

The Aristotelian Triad



Aristotle was an Ancient Greek philosopher who established many of the traditions and devices that define what rhetoric is.

He saw these features as underpinning all good persuasive language.

| Key Vocabulary | |
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| rhetoric | rhetorical |
| emotive | persuade |
| ethos | pathos |
| logos | argument |

THE POWER OF RHETORIC

Key Rhetorical Figures

- ◆ Aristotle
- ◆ Alexander the Great
- ◆ Shakespeare
- ◆ Queen Elizabeth I
- ◆ Emmeline Pankhurst
- ◆ Winston Churchill
- ◆ Martin Luther King
- ◆ Barack Obama
- ◆ Malala Yousafzai

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| Analogy |
| Using a different process to metaphorically explain something. For example: using the analogy of football training to explain how you need to practise to get better at something. |
| Simile |
| Comparing something to something else by saying it is 'like' that thing (using 'like' or 'as'). |
| Metaphor |
| Comparing something to something else by making it seem like it is that thing. |
| Syllogism |
| Using two or more facts to support the clear conclusion that comes after them. |
| Anaphora |
| Repeating a phrase at the start of multiple sentences/clauses. |
| Epistrophe |
| Repeating a phrase at the end of multiple sentences/clauses. |
| Anadiplosis |
| Where the last word of a sentence/clause is repeated in the start of the next sentence/clause. |

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| Personal Pronouns |
| Words used to replace nouns that refer to people. Used in rhetoric to develop a relationship with the audience (especially I, you and we). |
| Anecdote |
| A short story/experience used to explain an example. |
| Alliteration |
| Repeating the same sound at the start of multiple words. |
| Facts |
| True information used to prove ideas. |
| Opinions |
| What people think or feel about a topic. |
| Repetition |
| Repeating a word, phrase or image. |
| Rhetorical Questions |
| Asking a question but not expecting your audience to answer. |
| Emotive Language |
| Words, phrases and images used to make an audience feel emotions (like guilt or sympathy). |
| Statistics |
| Numerical figures/information used to support ideas |
| Tricolon |
| Use of a list of three, or repetition of something three times, to emphasise a point. |