Rhetorical Strategies (6600 – low)

Rhetorical strategies are also called rhetorical modes. These strategies or modes provide writers with a way to structure or analyze essays and paragraphs. This section will focus on the use of rhetorical modes to build paragraphs and essays. Let’s take a look at the term “rhetorical mode” and define each word.

**Rhetorical**: The word rhetorical is the adverb form of rhetoric. Remember that an adverb describes a noun or a pronoun. The adverb rhetorical describes or modifies the noun mode.

The root word of rhetorical is rhetoric. Rhetoric is the art or technique of speaking and writing effectively.

**Mode**: A mode is a way of doing something, a pattern or model.

Rhetorical modes give writers models or patterns for expressing their ideas effectively. What are the rhetorical modes or strategies that are traditionally taught in college composition classes?

* Description (14,800 – low)
* Narration (2400 – low)
* Exemplification (1300 – low)
* Example (9900 – low)
* Cause and Effect (18,100 – low)
* Comparison and Contrast Essay (2400 – low)
* Process Analysis (1900 – low)
* Classification (8100 – Low)
* Division (18,100 – medium)
* Definition (74,000 – low)
* Argument (14,800 – low), argument essay (2400 – low), argument essay topics (2900 – low)

To me: The numbers in parenthesis are the “Exact” searches for these terms a month, according to Google Keyword Tool. The numbers are only “local” to United States-based searches, and the descriptor to the right refers to the amount of competition for these keywords in a search. Most are low competition.

<https://adwords.google.com/o/Targeting/Explorer?__u=1000000000&__c=1000000000&ideaRequestType=KEYWORD_IDEAS#search.none>