

RHETORICAL DEVICES

Why do we use Rhetorical Devices in writing?

Rhetorical devices not only allow the author or speaker to connect with the reader or audience, but also reinforces his or hers intended argument. These devices range from a specific tone or diction to repetition or allusions with the similar end goal of persuasion.

Why do we need to learn Rhetorical Devices?

As a reader, you need to be able to identify the different rhetorical devices that an author uses in order to be successful on the Rhetorical Analysis Essay. In addition to recognizing rhetorical devices, you must be able to expand on how authors use specific rhetorical device to buttress their argument. Lastly, you will need to discuss the impact rhetorical devices –in the context they’re used –have on the reader.

ESSENTIAL RHETORICAL DEVICES

Rhetorical Triangle:

Ethos- evaluate how the author builds their credibility and the impact on a given audience. Additionally, ethos enhances and authors credibility and fortifies their argument

Pathos- address what **specific emotions** the author is trying to provoke in a target audience. Expand on the impact of the stimulated emotion on the overall argument.

Logos- analyze the effect of logic or reasoning on the message the writer is trying to promote. Authors might develop reasoning through incorporating facts, examples, statistics, etc.

Additional Rhetorical Devices:

Device	Definition
Allegory	story, poem, or picture using symbolic characters or events to reveal truths about human existence
Allusion	passing reference to art, history, or literature that is meant to serve as a comparison
Analogy	comparison between two similar aspects
Anaphora	form of repetition in which the beginning 2 successive phrases, clause, or sentences are repeated
Antithesis	the placement of a sentence or one of its parts against another to which it is opposed in order to form a balanced contrast of ideas
Asyndeton	omit the conjunctions in series in order to make a point
Countering the Argument	state an opponent's argument and then refuting it with logical and or ethical reasons
Diction	specific style of speaking determined by word choices made by the writer
Euphemistic	tone expressing harsh information more gently

Imagery	vivid language designed to appeal to any of the 5 senses
Litotes	form of understatement uses a negative to deny the opposite
Metaphor	unique comparison between two unlike things or ideas that does not include like or as
Mood Shift	abrupt change in author's attitude or in the emotion of a piece of writing
Parallelism	words, phrases, clauses, or sentences that are similar or complimentary in structure or in meaning
Polysyndeton	repeated use of a correlating conjunction to link words, phrases, or clauses
Repetition	restating a word, phrase, clause, or sentence
Rhetorical Questions	question posed to stimulate thought rather than to receive an answer
Simile	unique comparison between two unlike things or ideas that includes the word like or as
Synecdoche	metaphor in which a part stands for the whole or vice versa
Tone	attitude a writer has towards a subject or an audience,

	paired with diction or word choice
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