

# Rhetoric chapter summary assignment

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Shady Mead Understanding the Traditional Canons of Rhetoric: Invention & Memory A piece of writing always exists in context. CIA Situation prompts the writer to write about a certain subject, members Of an audience read the piece, and a purpose determines how the writer approaches both the situation and the audience. A piece of writing works in three closely related ways (Appeals): 1) To convey its information and points to readers 2) To influence their thinking. ) To change their actions Writing appeals to readers by: 1) making a clear, coherent statement of ideas and a central argument, which now as Logos (embodied thought), 2) offering evidence that the rhetoric is credible and well educated, which know as ethos (good-willed credibility). 3) relating to the audience’s emotions and interests, which known as pathos (feeling, sympathy, empathy) The Five Canons Of Rhetoric: 1) Canons that Guide the Generation of Material: Invention: is the art of finding the appropriate arguments in any rhetorical situation.

L] Systematic (strategies): I. Journalist’s Questions: Who was involved? What took place? When did it happen? Where did it happen? Why did it happen? How did it happen? These questions not only can generate material for any composition, but also can be used to help comprehend what you read. II, Kenneth Burke’s pentane (dramatist’s pentane): C] The pentane is a good device for analyzing a text you read and for taking an inventory of what you might write.

Act: What happened? Scene: When and where did it happen? Agent: Who did it? Agency: How was it done? Purpose: Why was it done? The five points of the pentane are the things a person could say not only about a written text but also, more broadly, about any purposeful or intentional act that

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communicates meaning. III. The Entitlement: syllogism or other argument in which a premise or the conclusion is unexpressed. IV.

The Topics: Topics are places a writer might go to discover strategies and methods for developing their ideas Z] The basis\_ topics: Possible & impossible: using this topic for invention, you look for material that allows you to argue that if X is possible, then Y is possible, or that if X is impossible, then Y is impossible. L] Past fact: This topic allows you to consider ideas suggesting that, given all the known conditions, X probably happened in the past. O Future fact: using this topic, you can find ideas that allow you to argue that X will probably happen in the future.

CIA Greater & less: This topic allows you to argue that since X happened, so will Y or if Y happened, so will X The common topics: Z] Definition: A topic of invention that invites one to consider the larger group to which something belongs, often as a way of referring to the similarities or differences it has with other members of that group. Division: using this topic for invention, you divide some or all of the subject matter into parts. Comparison & contrast: That topic of invention, which invites us to consider how something compares and contrasts with others.