**Rhetoric Terms:   
AP English Language and Composition**

1. Rhetoric – the study of the best means of persuasion available in any given situation
2. Rhetorical Triangle – the depiction of the interaction between rhetor, subject and audience
3. Rhetor - the speaker or writer of rhetoric
4. Subject – the topic
5. Audience – the recipients of information
6. Ethos – appeals to character
7. Logos – appeals to logic
8. Pathos – appeals to emotion
9. Credible - capable of being believed; believable
10. Trustworthy - deserving of [trust](http://dictionary.reference.com/browse/trust) or confidence; dependable; reliable
11. Practical Intelligence - the ability that individuals use to find the best fit between themselves and the demands of the environment
12. Inductive logic – taking a specific instance or series of instances and generating a general rule from them
13. Deductive logic – taking a general rule or set of rules and applying it/them to a specific instance
14. Concession - granting something as a right, accepting something as true, or acknowledging defeat
15. Refutation – an act of proving to be false or erroneous, as an opinion or charge; rebut
16. Rhetorical Criticism – the process of analyzing the rhetoric used
17. The Classical Model of Rhetoric – the format that includes
    1. Introduction
    2. Narration/Statement of fact
    3. Confirmation or proof
    4. Refutation
    5. Conclusion
18. Just - guided by truth, [reason](http://dictionary.reference.com/browse/reason), [justice](http://wzus2.reference.com/r?t=a&d=d&s=di&c=a&ti=1&ai=53686&l=dir&o=0&sv=0a48425e&ip=a399b104&cu.wz=0&u=http%3A%2F%2Fdictionary.reference.com%2Fbrowse%2Fjustice), and fairness
19. Moral - founded on the fundamental principles of right conduct rather than on legalities, enactment, or custom
20. Persuasive - able, fitted, or intended to convince

Rhetorical Appeals: Ethos, Logos and Pathos

Ethos:

Speakers and writers use appeals to ethos, or character, to demonstrate that they are credible and trustworthy. They may emphasize shared values between the speaker and audience, or a shared concern. The speaker’s reputation and expertise can also establish ethos. In other cases, the tone of reason and good will set by the type and thoroughness of the information presented establishes ethos. The speaker’s ethos – expertise and knowledge, experience, training, sincerity, or a combination of these – gives the audience a reason for listening.

Logos:

Writers appeal to logos, or logic, by offering clear and rational ideas. This includes a clear thesis, specific details, examples, facts, statistical data or expert testimony (from someone other than the speaker) as support. The idea and presentation must be logical. Counterarguments, anticipating opposition and objections, appeal to logos. In order to use a counterargument, the speaker acknowledges that an opposing argument may be true (concession), but that part or all of the opposing argument is invalid (refutation). Counterargument appeals to logos because it shows that the presenter carefully researched and considered his position.

Pathos:

Rhetorical strategies that appeal to pathos, or emotion, are rarely effective in isolation. However, using personal anecdotes or figurative language (imagery, metaphor, hyperbole, and personification) can greatly enhance the effectiveness of communication. Emotional appeals include concrete examples, vivid descriptions and close attention to connotation. Visual elements can carry strong emotional appeal.