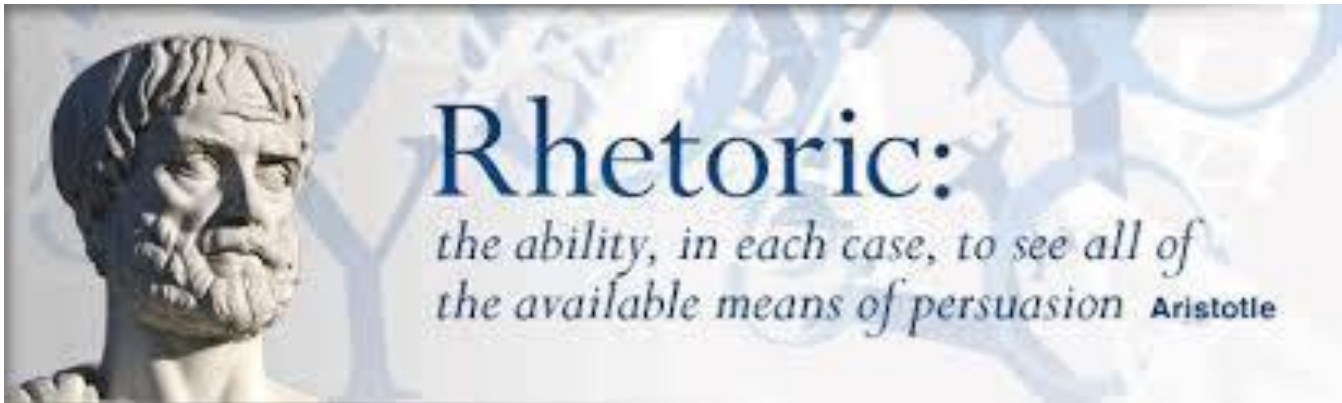


REMOTE LEARNING BOOKLET

Introduction to Rhetoric

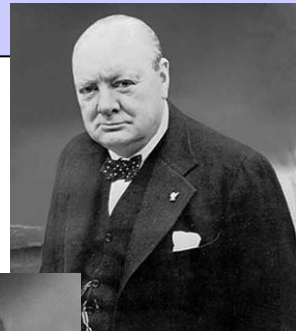


Remote Learning Booklet

An Introduction to Rhetoric

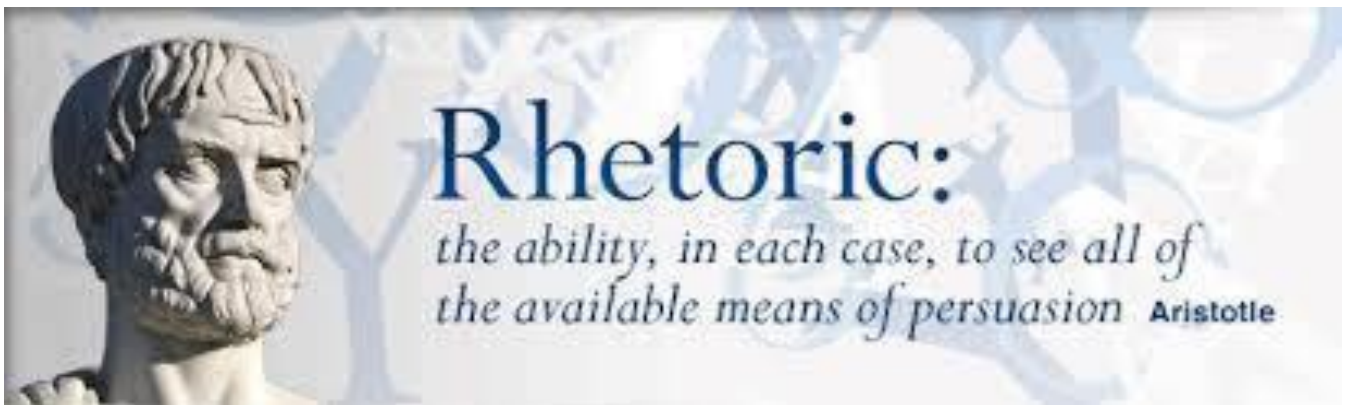
What? What is rhetoric and why do we need to know about it?

How many of these people can you name and what do you think might be the connection between them all?



Extension: What do you think the purpose of communication might be?

Super Extension: Is there power in words?



