

Language of Composition 4–7

Exigence.

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

Rhetoric.

The art or study of using language

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

Occasion.

Specific circumstances surrounding the creation of a text

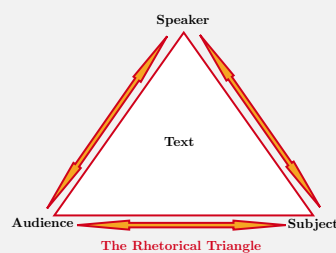
Purpose.

The goal an author intends to achieve

Rhetorical Triangle.

A way to conceptualize the relationship between elements of a text

Summary



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