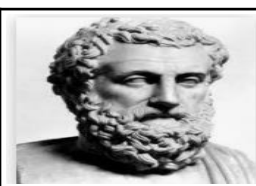


# ARISTOTLE'S THEORY OF PERSUASION AND RHETORIC



**Aristotle** was a Greek philosopher who lived and studied in Ancient Greece. Aristotle studied, researched and explored: logic, mathematics, physics, biology, politics, medicine, and theatre.



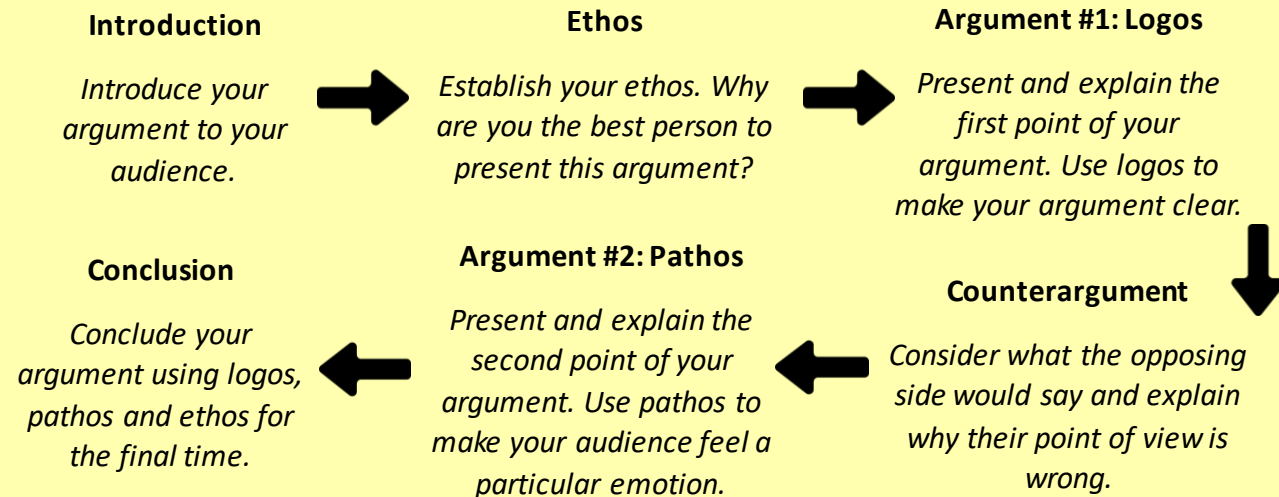
## SENTENCE SIGNPOSTING

Position	Addition	Contrast	Emphasis
Firstly	In addition	Although	Importantly
Secondly	Furthermore	Nevertheless	Significantly
Thirdly	Additionally	Whereas	
Finally	Moreover	Alternatively	
In conclusion			

## T.A.P Writing Prompts

<b>Topic</b>	This is the topic that you will write about and helps the writer determine what important information to include.
<b>Audience</b>	The audience is who you are writing to. (The writer should ask himself, "Who will read this paper?"). It is important that you keep this in mind when you are writing.
<b>Purpose</b>	This is the reason why you are writing. It could be one of the following: <ul style="list-style-type: none"><li>• Expository/inform – writing that explains</li><li>• Descriptive – writing that describes something</li><li>• Persuasive – writing that persuades/convince something to do something or view something in a specific way</li><li>• Narrative/entertain – writing that tells a story</li></ul>

## STRUCTURING PERSUASIVE WRITING



## Sentence Types

**Interrogative sentence:** An interrogative sentence is a sentence that asks a question.

**Imperative sentence:** An imperative sentence is a sentence that expresses a direct command, request, invitation, warning, or instruction.

**Declarative sentence:** A declarative sentence is a sentence that makes a statement, provides a fact, offers an explanation, or conveys information.




**Exclamatory sentence:** An exclamatory sentence is a statement that expresses strong emotion. Typically an exclamatory sentence ends with an exclamation mark.

## Formal versus Informal Writing

**Informal language** is more casual and spontaneous. It is used when communicating with friends or family either in writing or in conversation. Whereas **Formal language** is less personal. It is used when writing for professional or academic purposes.

# THE ARISTOTELIAN TRIAD

# ANNOTATED EXAMPLE OF SPEECH

Strategies people use to appeal to their audiences	
<b>Ethos</b> 	Appeal of personality or character. Establishes the author's credibility. <ul style="list-style-type: none"> <li>• Good will</li> <li>• Good character</li> <li>• Expertise</li> </ul>
<b>Logos</b> 	Appeal to reason. Establishes a logic argument. <ul style="list-style-type: none"> <li>• Statistic/facts</li> <li>• Citing authority</li> <li>• Data</li> </ul>
<b>Pathos</b> 	Appeal to the emotions of the audience. <ul style="list-style-type: none"> <li>• Fear</li> <li>• Duty</li> <li>• Hope</li> <li>• Empathy</li> </ul>

**Anaphora:** the repetition of a word or phrase at the beginning of multiple sentences. This helps Martin Luther King stress the point he is trying to make, creating a sense of urgency. Change must happen now or it will not happen at all.

**Metaphor:** Segregation is compared to a ‘dark and desolate valley’ to make it sound bleak. ‘Dark’ suggests negativity and ‘desolate’ implies there is a lack of hope.

*Now is the time to make real the promises of democracy. Now is the time to rise from the dark and desolate valley of segregation to the sunlit path of racial justice. Now is the time to lift our nation from the quicksands of racial injustice to the solid rock of brotherhood.*

**Pathos** created through King’s use of **direct address**. He is appealing to the audience’s sense of duty. They all have a part to play in helping their country end racism and segregation forever.

**Metaphor** is used here to compare ‘brotherhood’ to a solid rock. A rock is strong and stable, a foundation for Martin Luther King’s dream of a ‘brotherhood’, a community of people who are not divided.

RHETORICAL METHODS					
<b>Repetition</b>	Repetition is the purposeful use of a word/phrase more than once in your writing to ensure you get your point across.	<b>Direct Address</b>	Directly addressing the reader or speaker with ‘you’ or ‘your.’ This implies personal responsibility or involvement.	<b>Hyperbole</b>	A statement of exaggeration that can clearly only be intended figuratively and not literally.
<b>Emotive Language</b>	Emotive language is words and phrases which make the reader feel something (sadness, anger, happiness, sorrow).	<b>Rhetorical Question</b>	A rhetorical question is a question which does not require an answer or answers itself.	<b>Alliteration</b>	Alliteration is the repetition of the same letter or sound in closely connected words.
<b>Facts and Statistics</b>	Facts and Statistics is the use of data and research to prove your point and to help shock the audience and persuade them to trust and believe you.	<b>Anaphora</b>	Anaphora is repetition at the beginning of a sentence to create emphasis.	<b>Triple</b>	A triple is a list of three, or repetition of something three times over to emphasise a point or idea.