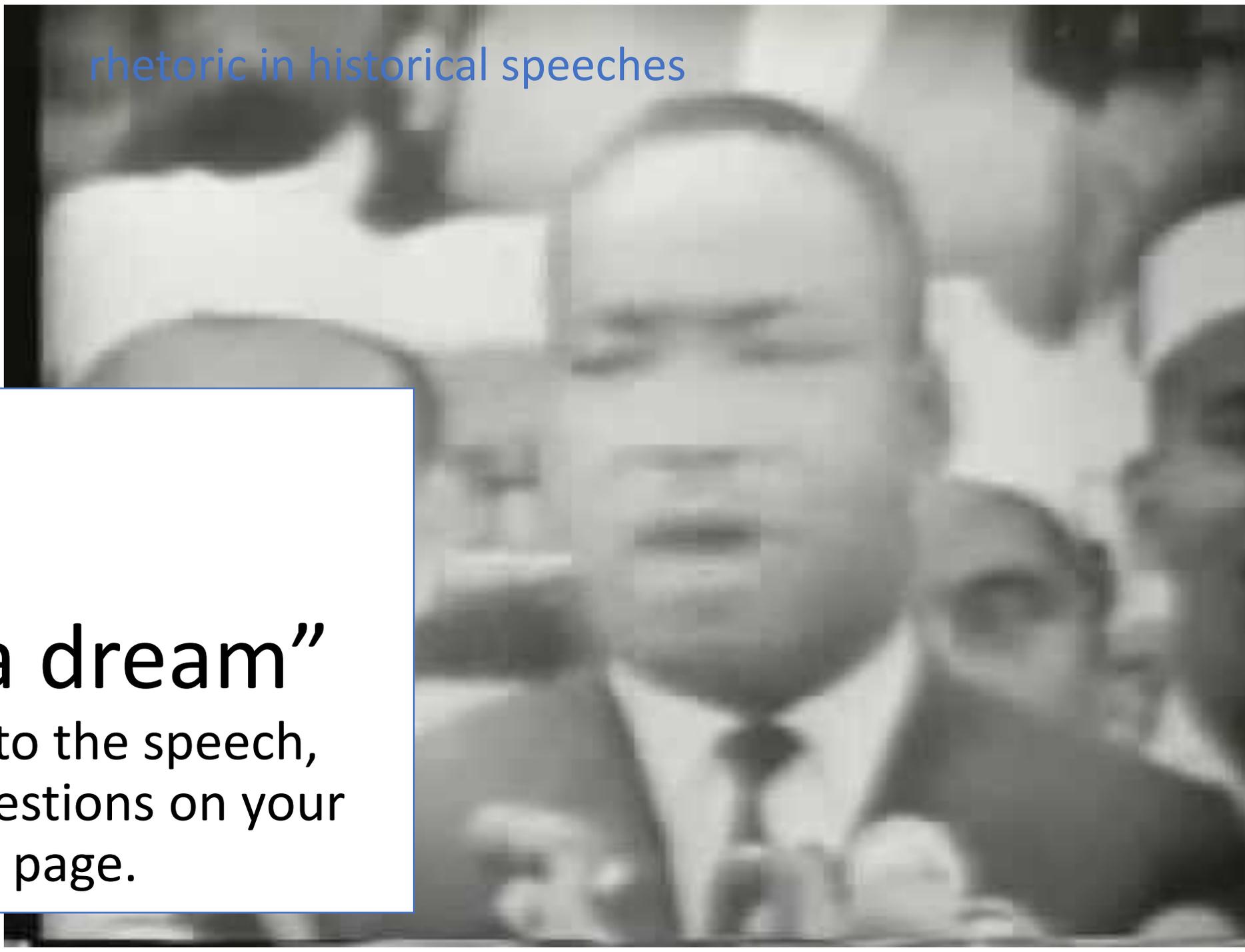
aristotle's rhetorical triangle



rhetoric in historical speeches

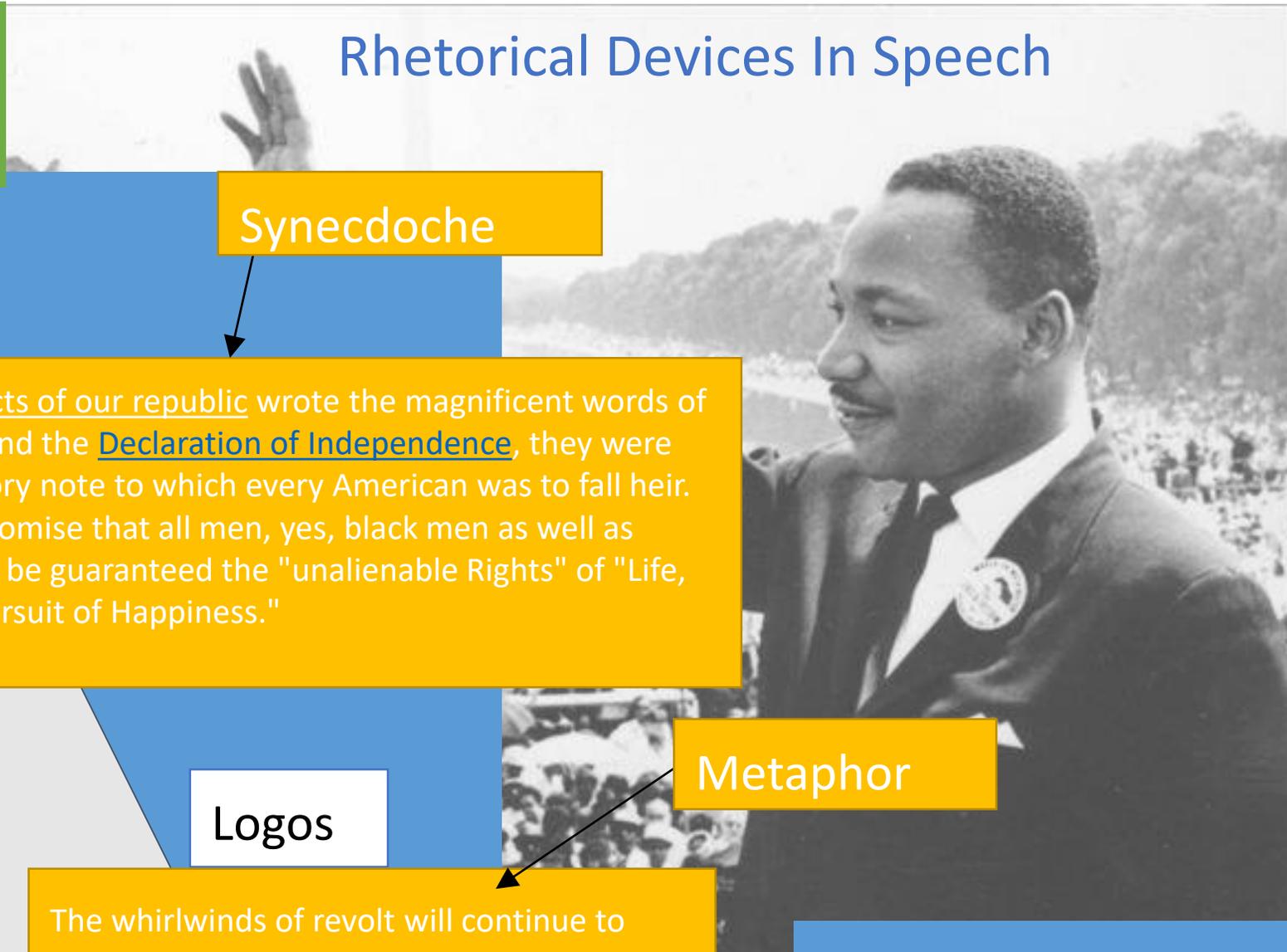
“I have a dream”

As you listen to the speech,
answer the questions on your
notes page.



Martin Luther King's
"I have a Dream" speech.

Rhetorical Devices In Speech



Ethos

Synecdoche

When the architects of our republic wrote the magnificent words of the Constitution and the Declaration of Independence, they were signing a promissory note to which every American was to fall heir. This note was a promise that all men, yes, black men as well as white men, would be guaranteed the "unalienable Rights" of "Life, Liberty and the pursuit of Happiness."

