

Year 8 Knowledge Organiser: Rhetoric

The Aristotelian triad: ethos, logos, pathos	The 5 parts of oratory	Rhetorical language techniques	
<ul style="list-style-type: none"> • Ethos is convincing your audience to believe you are trustworthy by establishing your credibility, character and personal appeal. • Logos uses the appeal of reason and logical argument reinforced by evidence e.g., facts and statistics • Pathos appeals to the listener's emotions, whether positive or negative, to impact their viewpoint <p><i>Ethos, pathos and logos must work together to be effective.</i> For an emotional appeal (pathos) to work, the emotion must be a shared emotion</p>	<ol style="list-style-type: none"> 1. Invention – ideas! Think what you are going to say 2. Arrangement – put ideas in logical and powerful order 3. Style – select methods for impact (ethos, logos, pathos – what language choices do you need to make?) 4. Memory – good orators do not read their speeches, they memorise or use brief notes 5. Delivery – perform speech for impact (body language, tone, pace, volume, emphasis etc.) 	<ul style="list-style-type: none"> • Personal pronouns (e.g. 'We can change the world!') • Possessive adjectives ('e.g. 'Our future is in danger!') • Direct address (e.g., 'You must act now') • Anecdote (personal story) 	<p>Impact? To involve and connect with the audience.</p>
		<ul style="list-style-type: none"> • Anaphora - Repetition of a key phrase across following clauses or sentences, e.g., Inadequate schooling, inadequate training, inadequate skills -- these are major obstacles." • Sound techniques e.g., Repetition, alliteration, rhyme • Phrases of quantity e.g., A staggering majority/minority; a vast number ... a worrying amount ... the easiest / worst • Facts & statistics e.g. percentages 	<p>Impact? Creates a sense of urgency, immediacy, emphasis and conviction.</p>
		<ul style="list-style-type: none"> • Symbolism e.g., metaphor to express emotion eg, 'The hill we climb' • Or contrast (light / darkness) • Abstract nouns e.g., hope, truth, beauty 	<p>Impact? Expresses an idea in a relatable, moral or emotional way.</p>
Mastery checks	Features of effective orators	Vocabulary	
<ul style="list-style-type: none"> ✓ I have prepared a speech using the five parts of oratory: invention, arrangement, style, memory and delivery ✓ I have planned a speech which uses ethos, logos and pathos to impact upon my audience. ✓ I have used rhetorical language techniques, such as personal pronouns, anaphora or rhetorical questions, to evoke ethos, logos and pathos for my listeners ✓ I have delivered my speech clearly, using gestures, body language and my tone of voice to emphasise my points. 	<ul style="list-style-type: none"> ✓ Confident body language ✓ Make eye contact ✓ Speak loudly and clearly ✓ Vary pitch, tone and volume ✓ Have a well-planned speech with good ideas and knowledge to convince their audience ✓ Formal register ✓ Range of high-level vocabulary to be precise about ideas and views ✓ Use rhetorical (persuasive) techniques to convince ✓ Connect with their audience emotionally, considering the views and feelings of others. 	<p>Rhetoric (noun): <i>the art of speaking effectively and persuasively.</i> e.g. <i>Old Major was skilled at rhetoric as he convinced the animals of the injustice of their situation.</i></p> <p>Oratory (noun), the art of public speaking e.g., <i>"Barack Obama is a clear master of oratory: his 'Yes We Can' speech will go down in history with Martin Luther King's 'I Have a Dream'.</i></p> <p>Orator (noun), a public speaker, esp one versed in rhetoric e.g. Obama is a great orator.</p> <p>Credibility (noun), from the Latin root word cred, to believe; means you are trusted and believed in; essential for developing ethos. E.g., <i>English teachers have a lot of credibility when talking about Shakespeare.</i></p> <p>Anecdote (noun), a short amusing or interesting story about a real incident or person: e.g., <i>"that anecdote about your dog you used in the speech really won the hearts of the listeners"</i></p>	



Rhetoric Timeline

ARISTOTLE

350 BC



The Aristotelian triad

ALEXANDER THE GREAT

356 - 323 BC



Speech before battle (324 BC)

CICERO

106 - 43 BC



On Invention

SHAKESPEARE

1564-1616



The Tempest (1611)

SOJOURNER TRUTH

1797 - 1883



Ain't I A Woman (1851)

GEORGE ORWELL

1903 - 1950



Animal Farm (1945)

JOHN F KENNEDY

1917 - 1963



Labor Day speech (1963)

MARTIN LUTHER KING

1929 - 1968



I Have a Dream (1963)

MOBY

1965 -



Why I'm a Vegan (2014)

AMANDA GORMAN

1998 -



The Hill We Climb (2021)

EMMA GONZALEZ

1999 -



March for our lives (2018)

GRETA THUNBERG

2003 -



YOU!

