

# Vocabulary and Definitions

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

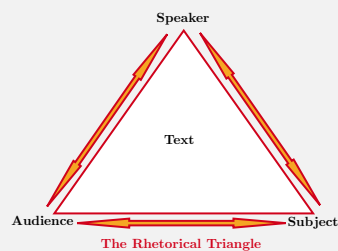
Context

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   |
| <i>The King's Speech</i>  | Answer the questions  |
| Question 1 – How do you think King George VI felt during this speech? | First and foremost, King George VI most likely feared for himself and his people. In addition to this, he probably felt powerful, as all of his citizens were listening to him at once. Also, he probably feels anxious and concerned about going into the war. |
| Question 2 – What is the emotion behind this speech?                  | Sorrow, courage, patriotic, powerful.   |

SPACECAT

|   |         |
|---|---------|
| S | peaker  |
| P | urpose  |
| A | udience |
| C | ontext  |
| E | xigence |
| C | hoices  |
| A | ppeals  |
| T | one     |

When thinking of the speaker...

What are their beliefs and values? Do we trust them? Why? What do we know and not know about them? Is there meaning behind who wrote or said it?

When thinking of the purpose...

What is the speaker hoping to accomplish? What reaction are they trying to elicit, and how do they want us to behave? Think of the purpose as an infinitive: to + verb.

When thinking of the audience...

What did the speaker assume about their audience? How does that impact what they say and how they say it?

When thinking of the context...

What was going on in the world when this text was produced?

When thinking of the exigence...

What was the spark or catalyst that moved the speaker to act?

When thinking of the choices...

This is a category of all the little moves authors make to enrich their writing. Why does the writer make each choice?

When thinking of the appeals...

Appeals to the ethics or credibility, emotion, or logic or reason.

When thinking of the tone...

Examples: Spread vs Smear, Weep vs Cry vs Sob

What is the speaker's attitude at different places throughout the text? How can you tell this is their attitude? Where does the tone shift in the piece?

Connotation – The certain feeling behind a word or phrase