Introduction to Literary Periods and Rhetoric in Writing

Category	Key Points of Learning
Literary Periods	
Rhetoric	
Rhetorical Appeals and Devices	
Rhetoric in Writing	

Excerpt from “A Modest Proposal” by Jonathan Swift

Directions: Read the excerpt and consider how not discussing the time period of this piece might impact students’ ability to explain the author’s use of rhetoric.

“I do therefore humbly offer it to publick consideration, that of the hundred and twenty thousand children, already computed, twenty thousand may be reserved for breed, whereof only one fourth part to be males; which is more than we allow to sheep, black cattle, or swine, and my reason is, that these children are seldom the fruits of marriage, a circumstance not much regarded by our savages, therefore, one male will be sufficient to serve four females. That the remaining hundred thousand may, at a year old, be offered in sale to the persons of quality and fortune, through the kingdom, always advising the mother to let them suck plentifully in the last month, so as to render them plump, and fat for a good table. A child will make two dishes at an entertainment for friends, and when the family dines alone, the fore or hind quarter will make a reasonable dish, and seasoned with a little pepper or salt, will be very good boiled on the fourth day, especially in winter.” (Paragraph 9)

“Eulogy of the Dog” by George G. Vest (c. 1855)

Directions: Read the text. Annotate examples of ethos, pathos and logos.

Gentlemen of the Jury: The best friend a man has in the world may turn against him and become his enemy. His son or daughter that he has reared with loving care may prove ungrateful. Those who are nearest and dearest to us, those whom we trust with our happiness and our good name may become traitors of their faith. The money that a man has, he may lose. It flies away from him, perhaps when he needs it most. A man’s reputation may be sacrificed in a moment of ill-considered action. The people who are prone to fall on their knees to do us honor when success is with us, may be the first to throw the stone of malice when failure settles its cloud upon our heads. The one absolutely unselfish friend that man can have in this selfish world, the one that never deserts him, the one that never proves ungrateful or treacherous is his dog. A man’s dog stands by him in prosperity and in poverty, in health and in sickness. He will sleep on the cold ground, where the wintry winds blow and the snow drives fiercely, if only he may be near his master’s side. He will kiss the hand that has no food to offer. He will lick the wounds and sores that come in encounters with the roughness of the world. He guards the sleep of his pauper master as if he were a prince. When all other friends desert, he remains. When riches take wings, and reputation falls to pieces, he is as constant in his love as the sun in its journey through the heavens.

If fortune drives the master forth, an outcast in the world, friendless and homeless, the faithful dog asks no higher privilege than that of accompanying him, to guard him against danger, to fight against his enemies. And when the last scene of all comes, and death takes his master in its embrace and his body is laid away in the cold ground, no matter if all other friends pursue their way, there by the graveside will the noble dog be found, his head between his paws, his eyes sad, but open in alert watchfulness, faithful and true even in death.

Rhetorical Appeals and Rhetorical Devices
Progression by Grade Level

Introduction Level	Symbol
Appeal/Device is introduced. Benchmarks are mastery goals that students are expected to attain by the end of the year.	I/M
Students continue to explain, analyze and/or evaluate the appeal/device.	R

Rhetorical Devices (R.3.4)	6	7	8	9	10	11	12
figurative language (as a rhetorical device)	-	I/M	R	R	R	R	R
irony	-	I/M	R	R	R	R	R
rhetorical questions	-	I/M	R	R	R	R	R
antithesis	-	-	I/M	R	R	R	R
zeugma	-	-	I/M	R	R	R	R
metonymy	-	-	-	I/M	R	R	R
synecdoche	-	-	-	I/M	R	R	R
asyndeton	-	-	-	-	I/M	R	R
chiasmus	-	-	-	-	-	I/M	R

Rhetorical Appeals (R.3.4)	6	7	8	9	10	11	12
ethos	I/M	R	R	R	R	R	R
logos	I/M	R	R	R	R	R	R
pathos	I/M	R	R	R	R	R	R
kairos	-	-	-	-	-	I/M	R

Expectation	Symbol
Explicitly noted in benchmark or clarification.	N
Continued application.	C

Application of Rhetoric	6	7	8	9	10	11	12
R.2.3	-	-	N	N	C	C	C
R.2.2	-	-	-	N	N	N	N
C.1.3	-	-	-	-	N	C	C
C.2.1	-	-	-	-	-	N	N
R.2.4	-	-	-	-	-	-	N

Figurative Language
Progression by Grade Level

Introduction Level	Symbol
Appeal/Device is introduced. Benchmarks are mastery goals that students are expected to attain by the end of the year.	I/M
Students continue to explain, analyze and/or evaluate the appeal/device.	R

Figurative Language (R.3.1)	2	3	4	5	6	7	8	9	10	11	12
simile	I/M	R	R	R	R	R	R	R	R	R	R
idiom	I/M	R	R	R	R	R	R	R	R	R	R
alliteration	I/M	R	R	R	R	R	R	R	R	R	R
metaphor	-	I/M	R	R	R	R	R	R	R	R	R
personification	-	I/M	R	R	R	R	R	R	R	R	R
hyperbole	-	I/M	R	R	R	R	R	R	R	R	R
imagery*	-	-	-	I/M	R	R	R	R	R	R	R
onomatopoeia	-	-	-	-	I/M	R	R	R	R	R	R
allusion	-	-	-	-	-	I/M	R	R	R	R	R
symbolism	-	-	-	-	-	-	I/M	R	R	R	R
meiosis (understatement)**	-	-	-	-	-	-	I	I/M	R	R	R

**Imagery is included in the Secondary Figurative Language chart on page 176 of the B.E.S.T. ELA Standards; however, it is not explicitly specified in the vertical progression or clarifications of the R.3.4 benchmark. Imagery is explicitly tied to the poetry benchmark (R.1.4) and should be considered another "example [that] can be used in instruction" (R.3.1 Clarification 1).*

***Meiosis is first introduced as a type of figurative language used in the grade 8 R.2.3 benchmark (purpose and perspective), but it does not appear in the R.3.1 benchmark until grade 9.*

Use of Reasoning and Fallacies in Reasoning

Expectation	Symbol
Explicitly noted in benchmark or clarification.	N
Continued application.	C

Benchmark	6	7	8	9	10	11	12
R.2.4	N	N	N	N	N	N	N
C.1.3	N	N	N	N	N	N	N
C.5.1	-	-	-	-	N	C	C
R.3.3	-	-	-	-	-	N	C

Types of Logical Reasoning
Deductive
Inductive
Abductive
Types of Informal Fallacies in Reasoning
Ad hominem
Ad populum
Hasty Generalization
Red Herring
Slippery Slope
Strawman
False Analogy
Circular Reasoning
Non sequitur