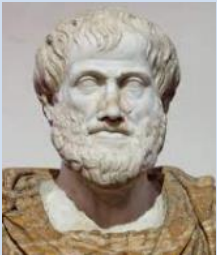


Year 9 - Knowledge Organiser – The Art of Rhetoric					
Rhetorical language is how we form our arguments, views and put across our ideas in a convincing way. This unit will explore several great rhetorical figures and consider the different ways they use rhetorical devices to influence wider society.					
The Aristotelian Triad			Key Vocabulary		
<ul style="list-style-type: none"><li>Aristotle was an Ancient Greek philosopher who established many of the traditions and devices that define what rhetoric is.</li><li>Aristotle outlined that an effective persuasive argument must contain three elements - ethos, pathos, logos - to be successful.</li><li>He outlined his ideas in his famous book, <i>The Art of Rhetoric</i>. These ideas have influenced leaders, writers and speakers throughout history.</li></ul>	<div><div>ETHOS Credibility</div><div>PATHOS Emotion</div><div>LOGOS Logic</div></div> 	Speech	A speech is written to be spoken aloud to an audience. A speech will open using a powerful image, anecdote or pose a question to the audience. The most effective speeches end with a powerful message.	Action	The purpose of a piece of writing could be to demand that action be taken to change or stop something happening.
		Rhetoric	Rhetoric is simply defined as the art of persuasion. It is the art of speaking or writing effectively to get people to do or think what you want. Rhetoric is an	Injustice	If something feels unjust, it means it is unfair or undeserved. It ay be that a person has chosen to use rhetoric to highlight the poor treatment of a particular group of people.
		Ethos	Convincing your audience that you have good character and you are credible therefore your words can be trusted.	Motivation	Motivating people is to make them feel enthusiastic or driven to believe an idea, or to take action. It may be that the speaker or writer is trying to give people hope or an optimistic outlook.
		Logos	Using logic and reasoning as your appeal: facts and figures	Change	Sometimes, speakers or writers are highlighting key issues in such a way that they provide ways in which these issues could be resolved. They will provide a range of ways that people can solve the problem within the speech, letter, article or poem.
		Pathos	The emotional influence of the speaker on the audience. Its goal is to make the audience feel something.	Purpose	The reason the writer is writing.
Key Devices					
Alliteration	Repeating the same sound at the start of consecutive words.	Emotive language	Words or phrases that encourage the reader or audience to feel a particular emotion.	Personal pronouns	Examples include ‘he’ ‘she’ ‘us’ ‘we’ etc. used in a sentence to refer to a specific person , often used to get the attention of the audience.
Anecdote	A short emotive or interesting story about a real incident or person.	Facts	Statements that are proven to be true. Often used as evidence to support ideas.	Statistics	Numerical data used to provide convincing and supportive evidence for an idea.
Anaphora	Starting each sentence with the same words.	Hyperbole	Exaggeration to emphasise a point or idea.	Repetition	Saying a word or phrase more than once for impact.
Antithesis	The direct opposite. Presenting the opposite to achieve a stronger argument.	Imperative verbs	Verbs that command an action.	Rhetorical question	A question that doesn’t require an answer, but is instead used to make a point.
Dialysis	‘Don’t do this, do that.’ Presenting an alternative to strengthen your argument.	Opinion	A view or judgement formed about something, not necessarily based on fact.	Tricolon (Rule of three)	A series of three words, phrases or sentences that are similar in structure and length, used to reinforce an idea.