University of Kansas, Fall 2006 Philosophy 148: Reason and Argument Ben Eggleston—eggleston@ku.edu Monday, September 25, 2006

## persuasion through rhetoric

Rhetorical devices attempt to shape our reactions to the content of a claim by expressing it in words that have (or lack) particular connotations. To some extent, rhetoric is part of good speaking and writing. But being alert to it is part of being a good listener and a good reader.