

Rhetoric

The Aristotelian triad: ethos, logos, pathos	The 5 parts of oratory	Rhetorical language techniques	
<ul style="list-style-type: none"> Ethos is convincing your audience to believe you are trustworthy by establishing your credibility, character and personal appeal. Logos uses the appeal of reason and logical argument reinforced by evidence e.g., facts and statistics Pathos appeals to the listener's emotions, whether positive or negative, to impact their viewpoint <p><i>Ethos, pathos and logos must work together to be effective.</i> For an emotional appeal (pathos) to work, the emotion must be a shared emotion</p>	<ol style="list-style-type: none"> Invention – ideas! Think what you are going to say Arrangement – put ideas in logical and powerful order Style – select methods for impact (ethos, logos, pathos – what language choices do you need to make?) Memory – good orators do not read their speeches, they memorise or use brief notes Delivery – perform speech for impact (body language, tone, pace, volume, emphasis etc.) 	<ul style="list-style-type: none"> Personal pronouns (e.g. 'We can change the world!') Possessive adjectives ('e.g. 'Our future is in danger!') Direct address (e.g., 'You must act now') Anecdote (personal story) 	<p>Impact? To involve and connect with the audience.</p>
Mastery checks	Features of effective orators	Vocabulary	
<ul style="list-style-type: none"> ✓ I have prepared a speech using the five parts of oratory: invention, arrangement, style, memory and delivery ✓ I have planned a speech which uses ethos, logos and pathos to impact upon my audience. ✓ I have used rhetorical language techniques, such as personal pronouns, anaphora or rhetorical questions, to evoke ethos, logos and pathos for my listeners ✓ I have delivered my speech clearly, using gestures, body language and my tone of voice to emphasise my points. 	<ul style="list-style-type: none"> ✓ Confident body language ✓ Make eye contact ✓ Speak loudly and clearly ✓ Vary pitch, tone and volume ✓ Have a well-planned speech with good ideas and knowledge to convince their audience ✓ Formal register ✓ Range of high-level vocabulary to be precise about ideas and views ✓ Use rhetorical (persuasive) techniques to convince ✓ Connect with their audience emotionally, considering the views and feelings of others. 	<p>Rhetoric (noun): <i>the art of speaking effectively and persuasively.</i> e.g. <i>Old Major was skilled at rhetoric as he convinced the animals of the injustice of their situation.</i></p> <p>Oratory (noun), the art of public speaking e.g., <i>"Barack Obama is a clear master of oratory: his 'Yes We Can' speech will go down in history with Martin Luther King's 'I Have a Dream'.</i></p> <p>Orator (noun), a public speaker, esp one versed in rhetoric e.g. <i>Obama is a great orator.</i></p> <p>Credibility (noun), from the Latin root word cred, to believe; means you are trusted and believed in; essential for developing ethos. E.g., <i>English teachers have a lot of credibility when talking about Shakespeare.</i></p> <p>Anecdote (noun), a short amusing or interesting story about a real incident or person: e.g., <i>"that anecdote about your dog you used in the speech really won the hearts of the listeners"</i></p>	
<ul style="list-style-type: none"> Anaphora - Repetition of a key phrase across following clauses or sentences, e.g., <i>Inadequate</i> schooling, <i>inadequate</i> training, <i>inadequate</i> skills -- these are major obstacles." Sound techniques e.g., Repetition, alliteration, rhyme Phrases of quantity e.g., A staggering majority/minority; a vast number ... a worrying amount ... the easiest / worst Facts & statistics e.g. percentages 	<p>Impact? <i>Creates a sense of urgency, immediacy, emphasis and conviction.</i></p>		
<ul style="list-style-type: none"> Symbolism e.g., metaphor to express emotion eg, 'The hill we climb' Or contrast (light / darkness) Abstract nouns e.g., hope, truth, beauty 	<p>Impact? <i>Expresses an idea in a relatable, moral or emotional way.</i></p>		