Parallelism

Pathos

I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character.

I have a dream today!

Logos

Metaphor

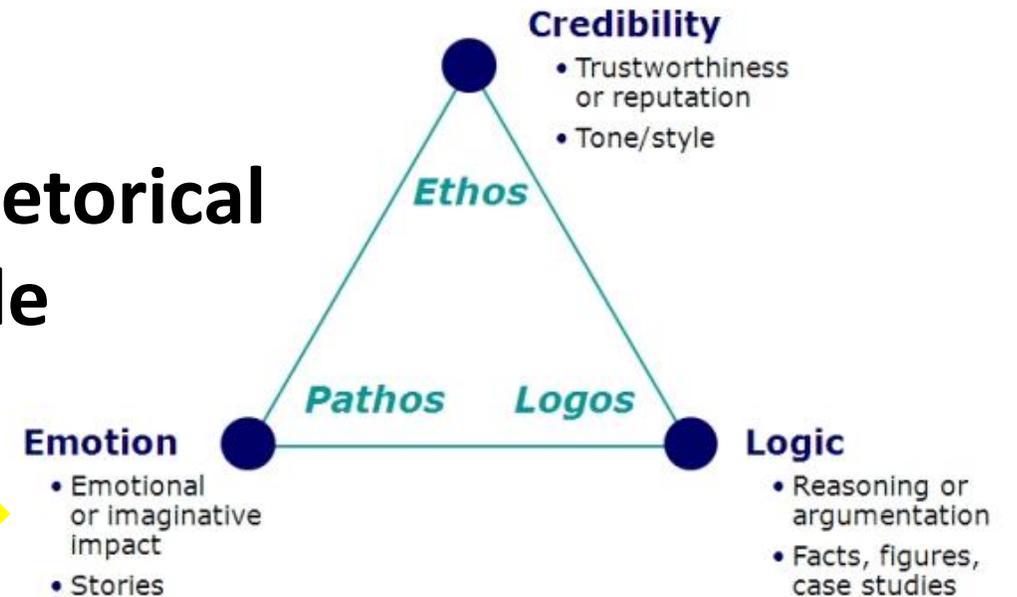
The whirlwinds of revolt will continue to shake the foundations of our nation until the bright day of justice emerges.

RI9-10.9 Analyze seminal U.S. documents of historical and literary significance including how they address related themes and concepts.

Rhetoric Exit pass

Which of Aristotle's rhetoric categories do you think is used the most?
Why is this category so effective?

aristotle's rhetorical triangle



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