

The Art of Speaking

Rhetoric: Part I

iPhone 15

WOW

Lesson Starter

1. List three things you hate doing.
2. Swap lists. It is now your job to persuade your partner that these are brilliant things to do!

Some useful words are:

- *definitely*
- *probably*
- *most likely*
- *(are) bound to*
- *possibly*



WARM UP

When was the last time you had a serious argument?

The questions below concern your last significant argument. You may choose a face-to-face argument or one conducted via electronic means. Take notes and be ready to share your answers.

1. With whom did you argue?
2. What did you argue about?
3. What was each side's position?
4. What was used to support each side of the argument?
 - Did you try to convince the other side that you were right by trying to convince them that you knew more than they did about the subject?
 - Did you try to get them to emotionally connected with your argument?
 - Did you present specific, factual, and verifiable evidence to prove your position?



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rhetoric noun

rhet·o·ric ˈre-tə-rik 

[Synonyms of rhetoric >](#)

- 1 : the art of speaking or writing effectively: such as
 - a : the study of principles and rules of [composition](#) formulated by critics of ancient times
 - b : the study of writing or speaking as a means of communication or persuasion
- 2
 - a : skill in the effective use of speech
 - b : a type or [mode](#) of language or speech
also : insincere or [grandiloquent](#) language
- 3 : [verbal](#) communication : **DISCOURSE**

rhetoric

noun [U]

US  /ˈreɪ-ər-ɪk/

[Add to word list](#) 

speech or writing that is effective and persuasive

[+](#) 

LITERATURE

Rhetoric is also the art of speaking and writing effectively, or the study of this art.

Rhetoric

[Article](#) [Talk](#)

From Wikipedia, the free encyclopedia

For the work by Aristotle, see [Rhetoric \(Aristotle\)](#).

"Rhetor" redirects here. For the journal, see [Canadian Society for the Study of Rhetoric](#).

Rhetoric (/ˈrɛtərɪk/) is the [art](#) of [persuasion](#). It is one of the three ancient arts of discourse ([trivium](#)) along with [grammar](#) and [logic/dialectic](#). As an [academic discipline](#) within the [humanities](#), rhetoric aims to study the techniques that speakers or writers use to inform, persuade, and motivate their [audiences](#).^[1] Rhetoric also provides [heuristics](#) for understanding, discovering, and developing [arguments](#) for particular situations.

Centralt innehåll



Reception

- Talad engelska, även i relativt snabbt tempo och med inslag av sociolektal och dialektal variation.
- Hur variation och anpassning skapas genom meningsbyggnad, ordbildning och val av ord, till exempel regionala varianter och kollokationer, i informella och formella sammanhang.
- Hur attityder, synsätt och stilnivå kommer till uttryck i talad och skriven engelska.
- Hur den muntliga och skriftliga engelska som eleverna möter är uppbyggd för att påverka en tänkt målgrupp.

Produktion och interaktion

- Muntlig och skriftlig produktion och interaktion med olika syften, där eleverna resonerar, argumenterar, ansöker, återger och sammanfattar.

Focus Area: Rhetorics (week 4-8)

- Speaking exercises.
- Rhetorics in commercials.
- Historical perspective.
- Rhetorical devices.
- Speech analyses.
- Structure of a persuasive speech.
- **Examination:** persuasive speech in full class, in a small group or in a video (week 8, Tuesday February 20-Wednesday February 21).



Origin of Rhetorics



Ancient Greece



The importance of speaking well



Aristotle (384-322 BC)



Cicero (106-43 BC)



Their speaking models are still used today

Aristotle's Rhetoric Model



Aristotle found that people make decisions based on three grounds; *ethos*, *pathos* and *logos*.



Ethos – Credibility (expertise and knowledge)



