**RHETORICAL ESSENTIALS:**

1. **Intro**

**Everything is an argument**

1. **Rhetorical Triangle: The Rhetorical Situation.**

 Speaker

 Strategies:

Purpose (movement) Appeals: Logical, Emotional, Ethical

Tools: Tone, Imagery, Diction, Syntax,

 Style, Rhetorical Devices

Audience Medium/Context Subject

Strategies: May analyze the whole (narrative), part (paragraph), or word (micro target). For example, you could analyze the rhetorical situation for a book, or a chapter in the book, or even a paragraph in the book and could come up with a different rhetorical situation for each.

1. **Parts of the Rhetorical Situation:**

Speaker: Person or a Whole Persona (teacher, lawyer, parent, runner)

Audience: All the people the Speaker seeks to change

 - Who - Why?

Subject: How does the speaker FRAME the argument?

Purpose: What movement does the speaker seek? (Always to move the audience to their side)

Strategies: What appeals are used? What tools are employed?

Medium: What is the delivery system? What is the Context? Time, place, occasion, motivation.

 4. **Aristotle’s Means and Modes: Logical, Ethical, Emotional Appeals**

1. **MEANS = HOW (speaker moves the audience)**

1. Logical Appeal (Logos): To REASON Clearly

2. Ethical Appeal (Ethos): To UNDERSTAND THE GOOD in its various forms. This is a value argument. **Audience Determines Everything**; if you can’t understand the values of your audience, you can’t move them.

3. Emotional Appeal (Pathos): To UNDERSTAND THE EMOTIONS. Are you fluent – do you speak the right emotional language to appeal to your audience?

B. **MODES = WHAT (speaker does to persuade)**

 1. Logical Appeal (Logos): PROOF (Rhetorical Mindset). *APPARANT PROOF*

 (Data that either becomes or does not).

 2. Ethical Appeal (Ethos): CHARACTER of the speaker –*Credibility* is everything.

 3. Emotional Appeal (Pathos): To PLACE the audience in the right frame of mind. Get

 them to listen, keep them there, then move them to your side.