




# THE ART OF RHETORIC

*Animal Farm*  
Stations




RHETORIC is the art or skill of speaking or writing formally and effectively especially as a way to persuade or influence people; language that is intended to influence people and that may not be honest or reasonable.

—MERRIAM WEBSTER

**Aristotle believed that persuasive techniques were necessary for the truth to emerge to the masses. In particular, he thought that rhetoric was a weapon that could be used against those who used rhetoric with evil intentions.**





**Aristotle suggested that here were three elements to be considered when a speaker or writer wants to be persuasive.**

## **PATHOS**

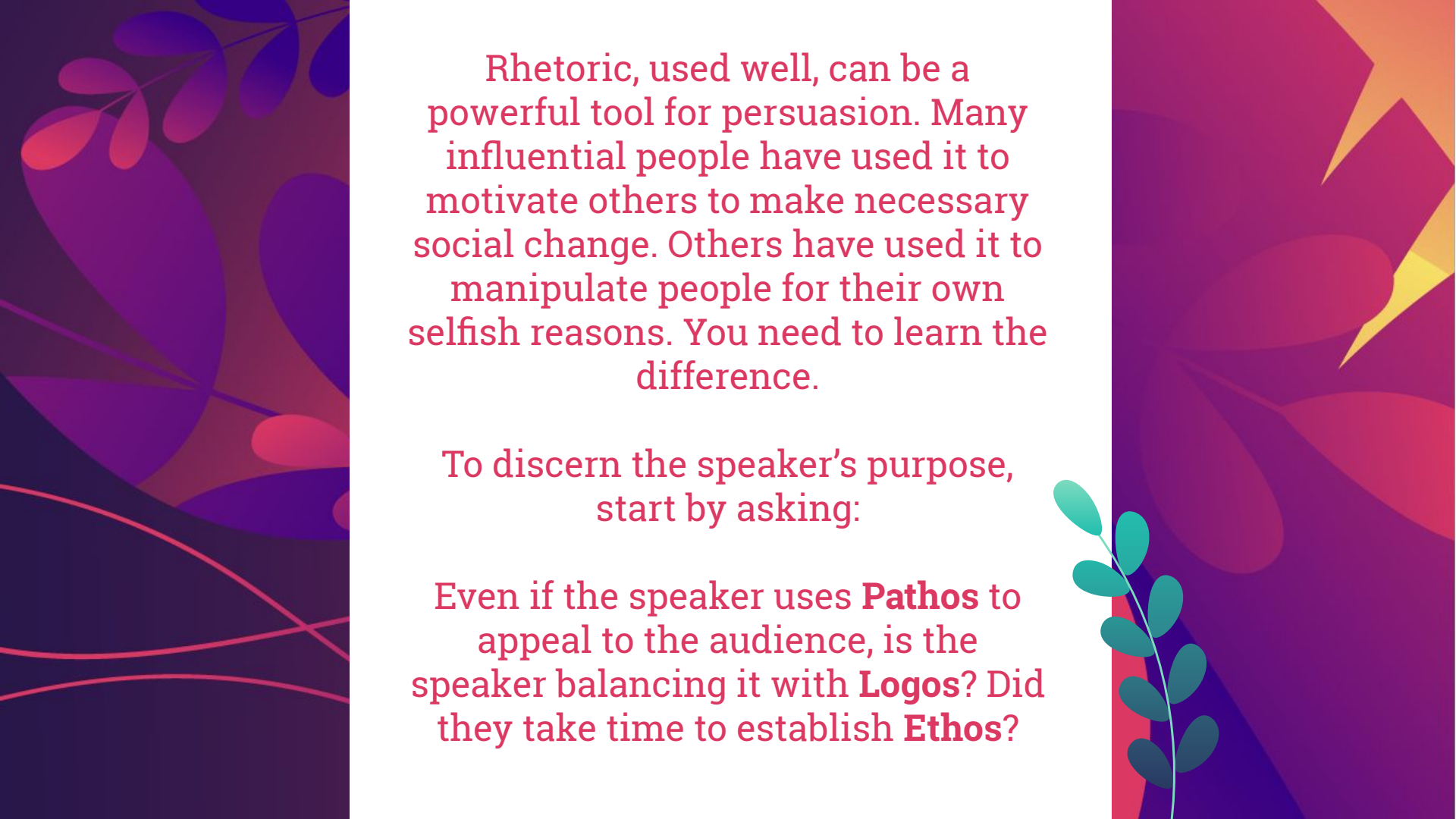
An appeal to the audience's sense of emotions.

## **LOGOS**

An appeal to logic and reasoning.

## **ETHOS**

The writer/speaker convinces the reader/listener that s/he is credible and trustworthy.



Rhetoric, used well, can be a powerful tool for persuasion. Many influential people have used it to motivate others to make necessary social change. Others have used it to manipulate people for their own selfish reasons. You need to learn the difference.

To discern the speaker's purpose, start by asking:

Even if the speaker uses **Pathos** to appeal to the audience, is the speaker balancing it with **Logos**? Did they take time to establish **Ethos**?