Language of Composition

Chapter 1
Key Terms

- Rhetoric
- Audience
- Context
- Purpose
- Bias
- Thesis
- Claim
- Assertion
- Subject
- Speaker
- Rhetorical Triangle
- Persona
- Ethos, Logos, Pathos
- Appeals
- Tone
- Assumption
- Counterargument
- Concede
- Refute
- Connotation/denotation
- Propagandistic
- Polemical
- Satiric
- Arrangement
- The Classical Model of Arrangement
- Patterns of Development
  - Narration
  - Description
  - Process Analysis
  - Exemplification
  - Compare and Contrast
  - Classification and Division
  - Definition
  - Cause and Effect
Key Elements of Rhetoric

- Context – Time and Place
- Purpose – Goal writer wants to achieve
- Thesis (claim, assertion) – Main idea
- Subject – Specific Topic
- Speaker – Who is it in relation to the subject and the audience
Rhetorical Triangle

- The interaction between the Speaker, Audience, Subject, determines the structure and language of the argument.
Ethos
- An appeal to character, to demonstrate that they are credible and trustworthy
- Emphasis on shared values
- Expertise, knowledge, experience, training, sincerity

Pathos
- An appeal to emotion
- Strong connotative words choice
- Use of powerful images
- Vivid concrete details, and figurative details

Logos
- Reason – clear rational ideas
- Means having a clear main idea, or thesis, with specific details, examples, facts, statistical data, or expert testimony
- Acknowledge a counterargument – Concede the refute
Patterns of Development

The Classical Model (Arrangement)
- Intro (exordium)
  - Draws reader into text
- Narration (narratio)
  - Bckgrnd/factual info to establish subject/problem
- Confirmation (Confirmatio)
  - The development or proof needed to make case
- Refutation (Refutatio)
  - Bridge between confirmation and conclusion
- Conclusion (Peroratio)
  - Brings essay to satisfying close, last will be what audience will remember
Patterns of Development

- Narration
  - Telling a story or recounting a series of events
  - Chronological (mostly)
  - Concrete Details
  - Point of View
  - Dialogue
  - Crafting a story that supports the thesis
  - Advantage because everyone loves a story
Patterns of Development

- Description
  - Emphasizes the senses by painting a picture of how something looks, sounds, smells, tastes, or feels.
  - Clear and vivid description can make writing more persuasive
  - Makes it easy for the reader to empathize with you, your subject, or your argument
Patterns of Development

- Process Analysis
  - Explains how something works, how to do something, or how something was done
  - The key is clarity
Patterns of Development

- **Exemplification**
  - Providing a series of examples – facts, specific cases, or instances
  - One extended example or a series of smaller examples
  - Usually involves Induction (Specific examples leading to a general conclusion)
Patterns of Development

- Comparison and Contrast
  - Juxtaposing two things to highlight the similarities and differences
  - Purpose to discuss the subtle differences or similarities in the method, style, or purpose of two texts.
  - Organized by subject-by-subject or point-by-point
Patterns of Development

Classification and Division

- To sort material or ideas into major categories
- Writer’s main task is to develop his or her own categories, to find a distinctive way of breaking down a larger idea or concept into parts
Definition

- To ensure that writers and their audiences are speaking the same language, definition may lay the foundation to establish common ground or identifying area of conflict
Patterns of Development

- **Cause and Effect**
  - Analyzing the causes that lead to a certain effect or, conversely, the effects that result from a cause is a powerful foundation for argument.
For more information regarding the Patterns of Development please go to:

Fricke’s Forum

blogs.muskegonisd.org/frickewi/english-101/