

Rhetorical Techniques

Warm Up: Rhetorical Techniques

Go to the Rhetorical Analysis Exercise Sheet, watch the below video, and complete the following questions:

- Watch [this speech](#) from Martin Luther King, Jr.
- How does Martin Luther King, Jr. get his audience to listen?
- Who do you think his audience is? Do you think his audience impacts how he developed his speech?
- Do you think Martin Luther King, Jr.'s speech is effective? Yes or no? Support your answer with well-reasoned points.

Rhetorical Techniques: Formal Diction and Emotional Diction



Formal Diction

- The speaker / writer uses formal language.
- This technique leads people to think something is morally or ethically important.

Emotional Diction

- The speaker uses emotional words and phrases to appeal to the audience's feelings.

Rhetorical Techniques: Parallel Structure and Rhetorical Question



Parallel Structure

- The speaker repeats words, phrases, clauses, sentence structure or sentences to emphasize a point.

Rhetorical Question

- A question posed, but not answered, by the speaker/writer because the answer is obvious
- Encourages the reader/listener to reflect on what the answer must be

Rhetorical Techniques: Allusion

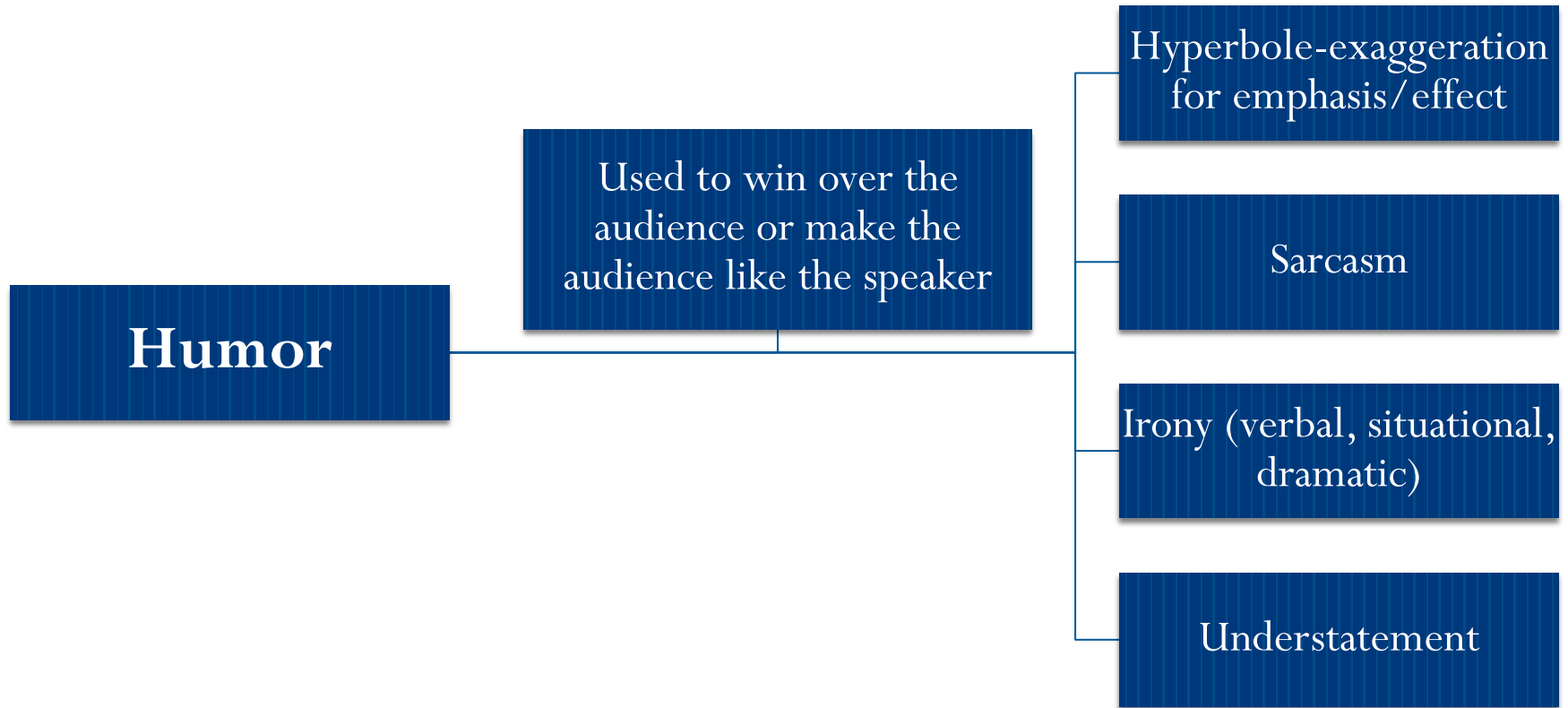
Short, informal reference to famous person, event, or story

Allusion

Relies on reader/listener to be familiar with the reference and hidden meaning

The speaker will often reference famous books (e.g: the Bible), movies or historical events to add meaning.