Answer the following questions in your work book:

Why do we need to understand rhetoric? In what situations might rhetoric be useful?

Task one:

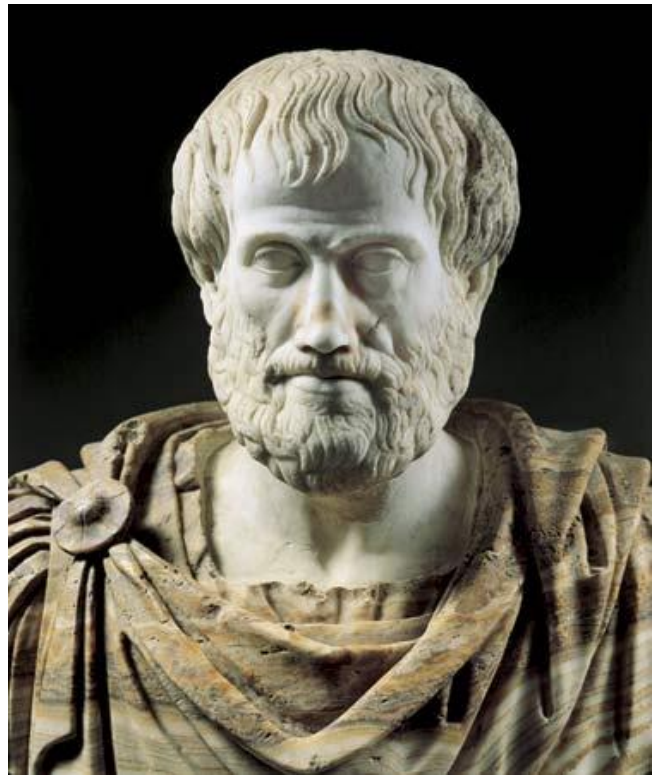
Aristotle and Ethos, Logos and Pathos

As you watch the short videos, make some notes on what you have learned. If you can't watch the videos, skip to the next page.

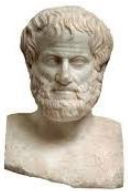
Extension: Can you think of a time when you successfully persuaded someone? What did you do or say that was effective?

<https://www.youtube.com/watch?v=gf81d0YS58E>

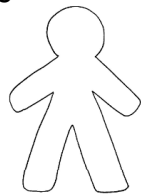
https://www.youtube.com/watch?v=9L_G82HH9Tg&t=40s



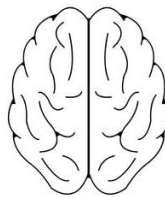
Aristotle



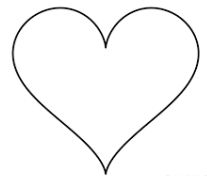
Ethos



Logos




Pathos




Check your answers:



ethos



pathos



logos

ETHOS

Credibility/Trust

Main Techniques:

Personal branding
Confident delivery
Cites credible
sources

PATHOS

Emotions/Values

Main Techniques:

Anecdotes
Vivid language
Inspirational quotes

LOGOS

Logic/Reason

Main Techniques:

Structure
Evidence
Metaphor/analogy
/comparison

Task 3:

Identify the different emotions depicted in the images below and decide when and why you might want to encourage someone to feel those emotions.

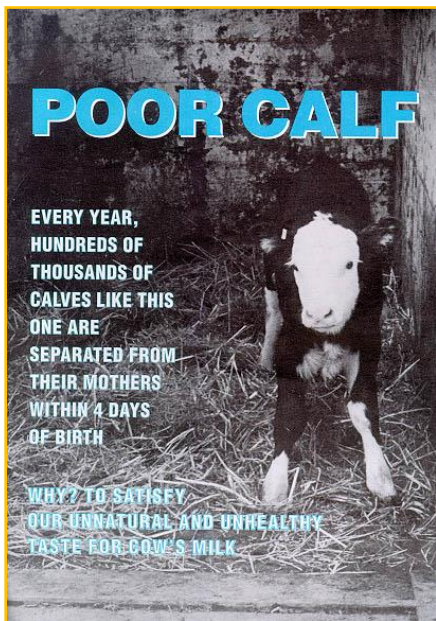
Pathos: The Appeal to Emotion



Make them
laugh, make
them cry, make
them agree!

Task 5:

Logos: The Appeal to Reason



Every year, hundreds of thousands of calves like this one are separated from their mothers within days of birth.

