




Rhetorical Devices

the art of influencing people to
believe you



Property of Olivia Hall, Wando High School, 2018.

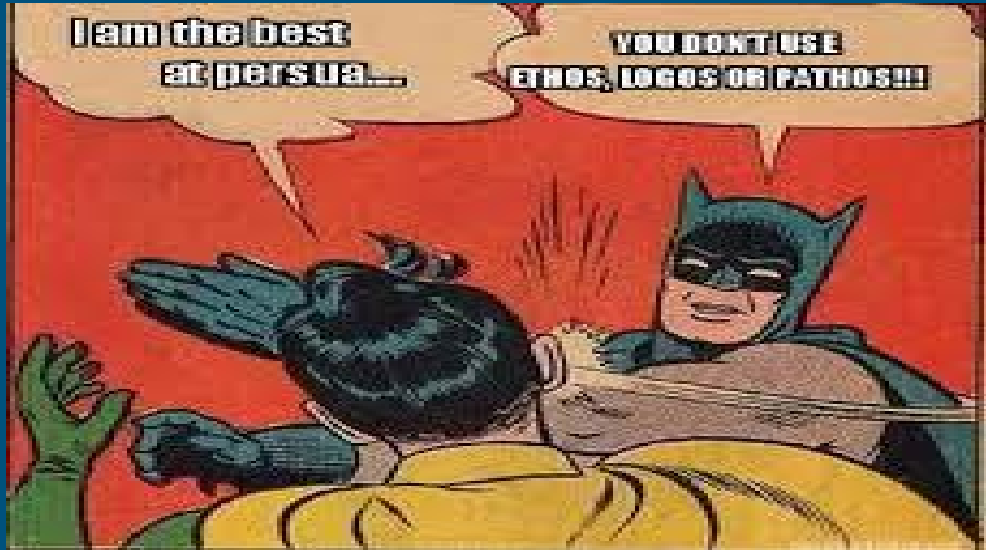
What Are Rhetorical Devices?

They are techniques that an author or speaker uses to persuade the audience or reader into believing what they believe.



Why do we use them?

Rhetorical devices are most generally used in arguments or debates. The devices help gain support for an individual's argument. It also makes a person a better debater.



The Devices

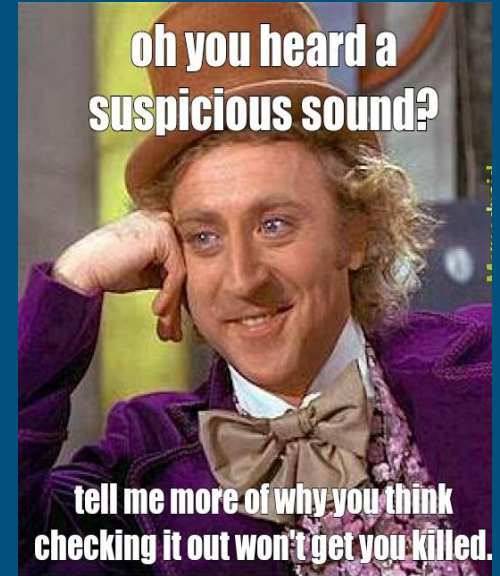
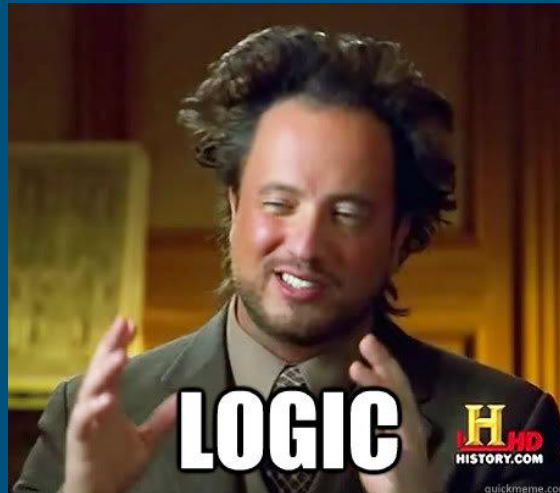
- Logos
- Pathos
- Ethos



Logos

Greek word for “logic”

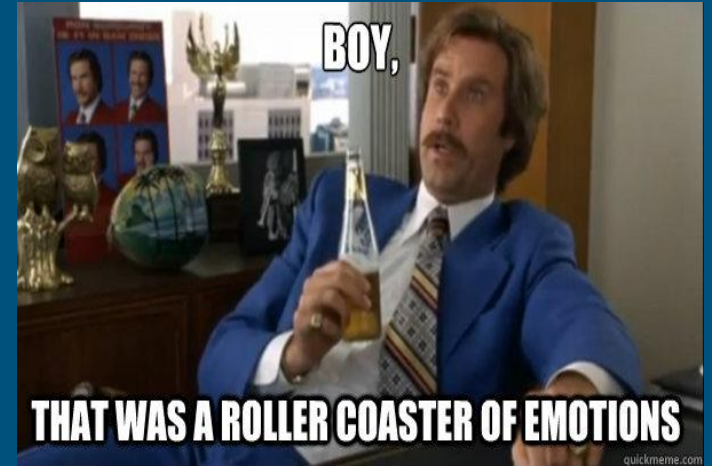
- Appeals to audience/readers by using logic or reason
- How would you do this?
 - Facts
 - Evidence
 - Common Sense



Pathos

Greek word for "Suffering"

- Persuades readers/audience by appealing to their emotions
- How would you use this?
 - Sympathy
 - Empathy
 - Sadness
 - Happiness
 - Anger



Ethos

Greek word for
"Character"

- To appeal to the audience/readers based on the author's/speaker's credibility or character.
- How would you use this?
 - Important title
 - Popularity
 - Reputation
 - Years of experience
 - Personal experience



Quick Summary


- Rhetorical Devices:
 - What: devices used to persuade people
 - Why: To gain supporters for someone's argument
 - Logos: logic
 - Pathos: emotions
 - Ethos: credibility/character




Resources

- Literarydevices.net
- Owl.english.purdue.edu





Ready to put your
knowledge of
rhetorical devices
to the test?



Rhetorical Devices in Commercials

<https://www.youtube.com/watch?v=SvlamfRRKK0> → John West Salmon

<https://www.youtube.com/watch?v=qdPXQLrueRg> → Coca-Cola

https://www.youtube.com/watch?v=SKL254Y_jtc → Chrysler

<https://www.youtube.com/watch?v=6HnkqffU3Cc> → Allstate

<https://www.youtube.com/watch?v=GLnPJkI9Y7Y> → Hyundai

https://www.youtube.com/watch?v=PpIMjgh_QIM → Campbell's

<https://www.youtube.com/watch?v=DcsRPw72sWw> → Gatorade