

## Persuasive Rhetoric p. 260

I. Rhetoric – is the art of communicating ideas.

II. Persuasive Rhetoric – reasoned arguments against or in favor of particular courses of action.

III. 3 Types of Appeals

A. Logical Appeals – based on sets of assumptions and provide rational arguments to support a writer's claim.

1. Deductive: generalization proceed to examples

2. Inductive: examples then draw a conclusion

B. Emotional Appeals – based on specific examples of suffering or threats. Use “loaded language.”

C. Ethical Appeal –call forth audience’s sense of right, justice and virtue.

#### IV. Styles of Persuasion

A. Elevated Language – lofty, sophisticated language lends a serious tone to writing.

B. Rhetorical Questions – questions that don’t require answers.

C. Repetition – repeats ideas to show they are Important and related

1. Parallelism – repeating a point in the same way

#### V. Persuasion in Action

*A. States issue & opinion*

*B. Gives an opinion and supports with facts*

*C. Takes opposing views into account*

*D. Uses sound logic and effective language*

*E. Sums up or calls for action*

## Speech in the Virginia Convention

by Patrick Henry

List three reasons a patriot might give for fighting a battle (war):

1. Fight for their country
2. Fight for what is right, feel obligated
3. For freedom, against something evil  
(slavery, genocide)

Honor, loyalty, justice, pride

Allusion – reference to persons, places or things that you are familiar with.

NOT Illusion – magic trick

## **Rhetorical Questions from Speech in the Virginia Convention:**

- Are we supposed to ignore what we see and hear about things that are so important to us?
- What have the British done in the last 10 years to make us hopeful or feel comforted?

- Are fleets and armies necessary to a work of love and reconciliation?
- What other enemy does Great Britain have in this part of the world?
- And what have we to oppose them? Should we argue? Should we beg?
- We must fight!
- When shall we be stronger?
- Is life so dear or peace so sweet as to be purchased at the price of chains and slavery?  
... give me liberty or give me death.

## P. 267 questions 4 and 7

#4

Patrick Henry's statement: "Give me liberty or give me death," is true because liberty is much more important than life. Americans have freedom of **speech**, freedom of **religion** and the right to **vote**. If we lost the freedom of speech we could not speak our opinions in public for fear of punishment or imprisonment. Next,

**Speech, vote, religion, bear arms, assembly, press**

#7 There are several major threats to the liberty of Americans today. First, . . . Second, . . .

**terrorists(ism), police brutality, media controlled by money, government (politics) controlled by money**

**monetary debt to other countries, WMDs, dictators, Patriot Act, guns, violence, security in airports, religion, government overreach, technology**