
Rhetoric I Review



Types of Persuasive Discourse

- * Deliberative oratory
- * Forensic oratory
- * Epideictic oratory
- * Propaganda

Deliberative Oratory

Attempts to persuade someone to take action or believe what is said

- * Audience: lawmakers
- * Location: legislative body
- * Nature: Political
- * Subject Matter: Exhortative, dissuasive, or advisory
- * Seeks to prove: Expedient or inexpedient

Forensic Oratory

Seeks to persuade a judge and jury of the guilt or innocence of a certain person, or condemns or defends his own (or someone else's) actions.

- * Audience: judges, juries, courtroom
- * Location: courtroom
- * Nature: legal or judicial
- * Subject Matter: accusation or defense
- * Seeks to Prove: justice or injustice
- * Time: Deals in the past

Epideictic Oratory

Ceremonial, pleasing, inspiring

- * Audience: broad-ranged, general
- * Location: [special events]
- * Nature: demonstrative & ceremonial
- * Subject matter: praise or blame of a topic or person
- * Seeks to: Honor or dishonor
- * Time: Present (though it will refer to the past)

Most popular and most-used type of discourse

Before you write a discourse, consider...

- * The Objective: Audience

- * Who is your audience? What are their presuppositions? How will they receive the information?

- * The Subjective: Your ability to achieve the desired goal

Five Canons of Rhetoric

- * **Invention** - finding topics/arguments
- * **Arrangement** - the systematic arrangement of the parts of a discourse
- * **Style** - the adaption of suitable words and sentences to the matter
- * **Memory** - memorizing your speech
- * **Delivery** - the graceful regulation of voice, countenance, and gesture as one speaks

Invention

- * A method for finding topics and arguments
- * Common topics:
 - * Definition/Division
 - * Testimony
 - * Comparison
 - * Relationship
 - * Circumstance

Means of Persuasion

- * Non-artistic proofs: information which backs up your argument
- * Artistic proofs: persuades people by...
 - * Rational Appeal (Logos)
 - * Emotional Appeal (Pathos)
 - * Ethical Appeal (Ethos)

Arrangement

- * Introduction
- * Statements of Facts
- * Proof of Case
- * Refutation
- * Conclusion

Arrangement: Introduction

- * Types of Introductions:

- * Inquisitive

- * Paradoxical

- * Corrective

- * Preparatory

- * Narrative

Arrangement: Introduction

- * Seek to establish yourself as a credible source and authority on the topic
- * An opportunity to counter prejudices or misconceptions

Arrangement: Statement of Facts

- * **Expository**; explain the subject, topic, or cause you will talk about before beginning to argue one side or another
- * **Orderly** (chronologically, general to specific)
- * **Brief** (proportionate to discourse)

Arrangement: Proof of Case

- * “Meat” of the discourse; where we prove our point
- * Contains most of our information and argument
- * Methods for presenting information:
 - * Chronological
 - * From general to particular
 - * From familiar to unknown
 - * OR the nature of the topic will suggest an appropriate procedure

Arrangement: Proof of Case

- * Ways of organizing an argumentative discourse:
 - * Begin with the weakest argument and build up to the strongest
 - * Refute opposing arguments and then present your arguments
 - * Establish the case and then refute the opposition

Arrangement: Refutation

- * In this division one refutes opposing views in debate or in writing.

Four Methods of Refutation

- * **Refutation by appeal to reason:** One will prove the contradictory (or the impossibility) of his opponent's argument.
- * **Refutation by emotional appeal:** One could appeal to the emotions of the audience, through pity or vivid descriptions, to sway their opinions and convince them that one's argument is more valid than another. [Know your audience!]
- * **Refutation by ethical appeal:** [Should be in every part of your discourse]
- * **Refutation by wit:**

Arrangement: Conclusion

- * Recapitulation - we restate the important points in capsule form
- * Aristotle suggests:
 - * Inspire the audience with a favorable opinion of ourselves and an unfavorable opinion of our opponents
 - * Amplify the force of the points we have made and extenuate the force of the points made by the opponent
 - * Rouse the appropriate emotions
 - * Restate in a summary way our facts and arguments

Modes of Persuasion

- * Appealing to their Reason (logos)
- * Appealing to their Emotions (pathos)
- * Appealing with our personality or character (ethos)