

RHETORICAL DEVICES RECAP

Making sure we remember all of the important stuff

FIGURATIVE LANGUAGE

can help convince your
audience

- Intentional repetition
 - Understatements
 - Personification
 - Juxtaposition
 - Vivid imagery
 - Hyperboles
 - Metaphors
 - Similes
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APPEALING TO ETHOS

- Word choice
- Adopt a generally calm tone
- Show your personal experience
 - Anecdotes

APPEALING TO PATHOS

- Anecdotes
- Rhetorical questions
 - Make the audience think/reflect
- Touch on the audience's values

APPEALING TO LOGOS

- Provide a lot of relevant data
 - Make sure your data doesn't contradict itself
- Organize your information logically