

## RHETORIC

Where do we see rhetoric?

What is rhetoric?

### The Three Persuasive Appeals

Emotional Appeal-

Also known as:

Focus is on:

Example:

Logical Appeal-

Also known as:

Focus is on:

Example:

Ethical Appeal-

Also known as:

Focus is on:

Example:

### Persuasive Techniques

Expert Opinion-

-Example:

Hard Evidence-

-Example

Anecdote/Narration-

-Example

Imagery-

-Example

Cause and Effect-

-Example

Repetition-

-Example

Comparison/Contrast

-Example

Rhetorical Question

-Examples

Counterargument-

Refutation-

Example-