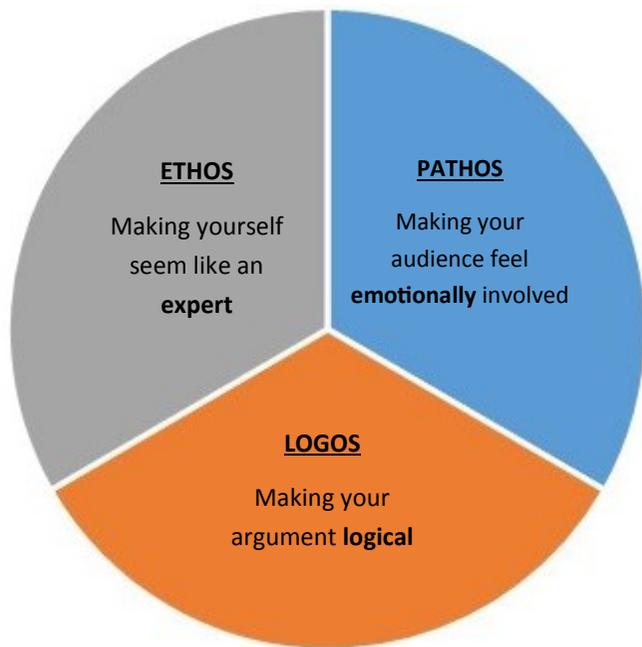


The Aristotelian Triad



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	
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

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.

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.