**Rhetorical Devices**

**Definition:** Tools writers use to persuade

**Some Rhetorical Devices Include….**

**Biased Language**: words showing feeling or opinion towards a topic.

*Eg:* POSITIVE: **perfume** vs. scent

NEGATIVE: odour vs. **stink**

**Hyperbole (“hyper-bow-lee”):** exaggeration to prove a point.

*Eg:* “Our detergent is **a million times** better than the others!”

**Rhetorical Question:** questions asked to make readers think. They require no answer.

*Eg:* “Are you crazy?”

**Repetition:** repeating words for emphasis.

*Eg:* “**Lazy** people say that, **lazy** people do that, **lazy** people like me.”

**Allusion:** a reference to something that everybody knows.

*Eg:* “Use the force.” (*Star Wars*)

**Irony:** saying or showing the opposite of what people expect.

*Eg:* “He got run over by an ambulance.” (ambulances are meant to rescue)

**Tone:** a writer's attitude or feeling towards their subject as shown by use of language.

*E.g.* A writer may write in a **serious** tone or a **comedic** tone.

**But there are three more MAJOR tools of persuasion:**

**CHARACTER**:

Persuading an audience based on the CHARACTER of the speaker.

* + **Example**:“you know me, and you know that I am a good guy based on what I’ve done...”

**EMOTION:**

Persuading an audience by attacking their EMOTIONS.

* + **Example**:“How could you have done this to me in my time of need?”

**LOGIC:**

Persuading an audience using facts, statistics, and LOGIC.

* + **Example**:“People should enter into marriage with great seriousness and preparation, as over 50% of marriages end in divorce.”