

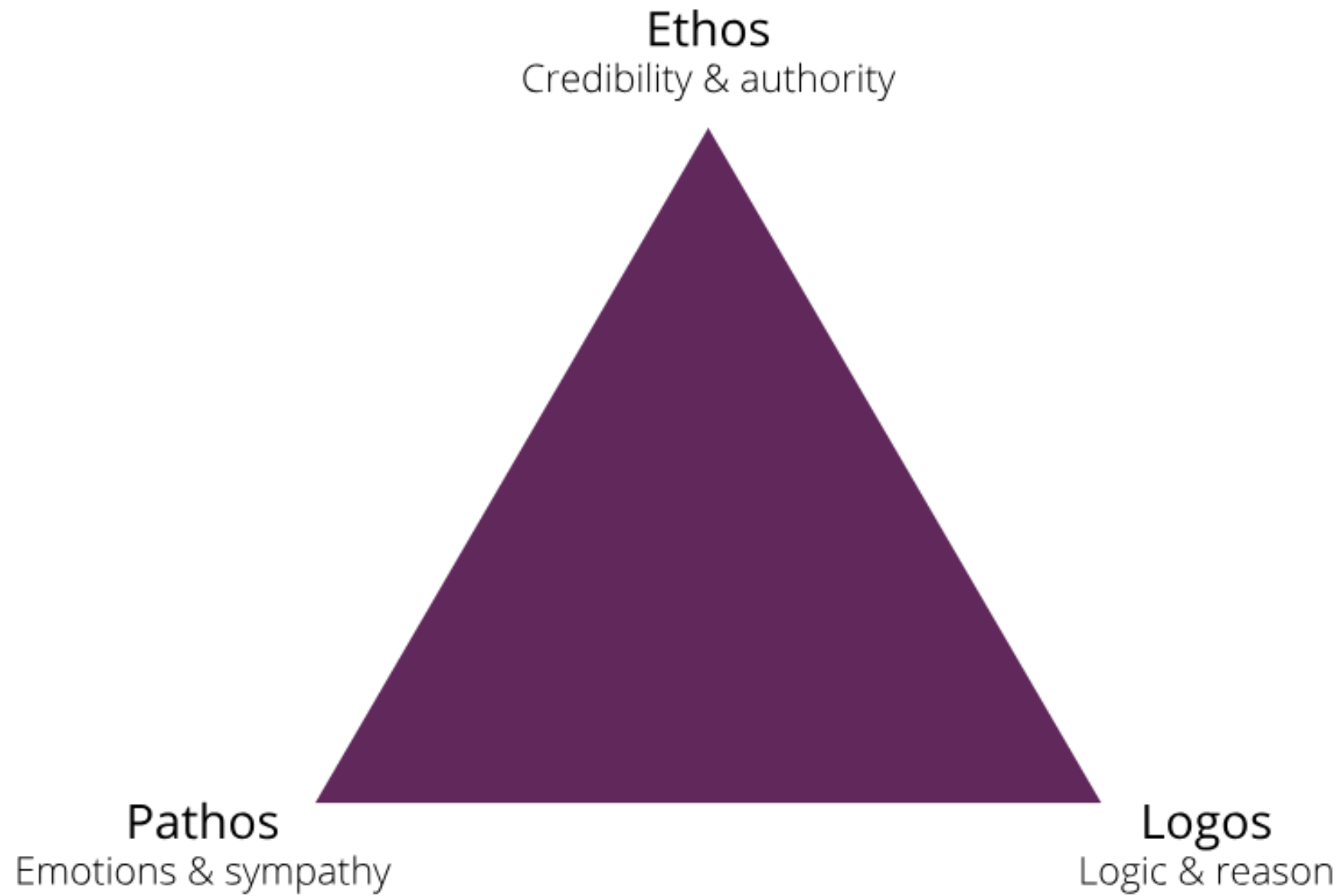
Lesson Starter

1. List three things you would never dream of buying or you would never want to own.
2. Swap lists. Now, try to sell these products to your partner!

Remember to use appropriate language and try to include some words from our lists!



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.”



ETHOS PATHOS LOGOS

CLASSROOM ACTIVITY AND
EXPLANATION

TEACHERS COLLEGE



Cicero's Rhetoric



Aristotle – content.



Cicero – disposition and preparation.



A good speech must be prepared in six steps.

Cicero's Six Steps

Intellectio: Adapting the content of the speech to the purpose, situation and audience.

Inventio: "Inventing" the speech. Searching for facts, finding appropriate arguments and thinking about what emotions to evoke.

Dispositio: Arranging the speech into three parts; introduction, main body and conclusion (also called summary).

Elocutio: Adapting the language and style to the purpose and the audience by using appropriate words and creating coherence by using linking words.

Memoria: The last step before giving the presentation, is memorizing the speech.

Actio: Delivering the speech in an appealing way, thinking about intonation, tempo, speech volume, pauses, body language, visual aids etc.

Aristotle and Cicero: Content and Structure



The models complement each other.



Public speakers often rely on these models.



When do you think knowledge about rhetoric could be important?

Rhetorical Devices I



Use rhetorical devices to convince your audience or to make a presentation more interesting and reliable



Alliteration



Anaphora



Antithesis

Rhetorical Devices II



Hyperbole



Litotes



Metaphor

Rhetorical Devices III



Rhetorical question



Rhetorical pause



Simile

EXERCISE – EXAMPLES OF RHETORICAL DEVICES

1. “Is it fair to just walk pass the homeless people pretending that they don’t exist?” (Pause)
2. “You are talking to a man who has **laughed in the face of death, sneered at doom, and chuckled at catastrophe.**” (The wizard in the Wizard of Oz)
“Tell **me and I** forget. Teach **me and I** remember. Involve **me and I** learn.” (Benjamin Franklin and others)
3. “**Speech** is silver, but **silence** is gold.”
4. “You have heard of these problems a gazillion times.”
5. “He is like a penguin, slow on land but fast in water.”
6. “He is a rat.”
7. “They are part of the **finest fighting force** that the world has ever known.” (Barack Obama)
8. “What can be more fun than rolling around town in this beauty?”
9. ”They do not seem the happiest couple around.”
”It may not be the smartest way of doing it”
10. “**I have a dream** that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character. **I have a dream** today!” (Martin Luther King)

Rhetoric and Power

Rhetoric is a powerful tool. Rhetorical devices have been used throughout history to persuade people and attract followers – both in negative and positive ways!

Summary

To deliver a great and persuasive speech you need to use **ethos, pathos and logos**. You need to go through **Cicero's six steps** and you need to use **rhetorical devices**. You also need to use your **voice** and your **body language**.

