

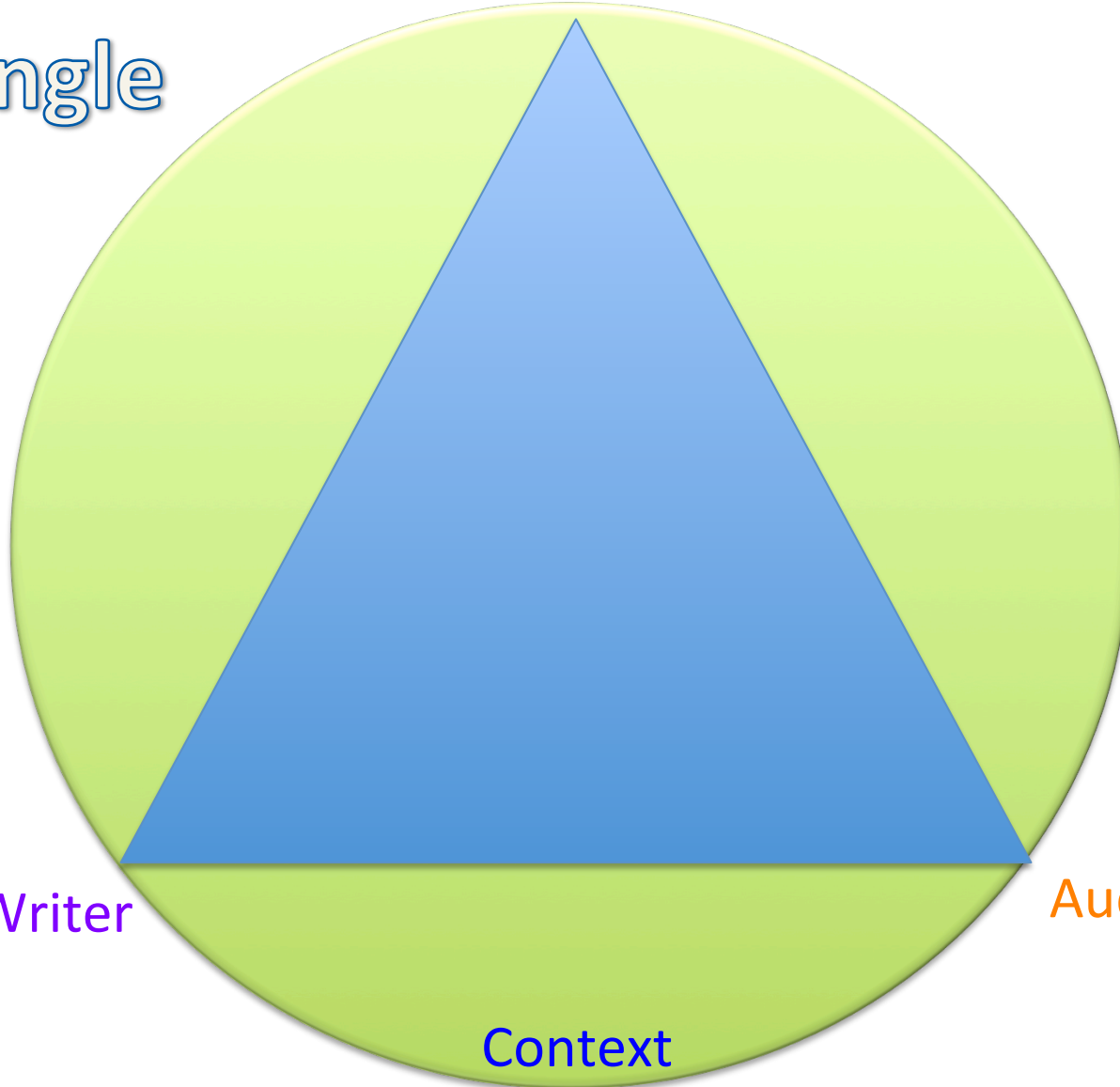
**MORE THAN YOU PROBABLY
WANT
TO KNOW ABOUT
RHETORIC**

Rhetoric is...

