

Year 7 Cycle 2b – Knowledge Organiser – History of Rhetoric

What is Rhetoric? / Aristotelian Triad		Rhetorical Structure		Rhetorical Devices Ctd.	
1.Rhetoric	the art of persuasion	1.Hook	an opening sentence intended to catch the reader's attention	5.personal pronouns	substitute for a proper noun e.g. you, we, us
2.Aristotelian Triad	three main components of a compelling and persuasive argument	2.Introduction	a way to introduce your key information	6.quotations	when you borrow and use somebody else's words
3.Ethos	the public persona you portray (how you come across)	3.Main Points	reasons and examples used to argue your view	7.analogy	a comparison that aims to explain a thing or idea by likening it to something else
4.Logos	your argument and how it is constructed	4.Counter and Smash	an opposing view followed by reasons why yours is superior	8.anecdote	a personal story which allows the audience to relate to you
5.Pathos	making your reader / audience feel something – being emotive	5.Conclusion	a summary of your main ideas	9.emotive language	words chosen to affect the reader emotionally
6.viewpoint	your views, opinions and perspective on an issue	Rhetorical Devices		10.rhetorical question	a question posed to make the reader think
7.argument	points which support and help you communicate your view on an issue	1.opinion	a view or attitude towards something	11.adverbs of confidence	adverbs which demonstrate your confidence in something e.g. unequivocally, clearly
8.reader / audience	those who your argument is directed at	2.facts	something that is true	12.superlative	an adjective or adverb which describes the highest quality of something e.g. biggest
9.form / text type	how your writing is constructed and organised e.g. letter, email	3.statistics	numerical facts	13.anaphora	the repetition of a word or phrase at the beginning of a section or sentence
10.purpose	the reason for your argument	4. triple	three ideas in a row for emphasis	14.direct address	speaking directly to the reader / audience