**9/27 Essential Question: What are elements of rhetoric?**

**Rhetoric**

The art of effective or persuasive speaking or writing

**Logos**

A persuasive appeal to logic, reason, and fact

EX: People who eat cheese are 63% happier than those who don’t—we should eat cheese.

**Ethos**

A persuasive appeal to convince audience of the persuader’s (or the subject’s) credibility,

character, or reputation

EX: Nine out of ten dentists recommend this toothpaste

EX: As your longtime friend, I don’t recommend you buy that car.

**Pathos**

A persuasive appeal to emotions

EX: If you don’t adopt that puppy, he may never find a home.

**Parallel Structure**

Repetition of a grammatical form within a sentence, or the whole sentence.

EX: Ask not what your country can do for you; ask what you can do for your country.

EX: There were cats living with cats, and dogs living with dogs.

**Repetition**

Repeating the same word, phrase, or idea for emphasis

EX: We fight for glory. We fight for freedom. We fight for you.

**Direct Address**

Calling out one specific group of persons in an audience to make them feel special.

EX: For those of you who love cats, you understand what I mean.