

# WHAT IS RHETORIC?



**Rhetoric** is the art and technique of using language persuasively to influence the beliefs, attitudes, or behaviors of others.

It involves the skillful use of words, arguments, and rhetorical devices such as metaphor, analogy, and irony to achieve effective persuasion.

Rhetoric is employed in political speeches, debates, advertising, and persuasive writing with the purpose of convincing, informing, or moving the audience.

In addition to its utility in communication, rhetoric is also studied as an academic discipline to understand how persuasive messages are constructed.

# Text A Rhetoric For Word Processing

**Wolfgang Guggemos**



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