

Definition

Rhetoric is the art of discourse, wherein a writer or speaker strives to inform, persuade or motivate particular audiences in specific situations.

Best known definition comes from Aristotle, who considers it a counterpart of both logic and politics, and calls it *the faculty of observing in any given case the available means of persuasion*

Source: Wikipedia

Aristotle's Rhetoric

Proof Types

Logos	The use of reasoning, either inductive or deductive, to construct an argument
Pathos	The use of emotional appeals to alter the audience's judgment through metaphor, amplification, storytelling, or presenting the topic in a way that evokes strong emotions in the audience
Ethos	How the character and credibility of a speaker can influence an audience to consider him/her to be believable—there being three qualities that contribute to a credible ethos: perceived intelligence, virtuous character, and goodwill

Steps

Invention
Arrangement
Style

Types or Genres

Forensic	AKA judicial, was concerned with determining the truth or falseness of events that took place in the past and issues of guilt. An example of forensic rhetoric would be in a courtroom
Deliberative	AKA political, was concerned with determining whether or not particular actions should or should not be taken in the future. Making laws would be an example of deliberative rhetoric

Aristotle's Rhetoric (cont)

Epideictic AKA ceremonial, was concerned with praise and blame, values, right and wrong, demonstrating beauty and skill in the present. Examples of epideictic rhetoric would include a eulogy or a wedding toast

AKA=Also Known As.

Aristotle view Rhetoric as counterpart of Dialectic. As a human art or skill (techne) Dialectic involves persuasion

Five Classical Canons of Rhetoric

Invention	The process of developing arguments
Style	Determining how to present the arguments
Arrangement	Organizing the arguments for extreme effect
Delivery	Gestures, pronunciation, tone and pace used when presenting the persuasive arguments
Memory	Process of learning and memorizing the speech and persuasive messages

The Five Canons of Rhetoric serve as a guide to creating persuasive messages and arguments

Canon of Attic Orators (Classical Age)

Aeschines	389–314 BC
Andocides	440–390 BC
Antiphon	480–411 BC
Demosthenes	384–12 October 322 BC Learned rhetoric by studying the speeches of previous great orators Tailored his style to be very audience-specific. Not relying on attractive words but simple, effective prose. He used clauses to create patterns that would make seemingly complex sentences easy for the hearer to follow. His tendency to focus on delivery promoted him to use repetition, this would ingrain the importance into the audience's minds; he also relied on speed and delay to create suspense and interest among the audience when presenting to most important aspects of his speech. One of his most effective skills was his ability to strike a balance: his works were complex so that the audience would not be offended by any elementary language, but the most important parts were clear and easily understood
Dinarchus	361–291 BC



Canon of Attic Orators (Classical Age) (cont)

Hypereides	390–322 BC
Isaeus	420-348? BC
Isocrates	436–338 BC
Lycurgus	390–324 BC
Lysias	445-380 BC

The ten Attic orators were considered the greatest orators and logographers of the classical era (5th–4th century BC). They are included in the "Canon of Ten", which probably originated in Alexandria

Source: Live of Ten Orators <http://classicpersuasion.org/pw/plu10or/>

Great Orators (Roman & Middle Age)

Cicero 106–43 BC

The best known roman ancient orator and the only who both spoke in public and produced treatises on the subject. Learn not only about the specifics of their case (the hypothesis) but also about the general questions from which they derived (the theses) . Gave rise to the idea that the "ideal orator" be well-versed in all branches of learning: an idea that was rendered as "liberal humanism," and that lives on today in liberal arts or general education requirements in colleges and universities around the world

Quintilian 35–100

Began his career as a pleader in the courts of law. Organizes rhetorical study through the stages of education that an aspiring orator would undergo

Erasmus 1466–1536

Had considerable influence on the teaching of rhetoric in the later 16th century

Juan Luis Vives 1492–1540

It is likely that many well-known English writers were exposed to the works of Erasmus and Vives

Francis Bacon 1561–1626

Contributed to the field in his writings

Thomas Hobbes 1588–1679

Promoted a simpler and more natural style that used figures of speech sparingly

Hugh Blair 1718 – 1800

Lectures on Rhetoric and Belles Lettres saw international success in various editions and translations

Great Orators (Modern Age)

Chaïm Perelman. Move rhetoric from the periphery to the center of argumentation theory. Among their most influential concepts are "dissociation," "the universal audience," "-quasi-logical argument," and "presence."

Kenneth Burke He described rhetoric as "the use of language as a symbolic means of inducing cooperation in beings that by nature respond to symbols

Edwin Black Alternative types of discourse

Marshall McLuhan "The medium is the message" highlights the significance of the medium itself. Widely publicized in the 20th

I. A. Richards Introduced the influential concepts tenor and vehicle to describe the components of a metaphor

The Groupe µ This interdisciplinary team has contributed to the renovation of the elocutio in the context of poetics and modern linguistics

Stephen Toulmin Models of argumentation have had great influence on modern rhetorical theory

Richard Vatz Agent-focused perspective

Richard M. Weaver He focused on the ethical implications of rhetoric

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