This is a **fact** – *it can be tested.*

However, it is also still very emotive. Why?

Logos: The Appeal to Reason

You work for The Vegetarian Society and are trying to persuade people that turkey farming is cruel. See if you can improve the following facts by making them more emotive.

Approximately 10 million turkeys are killed in November/December. In the wild turkeys could live up to 10 years; farmed turkeys are usually killed between the ages of 12 and 26 weeks.

Task 6:
Read through the different scenarios below. Write a persuasive sentence for each scenario using ethos, pathos and logos.

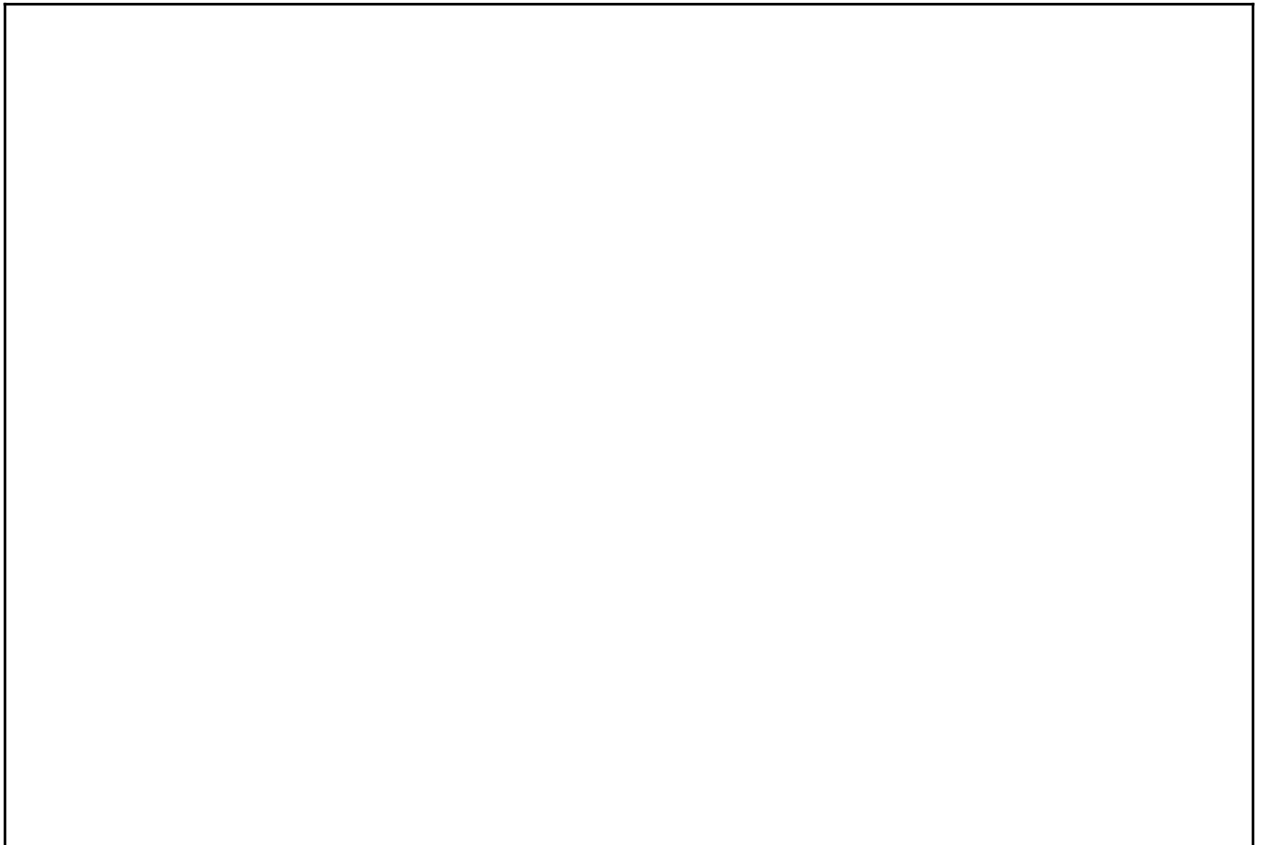
Scenario	Ethos	Logos	Pathos
Persuading a parent/ carer to lend you £10			
Talking your teacher into giving you a homework extension			
Persuading people to give money to a local project to build a new park			

Task 8

Pathos appeals to the emotions of the audience and elicits feelings that already reside in them. Pathos is a communication technique used most often in rhetoric, as well as in literature, film and other narrative art.

