

Y8 English Knowledge Expert Sheet: Attitudes and Viewpoints

Subject Specific Terms

Aristotelian Triad	The three rhetorical appeals. They were developed by the Ancient Greek philosopher, Aristotle (died 322 BC), who explained that all public speaking boiled down to three key parts: ethos (credibility), pathos (emotion) and logos (logic).
Viewpoint	A perspective or point of view on something.
Attitude	A way of thinking.
Tone	The general attitude expressed in a piece of writing.
Rhetoric	The art of effective public speaking. A common example of rhetoric is in grand political speeches, such as in Parliament, or at a demonstration.
Account	An author's 'account' is their personal telling of a narrative.
Narrative	A story, which can also be true. A narrative is informed by the story-teller's viewpoint.

Vocabulary

Reflective	Providing a reflection on something, for example, when an author reflects on their childhood.
Didactic	Something which is intended to teach a lesson to the reader is didactic.
Scathing	Highly and harshly critical, not necessarily fairly
Inquisitive	Curious; having or showing a great interest in something
Cynical	Believing the worst will happen in the future; or assuming the worst of a person.
Optimistic	Believing the best will happen in the future; or assuming the best in a person.

Aristotelian Triad



Ethos	Ethos refers to the speaker's credibility or trust-worthiness. Language devices that fall within Ethos include: expert opinion, rhetorical question, direct address, imperatives
Pathos	Pathos refers to the speaker's emotional appeals to their audience. Language devices that fall within Pathos include: emotive language, flattery
Logos	Logos refers to the speaker's use of logic to convince their audience. Language devices that fall within Logos include: facts, statistics, anticipate the counter argument.

Persuasive Writing Structure (DPRN)

Descriptive Hook	An opening which asks the audience to imagine a scene, to imagine things from the viewpoint of the speaker. This hook should build trust (ethos) and establish an emotional connection (pathos).
Position	A statement explaining what the issue is from the speaker's perspective. The speaker should sound credible (ethos).
Respond to the other side	The speaker anticipates the opposing view and discredits it. Here the speaker will present the opposition, then defeat those arguments using logical reasoning (logos) and emotional appeal (ethos).
Now What?	The speaker ends with a call to action (asking that we do something) or a re-imagining of a better future. How effective this conclusion is depends on the credibility (ethos) built over the speech, the emotional connection developed with the audience (pathos), and the quality of the arguments made (logos).