- ...the art or study of using language effectively
- ...the art of communication and conversation
- ...the language of a particular group or subject
- ...the skill of using language effectively
- ...the skill of processing all the messages we send and receive
- ...the ability to process and understand ideas, emotions, and opinions
- ...persuasion

The Rhetorical Triangle

Content

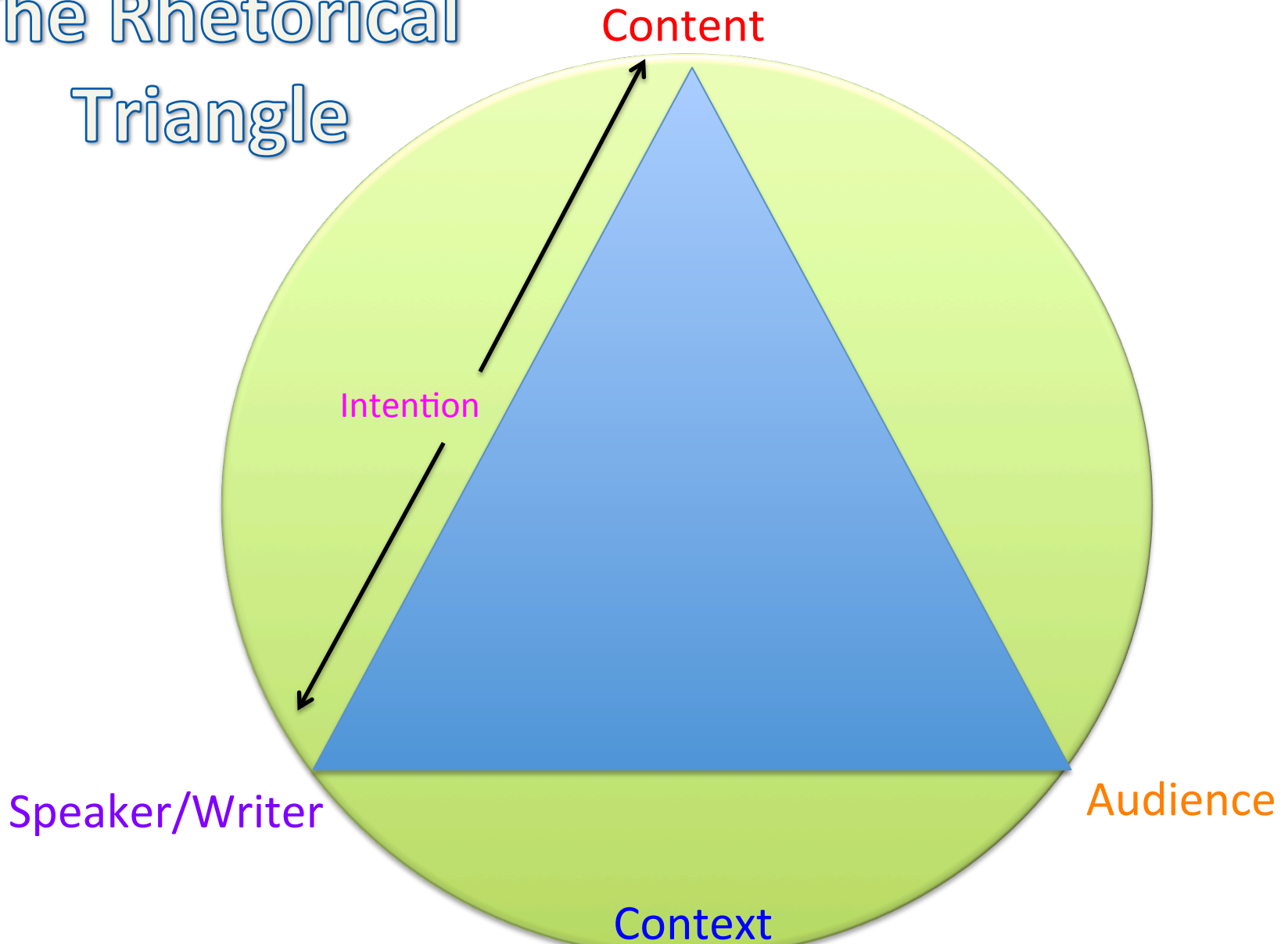


Speaker/Writer

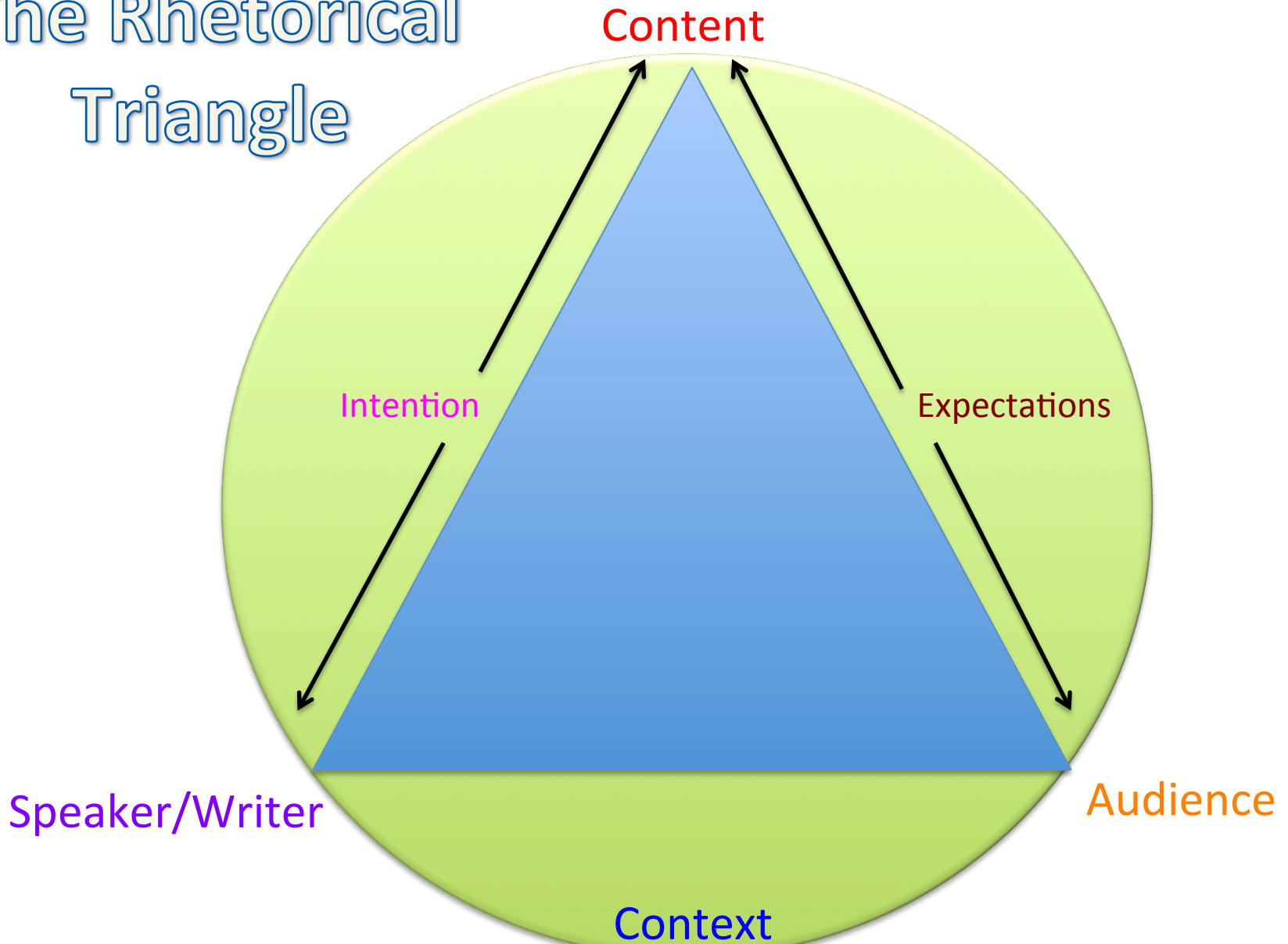
