

Rhetorical Devices

Many different rhetorical devices are available to writers. Below are some of the most common examples. Brainstorm others after discussing these.

Strategy	Definition	Example
Ethos	Illustrates a person's morals or character.	
Pathos	Connects to the reader's emotions/feelings.	
Logos	Used to appeal to the reader's intelligence by citing credible sources, facts, connecting to what is logical.	
Bandwagon	Makes people want to do what others are doing – makes people want to belong to a group.	
Nostalgia	Shows a desire to go backwards in time, perhaps when things were simpler.	
Tone	Shows the writer's attitude to the subject.	
Personification	Gives human qualities to something that is not human.	
Hyperbole	Uses exaggeration to make a point.	
Analogy	Compares two things that are similar to make a point.	
Satire	Makes fun of or ridicules someone's weaknesses.	
Sarcasm	Illustrates a sharp, often hurtful comment that criticizes a person or their actions.	
Formal Language	Used to make the writer sound dignified and intelligent.	
Imagery	Tries to connect to the reader's senses: taste, touch, sight, sound, and smell.	
Anecdote	Uses a personal story to connect with the reader.	
Repetition	Includes words or phrases multiple times to make an impression on the reader.	