

Rhetorical Questions



<http://www.printwand.com/blog/should-you-use-rhetorical-questions-in-advertising>



Introduction

The purpose of this PowerPoint is to introduce the use of rhetorical questions as a language technique.

By the end of this PowerPoint you will have the knowledge and understanding of how to identify the technique within a range of texts.

When completing any form of writing activity for functional skills, try to apply the technique you've learned.

Learning outcomes

- To define the term ‘rhetorical question’
- To develop knowledge and understanding of the language technique

What is a rhetorical question?

If you are not sure, look online to establish its meaning?

Definition of a 'rhetorical question'

*A rhetorical question is a device used for effect or to emphasise a key point when no real answer is expected. A rhetorical question may have an obvious answer. For example, “**Kids grow up so quickly, don’t they?**”*

Such a question is used for effect to:

- *draw the reader into the text*
- *introduce a topic or an idea*
- *make the reader think about the subject matter*

Example and explanation

Have you heard anyone say to you, '**Nice weather, isn't it?**' You may agree, but the implication is that you're supposed to agree, because they have already told you the answer - that the weather is nice. This is a basic example of a rhetorical question.

A **rhetorical question** is a device used to **persuade** or **subtly influence** the audience. It's a question asked not for the answer, but for the **effect**.



Rhetorical questions are often used in advertising



The National Lottery advertising has included:
'Been missing out on
your dreams?'

It evokes an emotional
response.



<http://danistrode2014.blogspot.co.uk/2015/01/the-structures-and-techniques-of.html>

Activity

Identify the rhetorical question(s) from the sentences below.

1. “You’re not really going to wear that, are you?”
2. “What time are we meeting there?”
3. “Are you interested in having more time to relax?”

Activity

Using the **Slimming World** website, give two examples of a rhetorical question?



Rhetorical question

We often use rhetorical questions in a debate because we want to change people's minds.

“Should we be concerned about global warming?”

Think of a rhetorical question FOR this argument.

Think of a rhetorical question AGAINST this argument.

Rhetorical questions in music

- How do I live without you?
- What's love got to do with it?
- How can I love you more?
- Where do broken hearts go?
- Why does it always rain on me?



Activity

Can you think of three rhetorical questions?



Exam practice

Refer to the City & Guilds **Band Manager**
Reading Level 2 paper, **question 6**

*Identify and give examples of **two** of these techniques being used in the text and explain how they help to convey meaning.*

Exam practice

Band Manager answers

*Identify and give examples of **two** of these techniques being used in the text and explain how they help to convey meaning.*

*Example: **Do you really know what you are getting yourself into?** (1 mark)*

Explanation: used to emphasise the fact that it is hard work. (1 mark)

Exam practice

Refer to the City & Guilds **Social Media** Reading Level 2 paper, **question 4**

Name two language techniques used to sell the book. Give an example of each and briefly explain how each is effective.

Exam practice

Social Media answer

Name two language techniques used to sell the book. Give an example of each and briefly explain how each is effective.

Technique: rhetorical question (1 mark)

*Example: **Not quite sure what you are doing with social media?** (1 mark)*

Explanation: used to emphasise the book can help. Or, allows the reader to identify with the situation being described. (1 mark)

Activity answers

- 1. “You’re not really going to wear that, are you?”**
- 2. “What time are we meeting there?”**
- 3. “Are you interested in having more time to relax?”**

Slimming World examples

would you love...?

- to **slim more easily** than you ever thought possible?
- to lose weight **without ever feeling hungry or deprived?**
- to **enjoy eating out** and having a social life while you slim?