Audience

Context

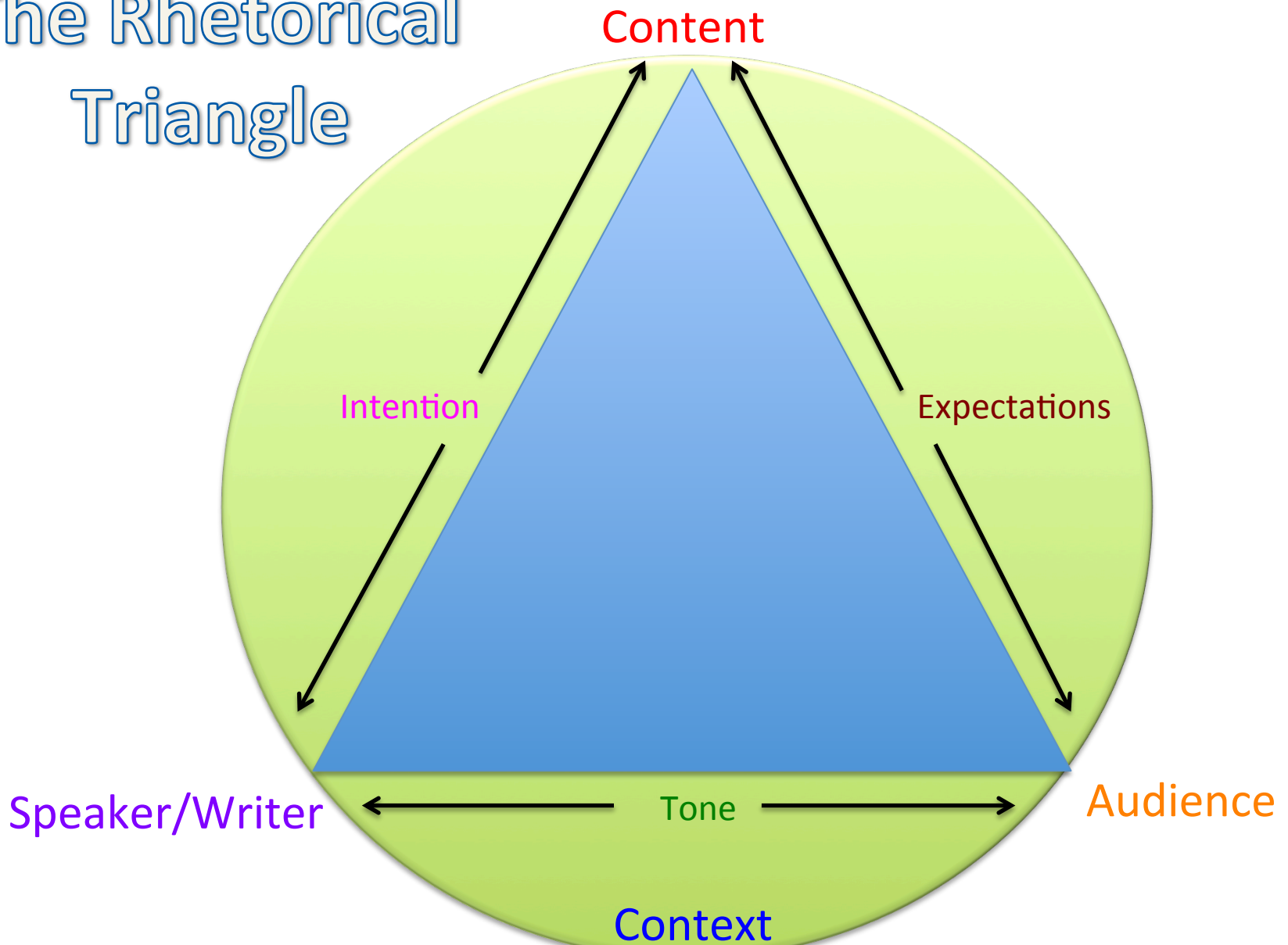
The Rhetorical Triangle



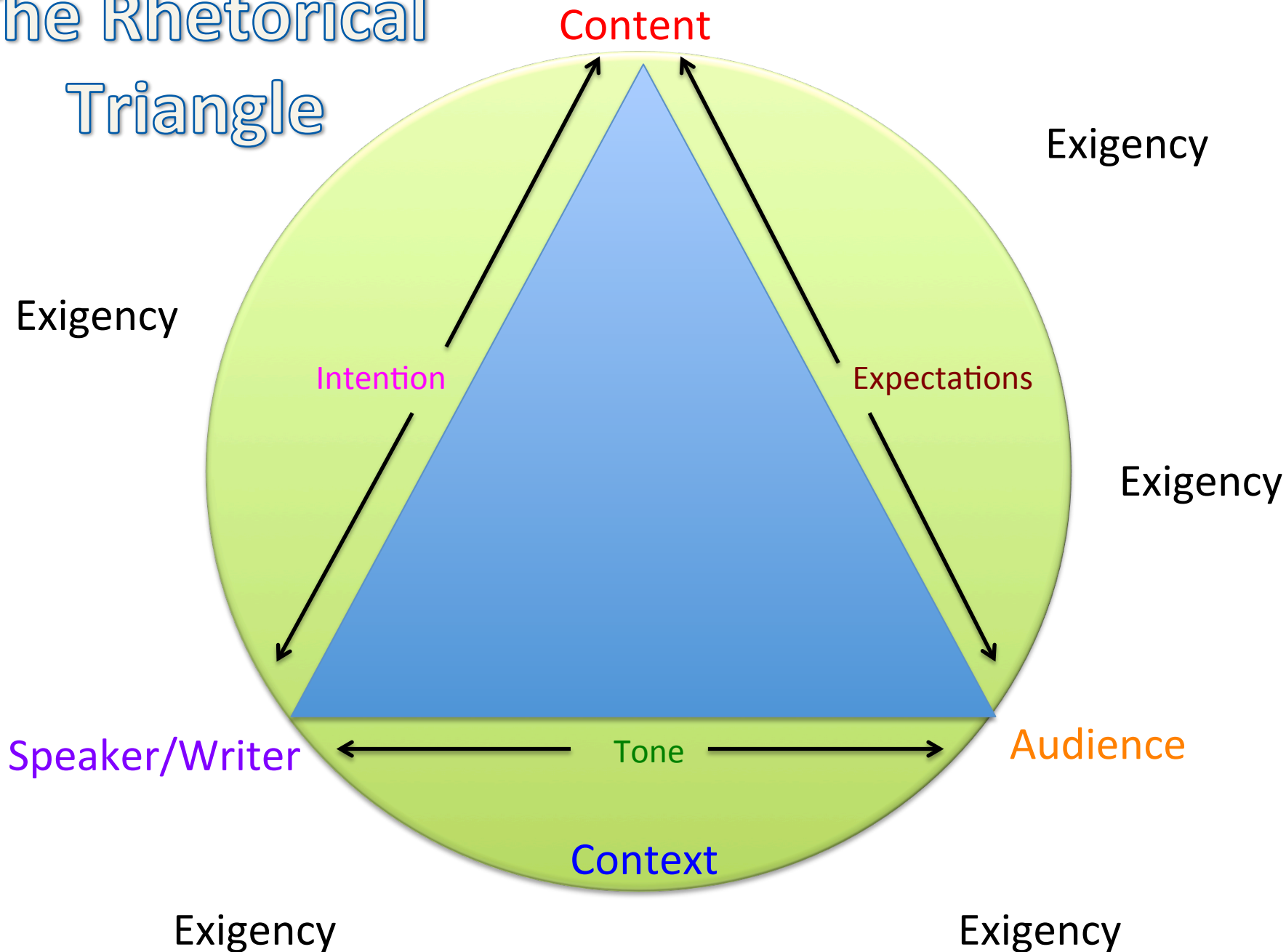
The Rhetorical Triangle



The Rhetorical Triangle



The Rhetorical Triangle



What is exigency?

- Exigency is the issue, problem, or situation that causes someone to speak or write.



The Writer/Speaker



- Your age
- Your experiences
- Your gender
- Your location
- Your political beliefs
- Your parents and peers
- Your education
- Your social class