CREATING PATHOS

In the box below, create an advertisement encouraging people to reduce their use of single use plastic in order to save the environment. Your aim is to create pathos in your advert. Consider your use of language and images in your advert. Remember, pathos is about using people's emotions to persuade. Think about how you want them to feel and consider how you are going to make them feel it.

A large, empty rectangular box with a thin black border, intended for the student to create an advertisement. The box is centered on the page and occupies most of the lower half of the document.

QUESTION	ANSWER
	Pathos
	Anaphora
	Direct Address
	Rhetorical Question
	Imperative
EXTRA CHALLENGE – Quotations from Martin Luther King Speech	
	'the manacles of segregation and the chains of discrimination'
	Analogy
	'But one hundred years later'

IF THIS IS THE ANSWER, WHAT'S THE QUESTION?

- *In the table above are a series of answers. Their questions are missing. Think of a question that fits with each answer.*

Task 9

Task 10
Thinking about different points of view

Capital punishment, also known as the **death penalty**, is a government-sanctioned practice whereby a person is put to death by the state as a **punishment** for a crime.

For?	Against?

If you have access to YouTube, watch this video to help support your understanding of the issue:
<https://www.youtube.com/watch?v=ka1B59ir1ml>

Task 11:

What makes a letter a letter, a speech a speech, a leaflet a leaflet and an article an article?

Read the 4 different texts on the subject of the death penalty.

Analyse the texts to identify the different conventions for each of the following forms: article, letter, text for a leaflet and text for a speech.

Consider the following:

- How do the texts introduce or set out the issue at hand?
- Which narrative perspective is used?
- What language does the text tend to use? Emotive, explanatory etc.?
- What rhetorical devices have been incorporated?
- What do you notice about the tone of each text?
- What do you notice about the layout of the text and its structure?
- What organisational features have been used?

Letter	Speech	Article	Leaflet

Hickory Middle School
1997 Hawk Boulevard
Chesapeake

1st January 2018

Dear Mr Holcomb,

I STRONGLY BELIEVE that the death penalty should have been abolished long ago.

The death penalty is not moral. It goes against our natural rights. I would not want to be killed. Would you? Prison is a place to think about one's action. A person who has done an extreme wrong should be sentenced to life in prison. A death sentence says we have given up on that person.

People in countries across the world receive unfair death sentences. For example, in 2016, thousands of people were unjustly executed in totalitarian nations such as China.

The cost of supporting a prisoner on death row greatly exceeds the cost of putting the person in prison for life. Death sentences lead to expensive appeals. That money is paid by taxpayers, so we all bear part of the cost of the death penalty.

In California alone, the death penalty has cost the state more than \$4 billion since 1978. Research has shown that trying a case where the death penalty is not an issue costs \$740,000. A case in which prosecutors seek the death penalty costs \$1.26 million.

The death penalty is cruel. People just like the people who are reading this letter are executed every year, and this penalty costs taxpayers a lot of money that could be used for better purposes. The only clear solution is to abolish the death penalty.

Yours sincerely,

Konor Onufer

Hickory Middle School

Letter

Honoured guests, ladies and gentlemen, welcome to Norway and to this sixth World Congress Against the Death Penalty. I am pleased to see such an impressive gathering of representatives from civil society, academia, governments, parliaments and human rights institutions. Even some Nobel laureates are present. Among us we also have people who have been personally affected by capital punishment: people who have been sentenced to death, their family members and people who provided legal representation. Thank you for coming to Oslo to share your experiences – to tell your stories.

At all times, we must remember that – contrary to what many people think – the death penalty is not exclusive to any particular region, political system, religion, culture or tradition. The death penalty has been – and still is – being practised in all corners of the world. On my way to the Opera House earlier today, I passed by Oslo Pride. This reminded me that the death penalty is not only used for the most serious of crimes. Even in 2016, people can be sentenced to death just because of whom they love. The death penalty is used disproportionately against members of minority communities. This is a serious obstacle in their efforts to seek recognition of their human rights. When anyone is sentenced to death, that person's inherent human dignity is undermined. As we have learned time and again, no justice system is perfect. There are numerous cases of innocent people serving time. Death row is no exception.

