Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*A* ***speech*** *is a nonfiction work that is delivered to an audience*. Common types of speeches (refer to Text p. 198 to define)

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| **Political Speech** | A speech about an issue relating to government or politics |
| **Address** | A formal speech that honors and occasion or the speaker |
| **Sermon** | A speech given from a pulpit in a house of worship; usually based on a scriptural text and intended to provide religious or moral instruction |

**\*Epistle** (p. 215)– essays written in letter form; “public letters” intended for a wide audience

***Rhetorical Devices are s****pecial patterns of words and ideas that create emphasis and stir the audience*(refer to Text p. 199)

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| **Rhetorical Device** | **Definition** |
| **Repetition** | Restating an idea using the same words*(“The war is inevitable – and let it come! I repeat it, sir, let it come!” – Patrick Henry)* |
| **Restatement** | Expressing the same idea in different words*(“But, in a larger sense, we cannot dedicate – we cannot consecrate – we cannot hallow – this ground.” – Abraham Lincoln)* |
| **Parallelism** | Repeating a grammatical structure*(“With malice toward none; with charity for all; with firmness in the right…” – Abraham Lincoln)* |
| **Antithesis** | Using strongly contrasting words, images, or ideas*(“And so, my fellow Americans, ask not what your country can do for you – ask what you can do for your country.” – John F. Kennedy)* |
| **Rhetorical Questions** | Asking questions with obvious answers*(From such an assembly can a* perfect *production be expected?” – Benjamin Franklin)* |

***Persuasive Techniques are*** *methods that a speaker or writer uses to appeal to the audience* (refer to Text p. 198)

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| **Logical Appeals****(Logos)** | Well-reasoned arguments based on evidence, such as facts, statistics, or expert testimony |
| **Emotional Appeals****(Pathos)** | Attempt to arouse the audience’s feelings, often by using rhetorical devices that evoke an emotional response or ***loaded words***  that convey strong positive or negative connotations |
| **Ethical Appeals****(Ethos)** | Directed at the audience’s sense of morality or values (what’s right or wrong) |