

# Language of Composition 4–7

Exigence.

The need or demand. Why is NOW the time & place for a message

Rhetoric.

The ability to discern the available means of persuasion in any given situation.

Visual Rhetoric.

“Writing with images” Ex. documentaries, illustrations, advertisements, cartoons, etc.

Audience.

A group to whom a work is meant to be presented to. Must establish what the viewer’s values or morals are in order to have an effective message

Text.

Products meant to be read

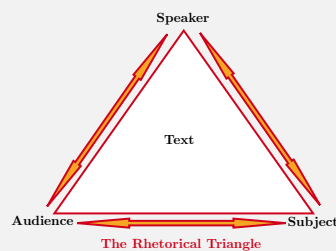
Context.

Parts of discourse that surround a word or passage

Rhetorical Triangle.

A way to conceptualize the relationship between elements of a text

## Summary



Occasion.	Specific circumstances surrounding the creation of a text
Purpose.	The goal an author intends to achieve
Speaker.	The author of the text
Persona.	The difference between the speaker on and off stage
Subject.	The topic of the text
Ethos.	Greek word for character. Expertise, knowledge, sincerity. Conveys shared values
Pathos.	Emotions, desires, hopes, fears, prejudices. Rests with connotations
Logos.	Clear rational ideas, backed with statistics, examples, or details. Logic

### Summary

Political campaigns often use pathos, rather than logos, in order to obtain a larger following