

English Knowledge Organiser Y9 Autumn 1 Rhetoric

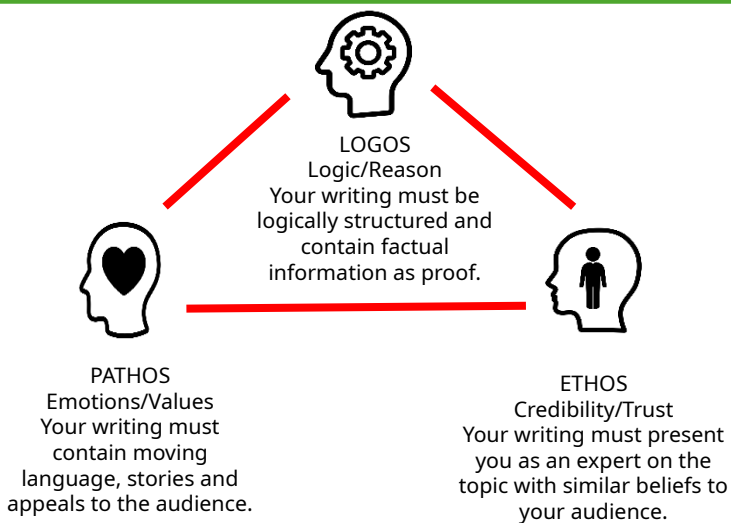
Key term	Definition
Rhetoric	The art of persuasion using words.
Judicial	Factual or forensic oration.
Epideictic	Oration that is ceremonial.
Deliberative	Relating to or intended for discussion or consideration.
Pathos	Invoking pity or an emotional argument.
Logos	Creating a logical and factual argument.
Ethos	Creating an expert voice in oration.
Three offices of oratory	Docere, delectare, movere (to teach, to delight and to move) Pathos, Ethos and Logos.
Antiphrasis	Using a word/idea with an opposite meaning for ironic or humorous effect. E.g. 'we named our Chihuahua, Goliath'.

Who is Aristotle?

A great philosopher named Aristotle criticised the Sophists. He accused them of manipulating people's emotions to persuade, rather than using truth. Aristotle was very passionate about Rhetoric. In fact, he was so passionate, he wrote a book on it called, rather unimaginatively, The Art of Rhetoric. This book was a guide on persuasion. It taught people how they could manipulate language and words to get what they wanted. In fact, The Art of Rhetoric was so powerful that it influenced the way people persuade other people for the next 2,000 years. Aristotle is the King of Rhetoric.



What is the Aristotelian Triad?



How do you structure persuasive writing?

- Step 1: Introduction-** Introduce your argument to your audience.
- Step 2: Ethos-** Establish your ethos. Why are you the best person to present this argument?
- Step 3: Argument: Logos-** Present and explain the first point of your argument. Use logos to make your argument clear.
- Step 4: Counterargument-** Consider what the opposing side would say and explain why their point of view is wrong.
- Step 5. Argument: Pathos-** Present and explain the second point of your argument. Use pathos to make your audience feel a particular emotion.
- Step 6:: Conclusion** - Conclude your argument using logos, pathos and ethos for the final time

Rhetoric Timeline

ARISTOTLE
350 BC



ALEXANDER THE GREAT
356 - 323 BC



CICERO
106 - 43 BC



SHAKESPEARE
1564-1616



SOJOURNER TRUTH
1797 - 1883



GEORGE ORWELL
1903 - 1950



JOHN F KENNEDY
1917 - 1963



MARTIN LUTHER KING
1929 - 1968



MOBY
1965 -



AMANDA GORMAN
1998 -



EMMA GONZALEZ
1999 -



GRETA THUNBERG
2003 -



Revision (you have
studied these
people):



Greater Depth
(additional
people for you
to research):

