

RHETORICAL

Devices Practice

Name:

Teacher:

Class:

Date:

LOGOS	ETHOS	PATHOS
1 Content Arguments Benefits Facts Figures Data Numbers Statistics Scientific research Processes Product characteristics	2 Content Personal anecdotes (Why me?) Client testimonials Success stories Track record Titles	3 Content Stories Positive and negative emotions like frustration, anger, love, or respect
	4 Delivery Eye contact Body language Vocal variety Poise	5 Delivery Coherence (body language and voice are coherent with the specific content)

1. Each group will be given an envelope full of **Rhetorical Device Examples** that match one of the three **Rhetorical Devices**. Your task is to match each example with the correct Rhetorical Device. Record your answers below.

- "Our expertise in roofing contracting is evidenced not only by our 100 years in the business and our staff of qualified technicians, but in the decades of satisfied customers who have come to expect nothing but the best." _____
- "Ladies and gentlemen of the jury: we have not only the fingerprints, the lack of an alibi, a clear motive, and an expressed desire to commit the robbery... We also have video of the suspect breaking in. The case could not be more open and shut." _____
- "If you're still unsure, please consider that my advanced degree and field work speak for themselves." _____
- "More than one hundred peer-reviewed studies have been conducted over the past decade, and none of them suggests that this is an effective treatment for hair loss." _____
- "It's a matter of common sense that people deserve to be treated equally. The Constitution calls it 'self-evident.' Why, then, should I have been denied a seat because of my disability?" _____
- "Don't be the last person on the block to have their lawn treated – you don't want to be the laughing stock of your community!" _____

7. "You'll make the right decision because you have something that not many people do: you have heart." _____
8. "As a doctor, I am qualified to tell you that this course of treatment will likely generate the best results." _____
9. "My three decades of experience in public service make me the ideal candidate for your mayor." _____
10. They've worked against everything we've worked so hard to build, and they don't care who gets hurt in the process. Make no mistake, they're the enemy." _____
11. "You don't need to jump off a bridge to know that it's a bad idea. Why then would you need to try drugs to know if they're damaging? That's plain nonsense." _____
12. "The data is perfectly clear: this investment has consistently turned a profit year-over-year, even in spite of market declines in other areas." _____
13. "The algorithms have been run in a thousand different ways, and the math continues to check out." _____
14. "There's no price that can be placed on peace of mind. Our advanced security systems will protect the well-being of your family so that you can sleep soundly at night." _____
15. "Better men than us have fought and died to preserve this great nation. Now is our turn to return the favor. For God and country, gentlemen!" _____
16. "He is a forensics and ballistics expert for the federal government – if anyone's qualified to determine the murder weapon, it's him." _____

II. Read each passage and identify which of the three **Rhetorical Devices is being used to persuade. Highlight examples of the rhetorical device in the text.**

1. "I am not unmindful that some of you have come here out of great trials and tribulations. Some of you have come fresh from narrow jail cells. And some of you have come from areas where your quest -- quest for freedom left you battered by the storms of persecution and staggered by the winds of police brutality. You have been the veterans of creative suffering. Continue to work with the faith that unearned suffering is redemptive. Go back to Mississippi, go back to Alabama, go back to South Carolina, go back to Georgia, go back to Louisiana, go back to the slums and ghettos of our northern cities, knowing that somehow this situation can and will be changed."
I Have a Dream by Martin Luther King Jr. August 28th, 1963. _____
2. "However, although private final demand, output, and employment have indeed been growing for more than a year, the pace of that growth recently appears somewhat less vigorous than we expected. Notably, since stabilizing in mid-2009, real household spending in the United States has grown in the range of 1 to 2 percent at annual rates, a relatively modest pace. Households' caution is understandable. Importantly, the painfully slow recovery in the labor market has restrained growth in labor income, raised uncertainty about job security and prospects, and damped confidence. Also, although consumer credit shows some signs of thawing, responses to our Senior Loan Officer Opinion Survey on Bank Lending Practices suggest that lending standards to households generally remain tight."
The Economic Outlook and Monetary Policy by Ben Bernanke. August 27th, 2010. _____

3. "I will end this war in Iraq responsibly, and finish the fight against al Qaeda and the Taliban in Afghanistan. I will rebuild our military to meet future conflicts. But I will also renew the tough, direct diplomacy that can prevent Iran from obtaining nuclear weapons and curb Russian aggression. I will build new partnerships to defeat the threats of the 21st century: terrorism and nuclear proliferation; poverty and genocide; climate change and disease. And I will restore our moral standing, so that America is once again that last, best hope for all who are called to the cause of freedom, who long for lives of peace, and who yearn for a better future."

Democratic Presidential Candidate Acceptance Speech by Barack Obama. August 28th, 2008. _____

Rap Lyrics on Trial

By Erik Nielson and Charis E. Kubrin

The New York Times

Jan. 13, 2014

III. Read the Opinion article. As you read, highlight + label examples of **Logos, **Pathos** and **Ethos**. Use a different color highlighter for each Rhetorical Appeal.**

1 SHOULD rap lyrics be used in court as evidence of a crime?

2 Next week, the Supreme Court of New Jersey will hear a case that could help decide just that. At issue is a prosecutor's extensive use of rap lyrics, composed by a man named Vonte Skinner, as evidence of his involvement in a 2005 shooting.