The death penalty is absolute. The death penalty is irreversible. The death penalty is irreparable. There will always be a risk that an innocent person can be sentenced to death. That is a risk we cannot accept.

Many of you here this evening know better than most how abolition can be achieved. You have fought tirelessly against the death penalty for many years. I would like to take this opportunity to thank you for all that you have done. The most effective way to reduce the number of states, that still apply the death penalty is to bring people together and facilitate an open dialogue: based on respect, supported by facts, free of judgement and prejudice, in an arena where we can meet each other with open minds. The World Congress is just such an arena. Let us embrace this opportunity. We need to make the most of the next three days. The goal should be to take concrete steps towards the abolition of the death penalty.

Your tireless efforts are an inspiration for us all.

Speech

US death penalty: 23 people executed and 39 sentenced to death in 2017

Executions and death sentences in the US remained at historic lows this year, with only a few counties and states continuing to back capital punishment

Twenty-three people were executed and 39 sentenced to death in 2017 in the US, one of the few developed countries to still use the death penalty.

But executions and death sentences in the US remained at historic lows this year, with only a few counties and states supporting capital punishment, according to an annual report released on Thursday [by the Death Penalty Information Center \(DPIC\)](#).

“In the long term, it looks as though death sentences and executions are going to remain low; certainly they are going to remain low compared to the levels a generation ago,” said Robert Dunham, the organization’s executive director.

The falling rates are marked by the DPIC report’s findings that 90% of the executions in 2017 involved people with “significant evidence” of mental illness, intellectual disability, brain damage, severe trauma, and, in some cases, [innocence](#).

In one [week this April](#), Arkansas killed [four people](#) despite legal challenges to three of the cases, which the Fair Punishment Project at Harvard Law School said had potent claims for mitigation.

There were 39 death sentences projected for 2017 – the second-lowest annual total of death sentences since 1972. The tally includes 36 confirmed death sentences and three cases in which final sentences are due by the end of the year and are expected to be death because it was recommended by the jury.

These falling rates coincide with declining public support for the death penalty for a person convicted of murder. Only 55% of Americans said they support the death penalty, the lowest rate since 1972, according to [a Gallup poll released in October](#).

In Amnesty International’s [most recent assessment](#) of global executions, the human rights group found 2016 was the first year the US did not appear in the world’s top five executioners since 2006. It was edged out of its usual position by China, Iran, Saudi Arabia, Iraq, Pakistan and Egypt.

Some legal changes in states that use the death penalty impacted the 2017 rates as well. In Florida, a judge can now only give the death penalty if a jury unanimously recommends it. In Alabama, judges can no longer override a jury’s decision to recommend life sentences instead of death.

Dunham said the DPIC data did not show whether the US would renounce capital punishment, but it seems clear the practice is on its last legs. He said: “What we see is a long-term trend, and that long-term trend is toward diminished use of the death penalty with both fewer death sentences and fewer executions.”

Article

We know that, together, we can end the death penalty everywhere.

Every day, people are executed by the state as punishment for a variety of crimes – sometimes for acts that should not be criminalized. In some countries it can be for who you sleep with, in others it is reserved for acts of terror and murder.

Some countries execute people who were [under 18 years old](#) when the crime was committed, others use the death penalty against people who suffer mental problems. Before people die they are often [imprisoned for years on “death row”](#). Not knowing when their time is up, or whether they will see their families one last time.

The death penalty is cruel, inhuman and degrading. Amnesty opposes the death penalty at all times - regardless of who is accused, the crime, guilt or innocence or method of execution.

For 40 years, we have been working to end executions. When we began that work in 1977, only 16 countries had totally abolished the death penalty. Today, that number has risen to 104 - more than half the world's countries.

The issue in detail

The death penalty breaches two essential human rights: the right to life and the right to live free from [torture](#). Both rights are protected under the Universal Declaration of Human Rights, adopted by the UN in 1948.

The following [international laws explicitly ban use of the death penalty](#), except during times of war:

- The Second Optional Protocol to the International Covenant on Civil and Political Rights
- Protocol No. 6 to the European Convention on Human Rights
- The Protocol to the American Convention on Human Rights to Abolish the Death Penalty.

The European Convention on Human Rights (Protocol No. 13) bans use of the death penalty at all times, even during war.

Although international law says that the death penalty can be used for the most serious crimes, like murder, Amnesty believes that the death penalty is never the answer.