- Your religious beliefs
- Your morals

The Audience

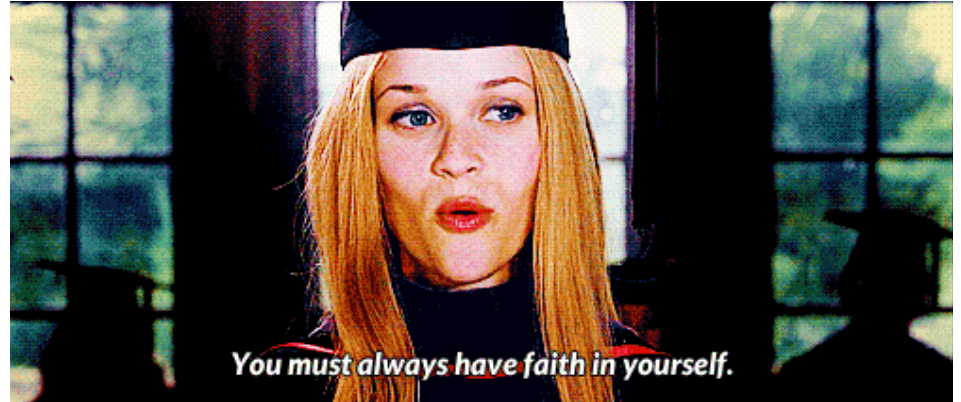
- Your age
- Your experiences
- Your gender
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- Your morals

(Looks similar to the speaker / writer, correct?)



The Content

- The genre (speech, letter, essay, etc.)
- The purpose
- The message
- The strategies and devices used to accomplish the purpose



Strategies

- Ethos – credibility, experience, authenticity
- Pathos – emotional appeal
- Logos – facts, research, reason, logic

(Rather than use these actual terms, I would prefer you say something like, “The author plays on the audience’s sympathies by recalling vivid, heartbreaking stories of children growing up in poverty-stricken, disease-infested villages.”)



Devices

- Anecdotes
- Lit devices (hyperbole, metaphor, simile, repetition, alliteration, cataloging, etc.)
- Diction (word choice)
- Style
- Syntax (word order)
- Parallel structure
- And on and on and on

