

10 Rhetorical Devices

Learning to craft your writing & identify tools other authors use to gain a desired result.



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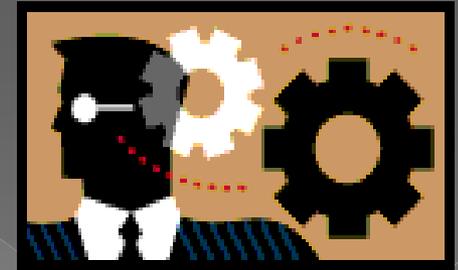


USE THE LINKS on the slides to access more **examples** and more detailed **explanations**

LOGOS / LOGIC



- ◉ appeals to reason relies on **logic or reason**
- ◉ Go from Broad to Specific OR from Specific to Broad applications
- ◉ **AVOID** logical fallacies (over generalizations or false connections)



[Click Here](#) to learn LOTS more about
[LOGOS](#)

ETHOS / ETHICS (creditability)

- ◉ based on the **character, credibility, or reliability** of the writer
- ◉ Use reliable sources and state info accurately

[Click Here to learn more about ETHOS](#)



PATHOS / EMOTION



- ◉ appeals to an audience's needs, values, and emotional sensibilities
- ◉ Use **emotional words** or **personal stories** to make an impact and illustrate a point

[Click Here](#) to learn more about **PATHOS**



ANALOGY (drawing parallels)

- ◉ A **comparison** between **two different things** in order to highlight **some** likenesses
- ◉ **NOT** metaphor since metaphors “claim **TOTAL** identification” and analogies do not
- ◉ Also **NOT** compare/contrast since analogies focus on similarities but **NOT** differences

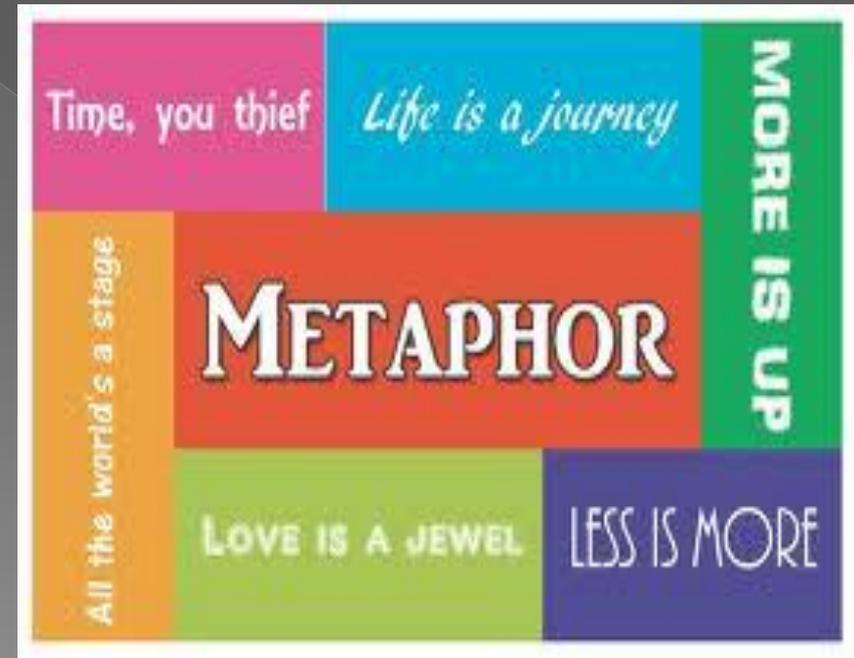


[Click Here](#) to learn more about
[ANALOGIES](#)

METAPHORS



[CLICK HERE](#) to learn more about [METAPHORS](#)



IRONY (there are multiple types)

- ◉ **SITUATIONAL IRONY:**

Something UNEXPECTED happens

- ◉ **VERBAL IRONY:** when someone **says** something means the opposite (like sarcasm)

- ◉ **DRAMATIC IRONY:** when the audience knows something the character doesn't



What is **IRONIC** about each image?

IRONY



You know you love it.

Check out the links below to learn more about verbal and dramatic irony.

[CLICK HERE](#) access a [GREAT LINK](#) on [IRONY](#) complete w/ cartoon images – [MUST SEE!](#)

Note on the site above: BOTH verbal and dramatic irony are listed in #1 and #3 is meant to be humorous

[ALSO CLICK HERE](#) see 3 min [VIDEO CLIP](#) on the three most common types of **IRONY**

PERSONIFICATION

PERSONIFICATION

Giving human qualities
to animals or objects.

Example



The stars winked at me.

PERSONIFICATION

The sun peeked happily from behind a cloud.



The trees danced back and forth in the wind.

The car happily squealed down the highway.



It was time to go home, but the bell refused to ring.



The warm fireplace seemed to be calling my name.



The angry sky roared and threw lightning around.

The gentle wind softly kissed my cheeks as I walked.



The delicious smell of cookies pulled me to the kitchen.

That chocolate ice cream cone is really tempting me.



I can see that news travels quickly.

[CLICK HERE](#) to learn more about
[PERSONIFICATION](#)

RHETORICAL QUESTION



A *rhetorical question* is a figure of speech in which the person who is asking the question is trying to make a point. He or she is not interested in getting an answer to the question.

[CLICK HERE](#) to
[learn more](#)
[about](#)
[RHETORICAL ?'s](#)

Are
you
crazy?

THESE ARE NOT RHETORICAL QUESTIONS:

"Would you like fries with that?"



"Do you know where I can
find the nearest gas station?"

"What is your name?"

Who
cares?



TRICOLON



TRICOLON:
A series of three parallel words, phrases, clauses, or statements.

“VENI, VIDI, VICI.”
- JULIUS CAESAR
“I CAME, I SAW, I CONQUERED.”



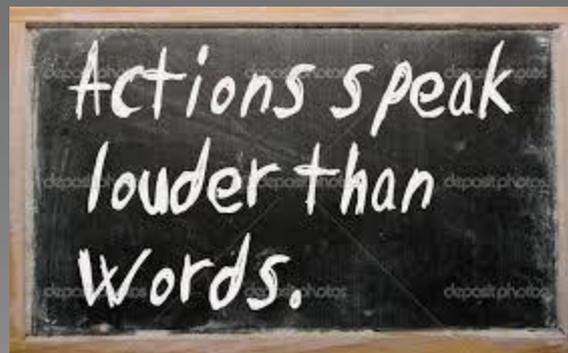
[CLICK HERE](#) to learn
more about
[PARALLELISM](#)

- *“Tell me and I forget. Teach me and I may remember. Involve me and I will learn” – Benjamin Franklin*
- *“The few, the proud, the Marines”*

[CLICK HERE](#) to learn more
about [TRICOLONS](#)

MAXIMS (“cousin” to the proverb)

- a BRIEF general truth, fundamental principle, or rule of conduct
- **Often** (not always) a nugget of wisdom
- [CLICK HERE](#) to learn more about **MAXIMS**



CHALLENGE ZONE:



- Go online to find an **EXAMPLE** of EACH rhetoric strategy listed in this Power Point.
- Find as many rhetoric devices in a given text and label them. (We will do this often. Also be prepared to see short passages on tests and be asked to identify the rhetorical devices used.)



Can you list
OTHER
rhetorical
devices?