

ENGLISH 9 BASIC RHETORIC AND NEWS WRITING

*Flattery (Feel good)

*Fear (Scare tactic)

*Greed (Get first and fast)

*Anger (Get mad and act)

*Guilt (Feel sorry for/pathos)

*Exclusivity (Be the only one)

*Salvation (Religious or a fix all)

*Logical vs. emotional appeals

*Realization and basic needs

*Popularity