



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

