

Rhetorical Devices Guided Notes

Rhetorical Devices: the art of influencing people to believe you.

1. What are rhetorical devices?

They are techniques that an author or speaker uses to _____
_____ into believing what they believe.

2. Why do we use them?

Rhetorical devices are most generally used in _____. The
devices help gain _____ for an individual's argument. It also makes a person a better
_____.

3. The Devices

4. Logos - Greek word for _____

- Appeals to audience/readers by using _____
- How would you do this?
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5. Pathos - Greek word for _____

- Persuades audience/readers by appealing to their _____
- How would you use this?
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6. Ethos - Greek word for _____

- To appeal to the audience/readers based on the author's/speaker's _____ or

- How would you use this?
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Quick Summary

- Rhetorical Devices
 - What: devices used to _____
 - Why: to gain support for someone's _____
 - Logos:
 - Pathos:
 - Ethos:

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### Practice with Commercials

1. Logos - John West Salmon  
How does this commercial use logos to persuade buyers?
  
2. Pathos - Coca-Cola  
How does this commercial use pathos to persuade buyers?
  
3. Ethos - Chrysler  
How does this commercial use ethos to persuade buyers?
  
4. Allstate - which rhetorical device is used?
  
5. Hyundai - which rhetorical device is used?
  
6. Campbell's - which rhetorical device is used?
  
7. This Gatorade commercial uses all three rhetorical devices. How?  
Logos:  
  
Pathos:  
  
Ethos: