




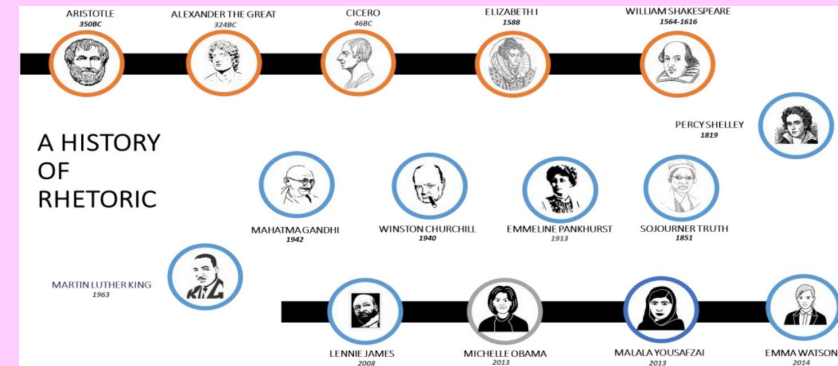
Year 8: "The Art of Rhetoric" knowledge organiser

Subject-specific terminology

- Rhetoric** - effective or persuasive writing or speaking.
- Anaphora** - starting each sentence with the same words.
- Antithesis** - Direct opposites.
- Injustice** - If something is unfair.
- Analogy** - A comparison between one thing and another, typically for the purpose of explanation or clarification.
- Anecdote** - A short amusing or interesting story about a real incident or person.
- Statistics** - A fact or piece of data obtained from a study.
- Imperatives** - A verb that is a command.
- Direct address** - Use of a proper noun to address the audience.
- Emotive language** - Words or phrases that encourage the reader to feel a particular emotion.
- Hyperbole** - Exaggeration to emphasise a point or idea.
- Metaphor** - A figure of speech that describes an object or action in a way that is not literally true.
- Purpose** - The reason the writer is writing.
- Rhetorical question** - A question that does not require an answer.
- Rule of three** - A series of three parallel words, phrases, or clauses.
- Personal Pronoun** - A short word we use as a substitute for the proper name of a person e.g. he, she, it, them, they.

Ethos 	Appeal of personality or character. Establishes the author's credibility. - Good will - Good character - Expertise
Logos 	Appeal to reason. Establishes a logic argument. - Statistics/Facts - Citing authority - Data - Benefits
Pathos 	Appeal to the emotions of the author's audience. - Fear - Duty - Hope - Patriotism

Contextual information



What is rhetoric used within and for what purpose?

- Speech:** Speaking formally to an audience. A speech will open using a powerful image, anecdote or pose a question to the audience. The most effective speeches end with a powerful message.
- Article:** A news article discusses current or recent news. This can be general news that will appeal to most readers, or on a specific topic for a particular audience.
- Letter:** A written form of communication, these are usually a formal way of outlining an issue, applying for a job or writing in response to share your opinion.
- Action:** The purpose of a piece of writing could be to demand that action be taken to change or stop something happening.
- Poem:** Poems are a form of literature that can be used to share ideas or opinions about society. Polemic poetry is poetry used to create a debate or highlight problem.
- Injustice:** If something feels unjust, it means it is unfair or undeserved. It may be that a person has chosen to use rhetoric to highlight the poor treatment of a particular group of people.
- Motivation:** Motivating people is to make them feel enthusiastic or driven to believe an idea, or to take action. It may be that the speaker or writer is trying to give people hope or an optimistic outlook.
- Change:** Sometimes speakers or writers are highlighting key issues in such a way that they provide ways in which these issues could be resolved. They will provide a range of ways that people.