Rhetorical Strategies

Rhetorical Methods of Development
- Narration
- Description
- Process Analysis
- Cause-and-Consequence Analysis
- Comparison and Contrast
- Classification and Division
- Problem-Solution
- Definition

Effective Introduction - Opening with a/an:
- Anecdote or example (Everyone loves a story!)
- Relate the topic to the audience (So what? Who cares?)
- Unusual fact or statistic (Startle the reader)
- Intriguing statement (Arouse curiosity)
- Question (or series of questions)
- Quotation (Cite source)

Effective Conclusion
- Rephrasing the thesis and summarizing the main points
- Calling for a change in action or attitude
- Connecting with the introduction
- Calling attention to larger issues
- Concluding with a vivid image

Coherent Paragraphs
- Chronological order
- Emphatic order
- Logical order
- Spatial order

Audience
- Supportive
- Wavering
- Hostile

Evidence
Facts
Examples
Statistics
Testimony

Rhetorical Appeals
Ethos
Pathos
Logos

Rhetorical Fallacies  (15)
Non sequitur
Bandwagon
Slippery slope
False authority/analogy/cause/dilemma

Style
Imagery/Description
Tone
Language
Parallel Structure
Repetition
Rhetorical Question
Personal Anecdotes

Organization

Scholarly or not?
Ethical or not?
Biased or not?
Persuasive or not?
Credible or not?
Trustworthy or not?

Issues Raised / Issues Ignored / Issues Evaded?
Contexts: social, political, cultural, historical?