**Vocabulary List #5**

Test on Friday, November 17th

1. **Rhetoric**—the art of using language for effect (noun)

*Persuasive writing employs the use of rhetoric to try to convince the reader to take a side.*

1. **Ethos**—appeal based upon the credibility and authority of the writer/speaker (noun)

*To use ethos, a writer/speaker must use an authoritative tone to convince an audience to accept a claim.*

1. **Logos**--appeal based on logic or reason (noun)

*To use logos, a writer/speaker uses facts, evidence and reason to make his or her audience accept a claim.*

1. **Pathos**--appeal based on emotion (noun)

*To use pathos, a writer/speaker tries to generate specific emotions (fear, anger, sadness) to make an audience accept a claim.*

1. **Warrant**—an implied statement that establishes the logical connection between a claim and its supporting reason.

*Claim: Don’t eat that mushroom.*

*Reason: It is poisonous.*

*Warrant: What is poisonous should not be eaten.* (A generally accepted rule.)

1. **Antithesis**: The use of parallel sentence structures to call attention to contrasts or opposites.

*“Some like it hot; some like it cold.”*

*“You’re easy on the eyes but hard on the heart.”*

*“Many are called, but few are chosen.”*

7. **Understatement:** a figure of speech in which a writer or speaker deliberately makes a situation

seem less important or serious than it is. Opposite of hyperbole.

*A classic scene full of understatements comes from their movie “Monty Python and the Holy*

*Grail.” The character of King Arthur fights a knight and cuts off his arm. The knight stands his*

*ground and avers that the loss of his arm is “‘Tis but a scratch.” Later, after King Arthur cuts off*

*the knight’s other arm the knight argues, “It’s just a flesh wound!”*