Pathos – Affect emotion

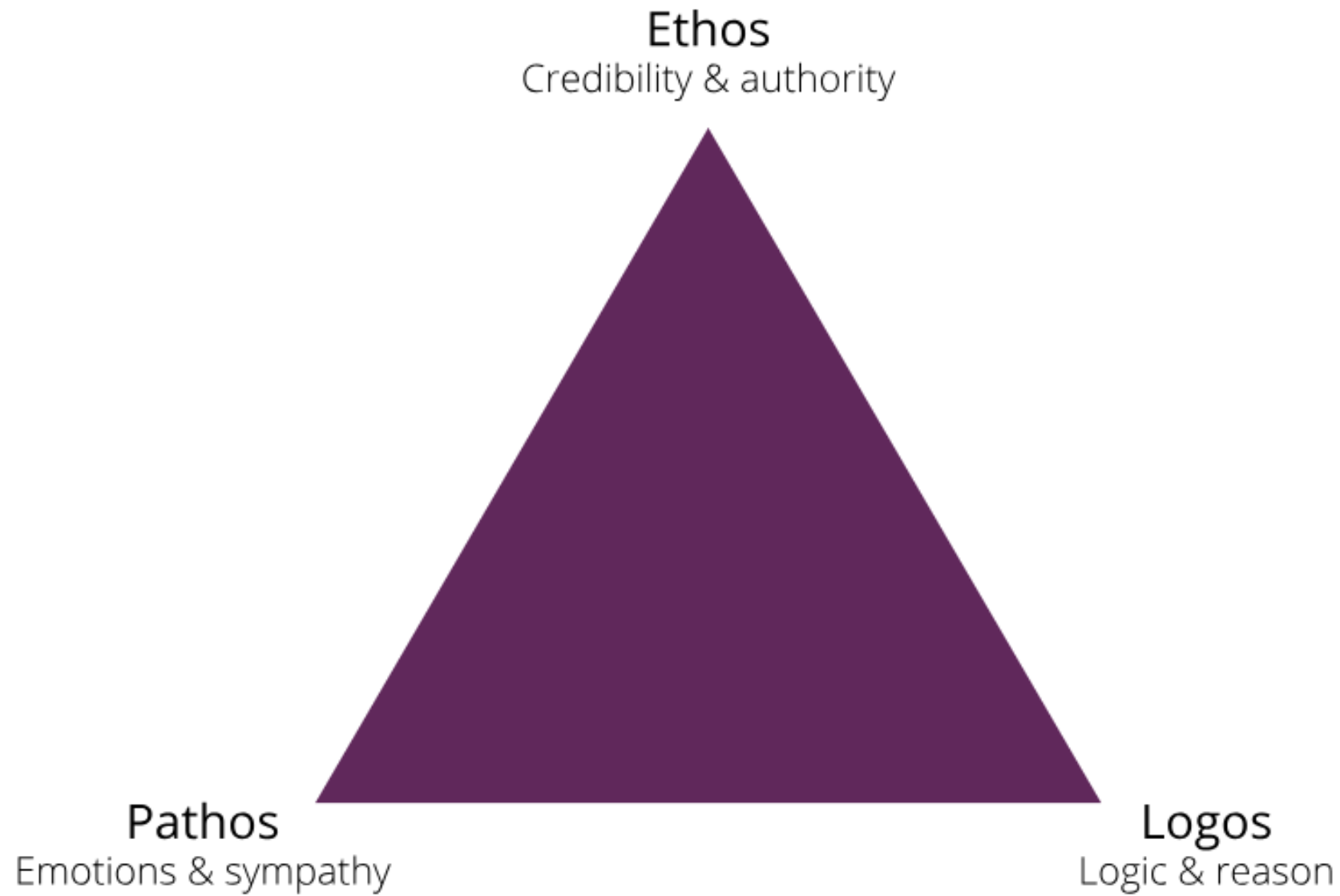


Logos – Being logical



According to Aristotle, a speaker must come across as trustworthy, reach out to the other person's feelings and use reliable facts to truly persuade another person in a discussion or speech.

Unity of Ethos, Pathos and Logos



Ethos



Being credible



Strengthening your authority



Having eye contact with the audience in order to convince them that you are trustworthy



Example: "As a dentist, I see this a lot. I recommend using a sensitive toothpaste."

Pathos



Connecting to the audience's feelings



Stirring their emotions by using stories



Using emotive words



Example: "If you decide not to come home for the holidays, it would break your grandmother's heart."

Logos



Using reliable facts



Statistics



Scientific research



Strong arguments



Example: “People who eat breakfast every morning are 72% happier than those who don’t, so we should all eat breakfast every day.”

Take a look at
your last
serious
argument
once again
and answer
four questions



Did you use ethos, pathos and logos to try to win the argument? Did you use any one of them more than the other?



Do you think your argument could have gone differently if you had been more aware of Aristotle's model?



Do you think rhetoric is important? Why, or why not?

