

# [Rhetoric 1](https://assignbuster.com/rhetoric-1/)

Herrick's rhetoricsystematic study and intentional practice of effective symbolic expression6 characteristicsPARRSA   
planned, adapted to an audience, reveals motives, responsive, seeks persuasion, addresses contingent issues6 social functionsTADDSB   
tests ideas, assists advocacy, distributes power, discovers facts, shapes/builds knowledge, builds community5 themesPTEAS   
power, truth, ethics, audience, societyOrigins of rhetoricSyracuse, legal disputes, court system, CoraxChanges in Athenspolitics, religion, courts, assembly, taxesSophistsforeigners, teachers and practitioners of rhetoric, challenged assumptionsAretevirtue, human excellence, natural leadership abilityDialecticthe method of investigating philosophical issues by the give and take of argument;   
a method of teaching that involved training students to argue either side of a caseEndoxapremises that were widely believed; probably premises from which dialectic beganDissoi logoicontradictory argumentsKairostruth depending upon timing, situation, circumstances, decorum, audience;   
rhetoric's search for relative truth rather than absolute certaintyAporiaraise doubt, critique, question, analyze, imagine alternatives;   
placing a claim in doubt by developing arguments on both sides of the issueNomoswords have power, social custom or convention, rule by agreement among the citizensGorgiasforeigner (sophist), artful language; sensuous speech, the power of sound; rhythm, rhyme, figures of speech; " Encomium of Helen" IsocratesAthenian, official 1st school of rhetoric; rhetoric to unite city states towards common good; " Against the Sophists" Aspasiaonly female rhetorician, may have written Pericles' " Funeral Oration" Periclesstudents of AspasiaPlatoaristocrat, philosopher, The Academy, student of SocratesPlato's " Gorgias" sophistic rhetoric aims at persuasion about justice via manipulation of the audience" Gorgias" the public is left thinking they've learned the truth about justice when only their beliefs about justice have been manipulated; to know justice is to love justicePolusGorgias' student, wants power; represents the many Athenians infatuated with the Sophists' teaching who viewed rhetoric as a path to fame and wealthDifferent artstrue arts: generate knowledge; pursue the good   
false arts: imitate true artsTrue arts for the body and soulgym and medicine; legislation and justiceFalse arts for the body and soulmakeup and cookery; sophistic and rhetoric

sophistic: the making of long speeches in the legislature to influence legislation to benefit oneself or one's constituents

rhetoric: rhetoric as practiced by the Sophists is not concerned to lead the soul to good, but to mislead

Callicleshedonists; trapped and controlled by his desires" Gorgias" SummarySophistic rhetoric deceives audiences into thinking they are dealing with truth when they are dabbling in opinions   
(that they were rendering justice when they are committing injustice, and they are completely healthy when they are desperately sick)Plato's soul metaphorsoul in 3: wisdom-loving charioteer, horse of honor and nobility, horse of desire and appetite   
soul must balance spirit and appetite with reason   
when the horses are properly controlled, the soul enjoys peace and happinessPlato's dialecticmethod of investigating debatable issues; dialogic structure, work together to state questions, define terms, arrive at new thesis TOGETHERPlato's rhetoricart of winning souls to truth via discourse   
dialectic comes first   
psychagogia: leading souls to the good, truth   
NOT sophistry, which manipulates probabilities and panders to audienceOratoryaction, monologic, " art of enchanting souls" just one speakerWritingimage, monologic, can't answer, very far removed from truth; can be taken out of contextAristotleforeigner, Plato's student, the Lyceum, wrote many books, " Rhetoric" Aristotle's definitions for rhetoricrhetoric is the counterpart of dialectic   
rhetoric is the faculty of observing in any given case the available means of persuasionRhetoric is usefulensures that true and just ideas prevail, tests ideas, defense for self and societyRhetoric is a technesubject matters = available means of persuasion   
artistic proofs: logos, pathos, ethosLogossound argumentation, logical reasoningSyllogisma deductive argument moving from a general premise, through a specific application of that premise, to a specific and necessary conclusionEnthymemea rhetoric syllogism or a rhetorical argument based on a premise shared by speaker and audience;   
deductive argument on contingent issues generating probable conclusion (syllogistic);   
depends on pre-existing shared premisesPathospsychology of emotion;   
putting the audience in the right frame of mind;   
emotional appeals that affect judgmentEthossociology of good character; potentially the most persuasive   
3 components: intelligence (credibility), virtue, goodwill towards audience and or the goodDeliberativepolicies, action oriented for the futureEpideicticceremonies, praise and blame; social topics: virtue and viceForensiccourtroom, past facts, evidence supporting hypothesisTopoilines of argument that can apply to any case , 28 (ex: key terms, division of possibilities, opposites)Styleclear, natural, appropriate to the occasion, speak the language of the people ONRHETORIC 1 SPECIFICALLY FOR YOUFOR ONLY$13. 90/PAGEOrder Now