Rhetoric:

Effective communication or crafted language with the purpose of persuading

Rhetorical strategies:

Any rhetorical device used to analyze the interplay between a writer and speaker, a specific audience, and a particular purpose. Their purpose is to persuade an audience to their “side”

Rhetorical devices:

Similar to literary terms. I.E. repetition, imagery to provoke emotion, call to action, using words of the people you’re addressing adds validity/support to argument, drawing comparisons to prove a point, argumentation, appeals, fallacies, assertions, bandwagon, charts/graphs, etc.

Rhetorical appeals:

Ethos, Pathos, Logos