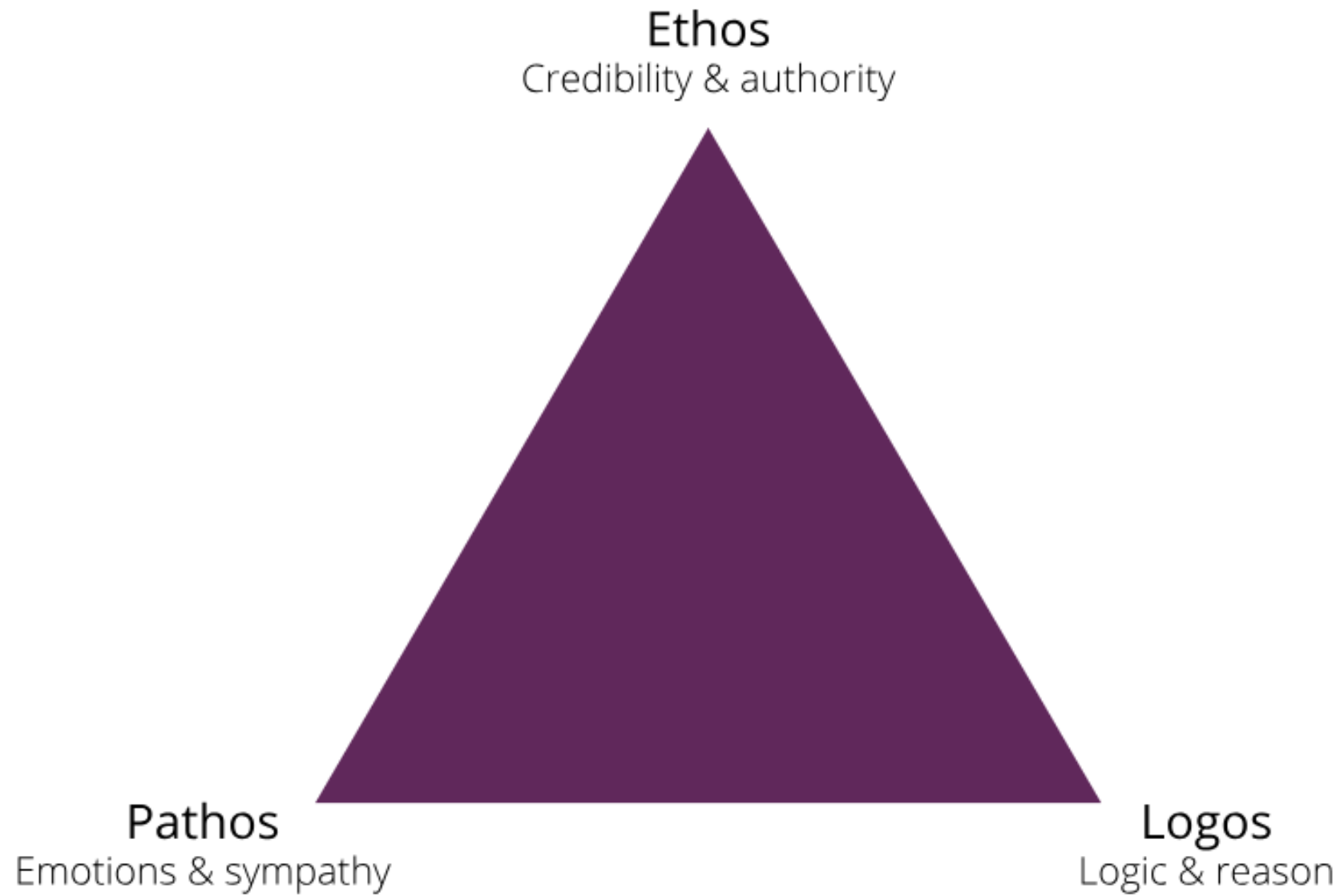


Is the person with the strongest arguments always the one who is right?

Rhetoric: Part II

The Art of Speaking

Unity of Ethos, Pathos and Logos



Rhetoric in Commercials



1. Watch six different **commercials** in full class. Take notes on the note support sheet.

2. **Discuss** with the friend sitting next to you what you have found according to the questions below.

A) What kind of rhetorical devices (ethos, pathos or logos) are used in the commercials? Are several devices used in the same commercial? Give examples.

B) How do you know if the commercial is using ethos, pathos or logos?

C) Are these commercials effective? Why or why not? For whom?

3. **Share your ideas** in full class.



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