



3 appeals of RHETORIC

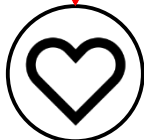


ETHOS

Credible

Expertise

Trustworthy



PATHOS

Emotive

Appeals

Sincere



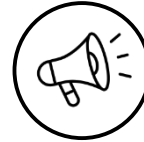
LOGOS

Logical

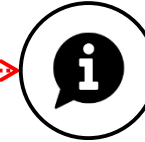
Facts

Reasonable

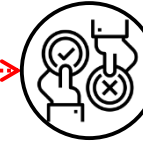
SIX STAGES OF SPEECH



1. EXORDIUM
Establish a connection to the audience and grab their attention



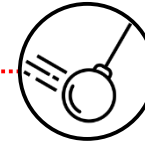
2. NARRATIO
Set out facts and definitions with brevity and clarity



3. DIVISIO
Summarise agreements and disagreements



6. PERORATION
Connect to your audience's emotions



5. REFUTATION
Smash your opponents' arguments



4. PROBATIO
Set out arguments with authority, analogy and evidence

Rhetorical figures and language devices



ALLUSION

Making a link between your ideas and a person or story from Greek mythology



ANTITHESIS

Pairing opposites words/ ideas in a sentence



QUESTIONING

Asking your audience questions can force them to think about their own views and ideas



ANECDOTES

Telling short stories can help you to appear knowledgeable and appeal to audience emotions



EMOTIVE WORDS

Sadness
Sympathy
Joy
Shock
Anger
Optimism



SYLLOGISM

Presenting two linked facts and drawing an apparently logical conclusion