

## Rhetorical Terms

Student Name \_\_\_\_\_ Date \_\_\_\_\_

### Rhetorical Terms

### Definitions and Examples

*Logos*

the appeal to reason  
Ex. "It would make sense that..."

*Pathos*

the appeal to emotion  
Ex. Any use of words that might make one sad, happy, angry, outraged, etc.

*Ethos*

the persuasive appeal of one's character  
Ex. "I have actually been a slave; therefore, what I am telling you about the lives of slaves is true."

Imagery

words used to create the formation of mental images, figures, or likenesses of things.

Irony

the use of words to convey a meaning that is the opposite of its literal meaning: the irony of her reply, "How nice!" when I said I had to work all weekend.

To connote

to signify or suggest (certain meanings, ideas, etc.) in addition to the explicit or primary meaning: The word "fireplace" often connotes hospitality, warm comfort, etc. 2. "Injury" connotes pain.

Connotative language

language that suggests additional positive or negative meaning. For example, if you call someone a snake, you suggest that the person is evil, lying, poisonous, etc. The person is not literally a reptile.

To denote

to represent literally, to stand for, to mean

Denotative language

the literal, dictionary definition of a word. Using denotative language, a snake is a reptile, not an evil person.