

Y8 T2: Art of Rhetoric

1. Metaphor

loaded vehicle – a metaphor where the choice of vehicle has powerful connotations for the reader.

example: *'we will not be satisfied until justice rolls down like waters, and righteousness like a mighty stream.'* (MLK 1963)

explanation: the vehicle is water. Water has connotations of life and power and nourishment, so the metaphor suggests that justice and righteousness are life-giving, too.

extended metaphor – a metaphor which unfolds across multiple lines or sections of a text.

2. Micro-structure

modification - changing the quality of nouns or verbs using additional information, usually adjectives and adverbs

expansion - adding clauses and phrases to sentences to make them more complex

fragmentation- when a sentence is not complete because it is missing a subject or verb or both

declarative sentence - a sentence that makes a statement, provides a fact, offers an explanation, or conveys information. E.g., Animal Farm was written by George Orwell

interrogative sentence- a sentence that asks a question e.g. Is it cold outside?

imperative sentence- a sentence that gives a direct command or instruction – they typically start with a verb e.g., Close the door.

exclamative sentence- a sentence that expresses a strong emotion, often ending in an exclamation mark. E.g. We won!

appositive phrase- a noun or noun phrase which is positioned next to another noun to add description or information, e.g., Jane, an electrical engineer, did not agree.

3. Linguistic Devices

direct address – addressing the reader directly using pronouns such as 'we', or 'you'

facts – something which can be proved to be true.

opinion – a belief which cannot be proven true – someone's ideas.

rhetorical question – a question which encourages a reader to think.

statistics – numerical facts and data used to support a point.

tricolon – list of three things in a sentence.

4. Genre

Rhetoric- The art of effective persuasive speaking or writing

Ethos -Persuasion using the character of the speaker, identified through reputation, expertise, credibility and personality.

Pathos- Persuasion by appealing to the emotions, arousing sympathy, stimulating the imagination, identifying with traditions and beliefs.

Logos - Persuasion through the use of reason, respecting the role of evidence, logic, clarity, coherence.

5. Vocabulary

transactional writing- Non-fiction writing that intends to communicate information between individuals or groups.

audience - who the author writes their piece for- in other words, the reader. purpose - the goal or aim of a piece of writing: to provide information, to persuade, etc.

6. Form and Macro-structure

hook- What will you say to get the reader's attention?

counter argument – Explore how others may view this topic in a different way

conclusion – Leave the reader with something which will have an impact; something they will remember and will want to help with the topic in hand.