

Persuasive Technique	Definition	BRUTUS' SPEECH EXAMPLES	ANTONY'S SPEECH EXAMPLES
Ethos	Appeal to Ethics: appealing to audience's morals and values to strengthen argument or claim.	"I have done no more to Caesar than you shall to Brutus [. . .] as I slew my best lover for the good of Rome, I have the same dagger for myself, when it shall please my country to need my death."	"I come to bury Caesar, not to praise him. The evil that men do lives after them; the good is oft interred with their bones; so let it be with Caesar."
Pathos	Appeal to Passion/ Emotions: using emotions to connect to audience's empathy in order to strengthen argument or claim.	"If there be any in this assembly, any dear friend of Caesar's, to him I say, that Brutus' love to Caesar was no less than his."	"O judgement! thou art fled to brutish beasts, And men have lost their reason. Bear with me; My heart is in the coffin there with Caesar, And I must pause till it come back to me."
Logos	Appeal to Logic: Using logic, facts, statistics, and case studies to persuade audiences towards a specific claim or argument.	"As Caesar loved me, I weep for him; as he was fortunate, I rejoice at it; as he was valiant, I honour him; but, as he was ambitious, I slew him."	"You all did see that on the Lupercal I thrice presented him a kingly crown, which he did thrice refuse"
Fear	Using intimidation to pressure/persuade audiences towards a specific claim or argument.	"Had you rather Caesar were living and die all slaves, than that Caesar were dead, to live all free men?"	"They would go and kiss dead Caesar's wounds and dip their napkins in his sacred blood"

Parallelism	Parts of the sentence are grammatically the same or similar to emphasize a specific idea, claim, or argument.	“Who is here so base that would be a bondman? If any, speak; for him have I offended. Who is here so rude that would not be a Roman? If any, speak; for him have I offended.”	“I should do Brutus wrong, and Cassius wrong, [. . .] I rather choose to wrong the dead, to wrong myself and you, than I will wrong such honorable men.”
Rhetorical Questions	A question asked in order to create a dramatic effect or to make a point rather than to get an answer.	“Here comes his body, mourned by Mark Antony: who, though he had no hand in his death, shall receive the benefit of his dying, a place in the commonwealth; as which of you shall not?”	“Did this in Caesar seem ambitious?”
Selective Connotation/ Word Choice	Using specific words and phrases for emphasis in order to persuade the audience towards a specific claim or argument.	“Romans, countrymen, and lovers! hear me for my cause and be silent, that you may hear”	“For Brutus is an honorable man; so are they all, all honorable men”
Either/Or Thinking	When only two polarized options are presented to the reader when there is actually at least one additional option. Used to force a choice or outcome.	“Had you rather Caesar were living and die all slaves, than that Caesar were dead, to live all free men?”	“Your hearts and minds to mutiny and rage, I should do Brutus and Cassius wrong [. . .] I rather choose to wrong myself and you, than I will wrong such honorable men.”

Sarcasm	Using irony as a means to mock or ridicule someone or something.		“When that the poor have cried, Caesar hath wept: Ambition should be made of sterner stuff.”