Rhetorical Devices

How to Persuade Your Audience

Persuasive Appeals: 3 Ways to Be Persuasive

* Ethos
	+ The credibility or character (ethic) of the speaker
		- Speaker’s own expertise, pedigree, objectivity, intelligence, etc.
	+ The appeal to authority
		- Credibility of expert sources as support
* Pathos
	+ The emotional appeal
		- Striking an emotional chord with audience (e.g., empathy, indignation, etc.)
		- storytelling, evocative examples, analogies, choice of language
* Logos
	+ The appeal to logic & listeners’ rational side
		- Statistics, facts and analogous examples (e.g., historical, literal) as support

Rhetorical Devices (You must use **at least 2** **of these** in your essay)

**Structural Devices**

* Epigraph
	+ Quote set at the beginning of a work or section of a work to set a tone or suggest a theme
		- May also take the form of a rhetorical question or statement
* Theme
	+ Central or dominant idea or concern of a work
		- Your core message (e.g., impact, benefit, paradigm shift)
* Foreshadowing
	+ Hinting at or presenting things to come in a story
		- Various forms of the recommendation first approach
* Juxtaposition
	+ Placing two items side by side for effect

**Linguistic Devices**

* Anaphora
	+ regular repetition of the same word of phrase at the beginning of successive sentences or clauses
		- e.g., We are thorough. We are driven. We are right.
* Alliteration
	+ repetition of same initial consonant (or any vowel) in proximal words
		- e.g., this solution is practical, principled and profitable
* Asyndeton
	+ removing conjunctions (often replaced with pauses)
		- This man was negligent, thoughtless, unethical.
* Parallel structure
	+ Using syntactically similar grammatical structure
		- e.g., “I once was lost, but now I’m found”, the costs far outweigh the benefits

**Substantive Devices**

* Analogy
	+ A comparison of two different things to make a point about their similarity (can include metaphor and simile)
	+ Used to communicate new, complex or controversial ideas
		- e.g., business and war, “band-aid” solutions, throwing a monkey wrench in the system
* Personification/animism
	+ Giving something inanimate human or animal characteristics
		- e.g., numbers don’t lie, profits will soar
* Axiom
	+ Statement that is regarded as true or self evident
		- e.g., “He who fails to plan, plans to fail”
* Aphorism
	+ Short memorable philosophical statements designed to illustrate a commonly held belief
		- e.g., “Hire slowly, fire quickly”, “A business that makes nothing but money is a poor kind of business”
	+ Adage: an aphorism that has gained credibility through longevity
		- e.g., “Don’t count your chickens before they’re hatched”

Other Suggestions for Being Persuasive

**Vocabulary & Phrasing**

* Maintain an appropriate level of formality to be taken seriously
	+ You or your firm instead of you guys
* Enunciate clearly and finish all words
	+ Going to instead of gonna
* Use strong language
	+ Recommend, demonstrate and prove instead of feel
	+ Will do instead of kinda, maybe, sorta, like
* Use active voice
	+ Somebody killed him instead of he was killed