



Julius Caesar Rhetorical Devices and Appeals

Review the different types of rhetorical devices and appeals people use in their attempts to persuade people to agree with a certain way of thinking.

anecdote: a short yet purposeful story about an event or person; anecdotes are used as examples to illustrate a point that is made in an argument.

cause and effect: a logical appeal that demonstrates a real or perceived causal relationship between two events in order to connect them.

ethical appeal: an appeal to character and credibility; ethical appeals focus on status, authority, and the general credibility of the subject.

irony: an incongruity or discrepancy between appearances and reality.

logical appeal: an appeal that focuses on the reasoning behind an argument; logical appeals often include factual details and concrete evidence.

metaphor/simile: a comparison of two unlike things, often used to reveal an abstract quality about the central comparison; similes use *like* or *as* to make the comparison.

pathetic appeal: an appeal designed to provoke a particular emotional response among the audience members; used to sway their opinions.

priming: indirectly suggesting a course of action; subtle planting of ideas to lead the audience to a particular intended action.

repetition: the repeating of words and/or ideas in order to reinforce a point.

rhetorical question: the speaker asks a question but doesn't intend for it to be answered; rhetorical questions are always leading questions that suggest one correct or possible answer that is aligned with the speaker's purpose.

verbal irony: occurs when someone says one thing but really means the opposite of what is stated.

Now read the following quotes from *Julius Caesar* carefully. Identify one rhetorical device or appeal used in each quote and write a statement that demonstrates how the device or appeal is used to achieve the character's rhetorical purpose.

Review the example for a better understanding of your task.

Example:

MURELLUS

Wherefore rejoice? What conquest brings he home?

(No Fear: 1.1.32)

Rhetorical device or appeal:

rhetorical question

Rhetorical purpose:

In order to undermine Caesar's credibility, Murellus asks the commoners why they are rejoicing for Caesar since he has not brought a victory to Rome.

1. SOOTHSAYER

Beware the ides of March.

(No Fear: 1.2.20)

Rhetorical device or appeal:

Rhetorical purpose:

2. CASSIUS

Now in the names of all the gods at once,

Upon what meat doth this our Caesar feed

That he is grown so great? Age, thou art shamed!

Rome, thou hast lost the breed of noble bloods!

When went there by an age, since the great flood,

But it was famed with more than with one man?

When could they say till now, that talked of Rome,
That her wide walks encompassed but one man?"
(No Fear: 1.2.149–156)

Rhetorical device or appeal:

Rhetorical purpose:

3. BRUTUS

It must be by his death, and for my part
I know no personal cause to spurn at him
But for the general. He would be crowned.
How that might change his nature, there's the question.
(No Fear: 2.1.10–13)

Rhetorical device or appeal:

Rhetorical purpose:

4. CALPHURNIA

When beggars die there are no comets seen.

The heavens themselves blaze forth the death of prince.

(No Fear: 2.2.30–31)

Rhetorical device or appeal:

Rhetorical purpose:

5. CAESAR

I could be well moved if I were as you.

If I could pray to move, prayers would move me.

But I am constant as the northern star,

Of whose true-fixed and resting quality

There is no fellow in the firmament.

The skies are painted with unnumbered sparks.

(No Fear: 3.1.63–68)

Rhetorical device or appeal:

Rhetorical purpose:

6. ANTONY'S SERVANT

If Brutus will vouchsafe that Antony
May safely come to him and be resolve
How Caesar hath deserved to lie in death,
Mark Antony shall not love Caesar dead
So well as Brutus living, but will follow
The fortunes and affairs of noble Brutus
Thorough the hazards of this untrod state
With all true faith.

(No Fear: 3.1.140–147)

Rhetorical device or appeal:

Rhetorical purpose:

7. BRUTUS

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. If then that friend demand why Brutus
rose against Caesar, this is my answer: not that I loved Caesar less, but that I
loved Rome more.

(No Fear: 3.2.18–23)

Rhetorical device or appeal:

Rhetorical purpose:

8. BRUTUS

Remember March, the ides of March remember.

Did not great Julius bleed for justice' sake?

What villain touched his body, that did stab,

And not for justice? What, shall one of us

That struck the foremost man of all this world

But for supporting robbers, shall we now

Contaminate our fingers with base bribes[.]

(No Fear: 4.2.18–24)

Rhetorical device or appeal:

Rhetorical purpose:

RL.9-10.1 Cite strong and thorough textual evidence to support analysis of what the text says explicitly as well as inferences drawn from the text.

RL.9-10.2 Determine a theme or central idea of a text and analyze in detail its development over the course of the text, including how it emerges and is shaped and refined by specific details; provide an objective summary of the text.

RL.9-10.3 Analyze how complex characters (e.g., those with multiple or conflicting motivations) develop over the course of a text, interact with other characters, and advance the plot or develop the theme.

RL.9-10.4 Determine the meaning of words and phrases as they are used in the text, including figurative and connotative meanings; analyze the cumulative impact of specific word choices on meaning and tone (e.g., how the language evokes a sense of time and place; how it sets a formal or informal tone).