

Name: _____ Date: _____

Examining Rhetoric and Point of View in the Speech “All-of-the-Above”



Objective

In this lesson, you will

- identify rhetoric in a speech.
- analyze how rhetoric advances the speaker’s point of view.
- write an expository response about how a speaker uses rhetoric to advance a point of view.

Examining Rhetoric and Point of View

BASICS OF POINT OF VIEW

Point of view is the way an author or speaker views an event or idea. It refers to their opinion toward a topic or how they see and understand a situation.

Some **strategies** for determining point of view in a text include

- using questions to identify **the author’s or speaker’s argument** (e.g., What are they for or against? What do they agree or disagree with?).
- looking for opinion words, such as *believe*, *feel*, or *think*.
- examining the author or speaker’s use of rhetoric.

BASICS OF RHETORIC

Rhetoric is used by authors and speakers to persuade their audience to agree with their point of view. Rhetoric language techniques draw the audience into agreement.



To analyze how an author or speaker uses **rhetoric to advance that point of view**, you'll examine:

- **repeated words**, phrases, **ideas**, and imagery.
- **appeals** to logic, **ethics**, or emotions.
- **figures of speech**.



Figures of Speech

Figures of speech are words or phrases that are used in a **non-literal** way to create an effect. This means that the words mean something more or different than their exact definition. You'll want to consider how these figures of speech advance the point of view.

Some examples of figures of speech you might notice in a speech are below:

- **simile**: compares two things using words such as *like* or *as*
- **metaphor**: compares two things by directly referring to them as each other
- **hyperbole**: an exaggeration

RHETORICAL DEVICES THAT ADVANCE POINT OF VIEW

Writers and speakers intentionally use rhetorical devices to advance their point of view. You'll need to examine the language that is used to analyze these rhetorical devices.

Logos



Logos is an appeal to logic. It is a way of **persuading** an audience by **appealing to their sense of reason**. The use of facts, statistics, graphs, and logical arguments can be interpreted as examples of logos.

Ethos



Ethos is an appeal to ethics. It's a way of **persuading** an audience by **demonstrating credibility** and **building** the audience's trust. Quotes from experts or descriptions of the speaker's qualifications can be interpreted as ethos.

Pathos



Pathos is an appeal to emotion. It is a way of **persuading** an audience by **creating a specific feeling**. Language and anecdotes that make the audience feel sadness, anger, joy, or other emotions can be interpreted as pathos.

Bandwagon Appeal



The bandwagon appeal is a way of **persuading** an audience by **suggesting** that **most** people **agree** with the speaker. This implies that the audience will be on the correct side by agreeing with the speaker's point of view.

Parallelism

Parallelism is when a speaker uses repeated patterns of words within a sentence or section of a speech to show that two ideas have equal importance. This can advance the point of view by emphasizing key ideas and **persuading** the audience to agree with the message.

? Question

What is Salazar's point of view on domestic energy policy in the opening paragraphs of his speech? (Place an **X** next to the correct answer.)

- X** Salazar believes that most Americans share similar values and goals related to domestic energy policy.
- Salazar believes that the American people want more control over their energy use.
- Salazar believes that there are huge disagreements surrounding domestic energy policy.
- Salazar believes that the future of domestic energy policy lies in the development of green energy.

EXPLANATION

Salazar begins his speech by introducing a divide over energy policy and then explaining that this divide is found among government officials, not among the people. He expands this point of view by describing the common values related to energy that are shared by people.

 Question

Reread paragraph 23 from Salazar’s speech.

“Let me give you three concrete examples that help illustrate the problem-solving approach to energy that I believe is the hallmark of this Administration.”

How does this paragraph reflect the use of logos? (Place an **X** next to the correct answer.)

- This paragraph gives information about Salazar’s experience and credentials.
- This paragraph offers logic that the audience cannot disagree with.
- This paragraph presents Salazar as a credible expert with lots of knowledge to draw on.
- This paragraph inspires the audience to feel a wide range of emotions.

EXPLANATION

The fact that Salazar has multiple **specific** examples to draw on suggests that he knows a great deal about the Administration’s approach to energy. This **advances** his point of view because it positions him as a **credible** and **trustworthy** **expert**.