




# YEAR 9 ENGLISH: PERSUASIVE WRITING AND RHETORIC

THE ARISTOTELIAN TRIAD <i>Strategies people use to appeal to their audiences</i>		ANNOTATED EXAMPLE OF SPEECH <i>'I Have A Dream' speech by Martin Luther King</i>	
<p><b>Ethos</b></p>  <p>Appeal of personality or character. Establishes the author's credibility.</p> <ul style="list-style-type: none"> <li>- Good will</li> <li>- Good character</li> <li>- Expertise</li> </ul>	<p><b>Logos</b></p>  <p>Appeal to reason. Establishes a logic argument.</p> <ul style="list-style-type: none"> <li>- Statistics/Facts</li> <li>- Citing authority</li> <li>- Data</li> <li>- Benefits</li> </ul>	<p><b>Pathos</b></p>  <p>Appeal to the emotions of the author's audience.</p> <ul style="list-style-type: none"> <li>- Fear</li> <li>- Duty</li> <li>- Hope</li> <li>- Patriotism</li> </ul>	<p><b>Anaphora:</b> the repetition of a word or phrase at the beginning of multiple sentences. This helps Martin Luther King stress the point he is trying to make, creating a sense of urgency. Change must happen now or it will not happen at all.</p> <p><b>Metaphor:</b> Segregation is compared to a 'dark and desolate valley' to make it sound bleak. 'Dark' suggests negativity and 'desolate' implies there is a lack of hope.</p> <p><i><b>Now is the time to make real the promises of democracy. Now is the time to rise from the dark and desolate valley of segregation to the sunlit path of racial justice. Now is the time to lift our nation from the quicksands of racial injustice to the solid rock of brotherhood.</b></i></p> <p><b>Pathos</b> created through King's use of <b>direct address</b>. He is appealing to the audience's sense of duty. They all have a part to play in helping their country end racism and segregation forever.</p> <p><b>Metaphor</b> is used here to compare 'brotherhood' to a solid rock. A rock is strong and stable, a foundation for Martin Luther King's dream of a 'brotherhood', a community of people who are not divided.</p>

RHETORICAL METHODS		STRUCTURING PERSUASIVE WRITING			VOCABULARY
<b>Anaphora</b>	<i>The repetition of a word or phrase at the beginning of multiple sentences.</i>	<p><b>Introduction</b></p> <p><i>Introduce your argument to your audience.</i></p> <p>➔</p> <p><b>Ethos</b></p> <p><i>Establish your ethos. Why are you the best person to present this argument?</i></p> <p>➔</p> <p><b>Argument #1: Logos</b></p> <p><i>Present and explain the first point of your argument. Use logos to make your argument clear.</i></p> <p>↓</p> <p><b>Counterargument</b></p> <p><i>Consider what the opposing side would say and explain why their point of view is wrong.</i></p> <p>←</p> <p><b>Argument #2: Pathos</b></p> <p><i>Present and explain the second point of your argument. Use pathos to make your audience feel a particular emotion.</i></p> <p>←</p> <p><b>Conclusion</b></p> <p><i>Conclude your argument using logos, pathos and ethos for the final time.</i></p>	<p><b>Analogy</b></p> <p><b>Anecdote</b></p> <p><b>Maxim</b></p> <p><b>Rhetoric</b></p> <p><b>Sophists</b></p> <p><b>Theme</b></p> <p><b>Tone</b></p>		
<b>Direct Address</b>	<i>Addressing a person or a group of people directly through use of name or personal pronouns.</i>				
<b>Hyperbole</b>	<i>Exaggerated statements or claims that are not meant to be taken literally.</i>				
<b>Imperatives</b>	<i>A command.</i>				
<b>Metaphor</b>	<i>A comparison which says one thing is the other.</i>				
<b>Rhetorical Questions</b>	<i>A question which does not require an answer.</i>				