Terms to know - Rhetorical Devices

| **Term** | **Definition** | **Example** | **Typical Rhetorical Effect** |
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| **Diction**  High/Formal  Middle/Moderate  Low/Informal  (colloquial)  Abstract  Concrete  Monosyllabic  Polysyllabic  Connotation | The particular choice of words chosen in order to depict at tone by the author  Formal words  Simple words  Informal word/slang  Word choice that cannot be visualized in the reader's head  Obvious/Clear-cut words  Word with only one syllable  Words with more than one syllables  Implicitly suggesting something with a certain word | “That car is remarkably luxurious .”  That boy is shockingly perspicacious.  “Nice Job.”  “I hate this stuff”  “I aspire unlimited power.”  “I walked 3 meters”  “tree”  “Terrific”  “He just is not trying” | Usage of words to convey a message of the authors  To establish ethos and formality  Relatable writing/easy to follow  For casual texts  To express more complex ideas and issues  To state an obvious or literal fact  Show simple ideas/concision  To expand word choice  Hidden meaning(being implicit) |
| **Syntax**  Simple  Compound  Complex  Compound - Complex  Declarative  Parallel Construction | The method of how words are formed together for a uniform sentence  subject + verb form  Two independent clauses connected / Subject + Verb + Object + Conjunction + Subject + Verb + Object  2 or more clauses in singular sentence/ Dependent clause + Subject + Verb + Noun + Object structure  Independent with two other dependent clauses  Informative statements  The use of similar words and concepts. | “The boy ran past everyone”  “She died”  “He walked, but he had a scooter”  “Because I was losing, I ran on past the line of scrimmage””  “They bought the toy, but it was free earlier because of a limited time discount.”  “The ground is cold.”  “He was smart, he was honest, and he was kind.” | Effective method of conveying ideas  Effective method of conveying shorter ideas  Effective method of conveying ideas  Effective method of conveying ideas    Effective method of conveying longer ideas  To inform with knowledge or facts  Emphasis of certain concepts and clarity |
| **Tone ---------** | Author's attitude towards a given subject  Connoting, powerful adjectives describe tone  Diction syntax and viewpoint make functional tone | Sample tones:  “The people continue to not work”  Yo u wanna go to the park rn | Create emotion and passion within the audience. |
| **The Appeals** | Rhetorical: Ethos, Pathos and Logos |  | Method to appeal to the masses |
| Logos | A reasoning based on logic | “UCLA’s study concluded that sleep makes children grow 12%.” | To support an argument or statement logically in order to appeal to the audience. |
| Ethos | Credibility associated with a certain author or organization to add stability. | “I am Mike Tyson and I can teach you how to box.” | To lend credibility to a certain argument with a person or an organization. |
| Pathos | Usage of emotion to add stability and bring out the emotions of my audience. | Look at these starving children. How can you not support them? | Pulling emotion out of the audience. |
| **Rhetorical Situation**  Exigence  Audience  Speaker  Occasion  Purpose and Message | An attempt to change someone's perspective  Motivator for the author, reason for his or her work  People the author intends to communicate with and influence is some way.  The person with the argument/ stance  Reason for a character's deeds  Goal of the conveying a concept to the audience | “He did not steal the chocolate bar; he has his own chocolate factory!”  “People have become too obese in our country.”  YouTube's targets younger teens as their primary consumer.  Abraham Lincoln advocated against slavery  I don't like alcohol; my dad was an alcoholic.  Stopping racism | Author uses to change the audience's opinion  Helps understand reason for why someone would write  People who would be interested in the authors work  Communicate message to audience in a believable way that could lead them to agree  The situation/backs story of the scenario  Commonly seen in all writing to either inform or sway |
| Claim | The proposed idea by the author | “Stefon Diggs is the best wide receiver.” | Provide authors stance on a given topic |
| Evidence | Used to lend ethos and credibility to a claim | “Your prints are on the gun” | Help support and idea |
| **Rhetorical and literary strategies** | Words/Phrases used to depict a meaning | Example | To evoke a response from an audience or to persuade an audience. |
| Allusion | A subtle reference, implied but never directly stated. | “A smart brain is basically an infinity stone.” | Used for relatability and some concept topics |
| Rhetorical Questions | Specific questions that intend to sway the audience's opinion and introduce a stance | “Should I breathe air, or should I vape random chemicals made for less than 1o cents that taste like watermelon?” | To emphasize a certain stance and sway an audience |
| Pronoun Usage | The practice of pronouns | “He is the chosen one!” | Create relatability, Pathos |
| Selection of Detail | Chosen details to support a certain sentiment/ narrative. | “The animal snarled viciously with its lengthy teeth… ” | To create/ improve imagery that supports authors, stance. |
| Juxtaposition | Having similar ideas/words next to each other to enhance contrast. | “When I am lazy, I procrastinate.” | Create a connection between two items |
| Use of Absolutes | Extreme ideas with the use of words like never and all | “I will never drink milk again.” | To establish a stance and seem unwilling to change. |
| Point of View | The perspective of the author | “He was scared of dogs because he never saw one.” | Helps audience understand the author's lens and beliefs |