How To Use Rhetoric to Get What You Want

1. Who was the Greek philosopher mentioned in the video who wondered about getting what you wanted by using only your words? (1 word)

2. What did this philosopher use to try to answer the question concerning obtaining things with only your words? (3 words)

3. According to this Greek philosopher mentioned in the above questions, what is rhetoric? (9 words)

4. What are the three types of persuasive speech?

    A. (2 words) **Forensic, or** _____

    B. (2 words) **Epideictic, or** _____

    C. (2 words) **Symbouleutikon, or** _____

5. What does forensic rhetoric establish? (6 words)

6. What does epideictic rhetoric make? (6 words)

7. Why do we use the third type of rhetoric? (3 words)

8. What does the third type of rhetoric focus on? (2 words)

9. The third type of rhetoric is the rhetoric of _____. (1 word)

10. Give the two famous "modern day" politician/activist cited in the video who were famous for their rhetoric.

    A. (2 words)

    B. (3 words)

11. In both cases, the speakers present their audience with a _____ (2 words)

and try to enlist their help in _____ (1 word) or _____ (1 word) it.

12. According to Aristotle, what are the three persuasive appeals?

    A. (1 e-word)

    B. (1 l-word)

    C. (1 p-word)

13. Which persuasive appeal is used to convince an audience of your credibility? (1 word)

14. Which persuasive appeal is the use of logic and reason? (1 word)

15. In relation to question 14, "it's not just facts and figures, it's also the _____ (1 word)

and _____ (1 word) of the speech itself."

16. Which persuasive appeal is used on emotion? (1 word)

17. In the age of mass media, what is the most persuasive mode of appeal? (1 word)

18. Most advertising relies on what mode of appeal? (1 word)

19. Deciding which mode of appeal to use is a matter of knowing what two things? (4 words)

20. And perhaps just as important, is being able to notice when these same methods of persuasion are

_____. (4 words)