3 During Mr. Skinner's trial in 2008, the prosecutor read the jury 13 pages of violent lyrics written by Mr. Skinner, even though all of the lyrics were composed before the shooting (in some cases, years before) and none of them mentioned the victim or specific details about the crime.

4 In keeping with rap's "gangsta" subgenre, the lyrics read like an ode to violent street life, with lines like "In the hood, I am a threat / It's written on my arm and signed in blood on my Tech" — a reference to a Tec-9 handgun. "I'm in love with you, death."

5 The other evidence against Mr. Skinner was largely testimony from witnesses who changed their stories multiple times. And yet, the jury found him guilty of attempted murder, and he was sentenced to 30 years in prison.

6 But in 2012, the conviction was overturned by an appellate court that ruled that the lyrics should never have been admitted as evidence. The majority opinion stated, "We have a significant doubt about whether the jurors would have found defendant guilty if they had not been required to listen to the extended reading of these disturbing and highly prejudicial lyrics." The state appealed the ruling to the Supreme Court.

7 Mr. Skinner's case is far from unique. Rap lyrics and videos are turning up as evidence in courtrooms across the country with alarming regularity. Last year, the American Civil Liberties Union of New Jersey found that in 18 cases in which various courts considered the admissibility of rap as evidence, the lyrics were allowed nearly 80 percent of the time.

8 As expert witnesses who have testified in such cases, we have observed firsthand how prosecutors misrepresent rap music to judges and juries, who rarely understand the genre conventions of gangsta rap or the industry forces that drive aspiring rappers to adopt this style. One common tactic is to present a defendant's raps as autobiography. Even when defendants use a stage name to signal their creation of a fictional first-person narrator, rap about exploits that are exaggerated to the point of absurdity, and make use of figurative language, prosecutors will insist that the lyrics are effectively rhymed confessions. No other form of fictional expression is exploited this way in the courts.

9 Admittedly, the complex and creative manipulation of identity in rap helps account for its treatment in court. Nobody believes that Johnny Cash shot a man in Reno or that Bret Easton Ellis carried out the gory murders described in “American Psycho”; neither artist claimed that he was writing autobiographically. That’s not always the case with rappers. Many remain in character long after they leave the recording studio, trying to establish their authenticity by convincing listeners that they live the lives they rap about. Those familiar with the genre understand that this posturing is often nothing more than a marketing pose.

10 But for the uninitiated, it is easy to conflate these artists with their art. It becomes easier still when that art reinforces stereotypes about young men of color — who are almost exclusively the defendants in these cases — as violent, hypersexual and dangerous. If that’s what jurors see, what are the chances for a fair trial?

11 To address this question, Stuart Fischhoff, a psychologist at California State University, Los Angeles, conducted a study in the late 1990s to measure the impact of gangsta rap lyrics on juries. Participants were given basic biographical information about a hypothetical 18-year-old black male, but only some were shown a set of his violent, sexually explicit rap lyrics. Those who read the lyrics were significantly more likely to believe the man was capable of committing a murder than those who did not.

12 More than a decade later, this bias appears to persist, leaving rap music as vulnerable as ever to judicial abuse. Although appellate courts in Massachusetts and Maryland have recently reversed convictions after citing prosecutors for their improper use of rap lyrics or videos as evidence, most similar appeals are unsuccessful. Just this summer the Supreme Court of Nevada upheld the admissibility of rap lyrics as evidence in a first-degree murder case. A definitive ruling by the Supreme Court of New Jersey rejecting this use of rap music could help turn the tide.

13 In anticipation of Mr. Skinner’s case, the American Civil Liberties Union of New Jersey filed an amicus brief arguing that rap lyrics, however unsavory they might be, are “artistic expressions entitled to constitutional protection.” For scholars and fans of hip-hop, this is a statement of the obvious. In today’s court system, sadly, it is not.

IV. Watch the persuasive speeches. For each speech determine: the Audience, the Purpose, the most prevalent Rhetorical Device used, and Evidence of the rhetorical device being used.

1. Movie:

Audience:

Purpose of Speech:

Rhetorical Device:

Evidence:

2. Movie:

Audience:

Purpose of Speech:

Rhetorical Device:

Evidence:

3. Movie:

Audience:

Purpose of Speech:

Rhetorical Device:

Evidence:

4. Movie:

Audience:

Purpose of Speech:

Rhetorical Device:

Evidence:

5. Movie:

Audience:

Purpose of Speech:

Rhetorical Device:

Evidence:

6. Movie:

Audience:

Purpose of Speech:

Rhetorical Device:

Evidence:

7. Movie:

Audience:

Purpose of Speech:

Rhetorical Device:

Evidence:

8. Movie:

Audience:

Purpose of Speech:

Rhetorical Device:

Evidence:

9. Movie:

Audience:

Purpose of Speech:

Rhetorical Device:

Evidence:

10. Movie:

Audience:

Purpose of Speech:

Rhetorical Device:

Evidence:

11. Movie:

Audience:

Purpose of Speech:

Rhetorical Device:

Evidence:

12. Movie:

Audience:

Purpose of Speech:

Rhetorical Device:

Evidence: