

Rhetoric



search ID: mman4426

B4100

"Don't worry too much about math, science, or history — just make sure you get good marks in *rhetoric*."

What is rhetoric?

Using language effectively to please or persuade.

Rhetoric is the art of using language to communicate effectively.

The art of using language, especially public speaking, as a means to persuade.

The ability to use language well, through the practice of exaggeration, to influence others.

Rhetoric is the study of effective speaking and writing.
And the art of persuasion.

Purposes for writing

Words

Writer



To entertain

Telling a story to your friend

Subject

To Express



Writing in a journal

Reader



To Inform

Showing your brother How to do a math problem

To persuade



Convincing your Parents to extend your curfew

- **Hyperbole-** exaggeration used for effect or humor.

Rhetorical devices that ENTERTAIN

Irony- When the unexpected happens



IRONY

Sometimes life gives us the finger

Alliteration- Poetic repetition of the first sound in a series of words.



Analogy- An extended comparison of certain similarities between things which are otherwise unlike.

Example : A street light is like a star. Both provide light at night, both are in predictable locations, both are overhead, and both serve no function in the daytime.

Rhetorical devices that INFORM

Metaphor- A comparison of two things that does not use like or as

America is a melting pot.

My father is a rock.

Life is a journey.

Love is a rose

Rhetorical devices that PERSUADE

Rhetorical question- A question that is not meant to be answered



Juxtaposition- Placing concepts side by side for comparison

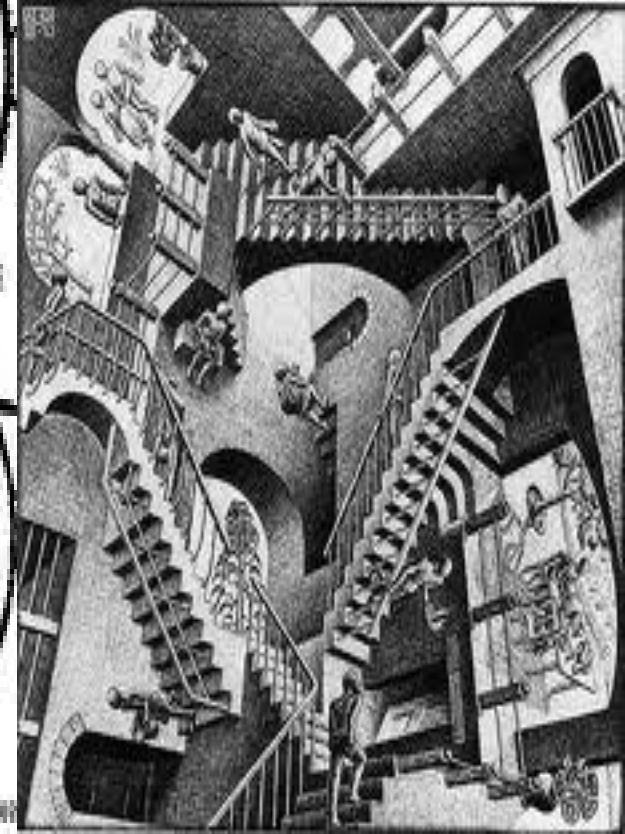


Repetition- Using the same phrase or word for effect



Rhetorical devices that EXPRESS

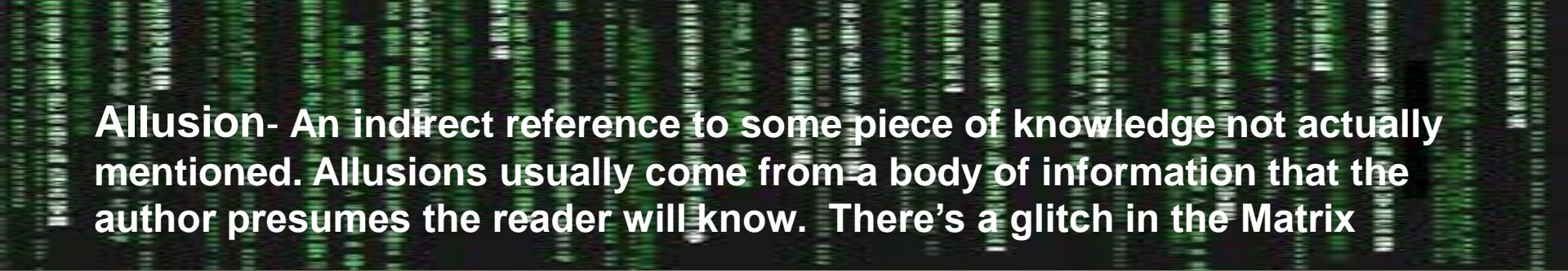
Paradox-
Seemingly contradictory statement that is somehow true



Other rhetorical devices



Parallelism- The use of identical or equivalent syntactic constructions in corresponding clauses or phrases.



Allusion- An indirect reference to some piece of knowledge not actually mentioned. Allusions usually come from a body of information that the author presumes the reader will know. There's a glitch in the Matrix



Simile- Comparison of two things USING like or as– Love is like a red rose



Personification- Giving inanimate object human qualities