**LITERARY JARGON**

**Rhetoric** in its simplest form is the art of persuasive speech or writing. For thousands of years, politicians, and orators have been known for their use of rhetoric to influence and persuade an audience to their side or way of thinking. One of the most famous speeches in literature (and therefore writing) is Atticus's speech in Chapter 20. Atticus is able to make a great argument on Tom Robinson's behalf -- enough to make the jury (and the reader) think hard about the injustices that have transpired.

There are different ways a speaker or writer can appeal to his or her audience:

 1 - **logos**: by appealing to an audience's sense of reason or logic

 the speaker or writer intends to make the audience think clearly about the

sensible and obvious answer to a problem

 2 - **pathos**: by appealing to the audience's emotions

 the speaker or writer can make the audience feel sorrow, shame, sympathy,

 embarrassment, anger or fear

 3 - **ethos**: the overall appeal of the speaker or writer to the audience

 it is important that this person have impressive credentials (celebrity), a notable

 knowledge of the subject, and /or appear to a likeable and moral person

Literary Elements are the essential components of a story and are necessary for the analysis of literature particularly fiction. Literary Techniques, however, are author’s crafts. They are twists and turns of language that can authors adept in fiction, factual or other forms of writing use to their advantage.

Literary techniques could not help with the development of ethos, yet they could aid in both logos and pathos building. Choose two literary techniques and explain how they could be used to bolster either form of rhetoric.

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2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ :