--Understanding Rhetoric—

**Rhetoric:** The ability to observe, in any given case, the best available means of persuasion.

\*\*Rhetoric is a ***THINKING*** skill.\*\*

Rhetoric helps you follow this simple rule:

BE INFORMED, **THEN** ENTER THE CONVERSATION.

you

They

I

Logic

emotion

Character

ETHOS

LOGOS

PATHOS

Persuasive modes

When you form an opinion about the subject, \_\_\_\_\_\_\_\_\_it is called:\_\_\_\_\_\_\_\_\_

**An Assertion**

TONE

Rhetorical MODES

Rhetorical Devices

2. What Is the CONTEXT?

3. How to say it?

1. **What to say?**

Audience/Reader

Subject/Thesis

Speaker/Author