Rhetorical Analysis

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| Term | Definition | What to look for in the film. |
| Rhetoric  (Rhetorical Analysis) | identifying and examining the particular strategies that an author is using to appeal to or persuade a given audience | * Emotional appeals * Credibility of sources and the film * Logical reasoning for the film’s premise |
| Pathos |  | * How does the filmmaker use emotion to grab the attention of the audience? * To have the audience form a favorable opinion about her stance on killer whales in captivity? * Is her use of *pathos* effective? Ineffective? Over-the top? |
| Ethos |  | * Who is the director of the film? What are her credentials? What is her background? Why was she interested in making this film? How does she establish authority? * Who are the people interviewed in the film? What is their professional background? Do they have affiliations that would make their testimony in the film suspect? * What kind of bias—if any—did you discover in the film? |
| Logos |  | * Identify the intended purpose of the film. * How does the director achieve this purpose? * Is her evidence based on reason? Is it presented in a logical order? * What facts and data does she use? |

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| Loaded Language |  | Film manipulating our human weakness for acting immediately based upon an emotional response, without considering logic and reason |
| Logical Fallacies | A logical fallacy is a flaw or error in reasoning. The logic seems to be true but is misleading. |  |
| Testimonial |  |  |
| Repetition | Persuading through repeating the same image, word, symbol or phrase over and over |  |
| Hyperbole |  |  |
| Either/Or | A claim that there are only two choices when there are more |  |
| Stacking the Deck | taking information out of context or not providing the whole story |  |
| Hasty Generalization | a generalization based on too little evidence |  |
| Oversimplification |  |  |
| Red Herring | something that misleads or distracts from a relevant or important issue |  |