Rhetorical Techniques: Humor



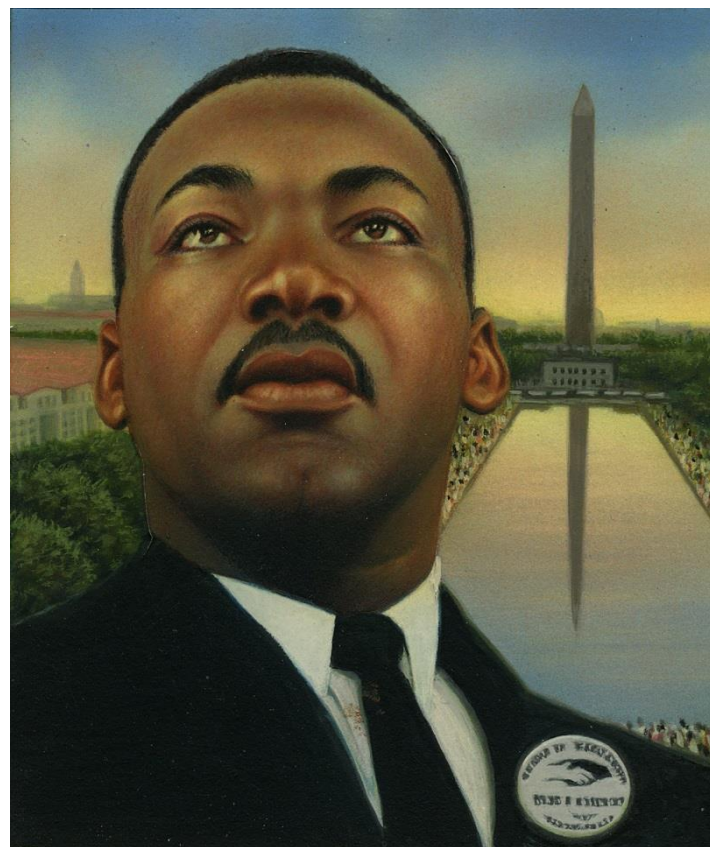
Exercise Two: What Rhetorical Techniques Would You Use?

- Go back to the Rhetorical Analysis Activity Sheet and complete the following exercise.
- Imagine you were asked to make the graduation speech at your commencement.
 - What rhetorical techniques would you use? Please choose two different techniques.
 - Then, develop an argument as to why those techniques would be the most effective.

Exercise Three: Analyzing Rhetoric

Go back to the Rhetorical Analysis Exercise Sheet and complete the following exercise.

- Revisit the [Martin Luther King, Jr. Speech](#) from the first exercise.
- Develop a thesis about its rhetorical effectiveness.
- Identify two rhetorical techniques he used, make a claim regarding if they were effective, and support your claim with well-reasoned points.



Exercise Four: Which Rhetorical Technique is This?

Use the Rhetorical Analysis Exercise Sheet to guide you as watch the following videos and match each speech to its rhetorical device. Justify each decision with a well-reasoned claim and evidence from the speech.

| <u>Women's Rights are Human Rights</u> | This is a speech by Hilary Clinton at the U.N. Women's Conference in 1995. |
|--|---|
| <u>Remember the Titans Gettysburg Speech</u> | This clip is from the movie <i>Remember the Titans</i> . In this video, Denzel Washington delivers a speech to the team as they go on an early morning run. |
| Cady Heron's <u>Spring Fling Queen Speech</u> , <i>Mean Girls</i> | Cady Heron gives a speech after she is elected as Spring Fling Queen. |

Remember the Audience

- A good speaker or writer will take the audience members' characteristics, such as race, culture, ethnicity and gender into account.
- Knowing your audience will allow you to choose the most effective rhetorical techniques for the situation.



Exercise Five: Consider the Audience

- Choose one of the speeches listed in the Rhetorical Techniques Exercise Sheet.
- Develop a claim as to how the audience influenced their speech. Defend your claim with valid reasoning and sufficient evidence.

