

Rhetoric 1



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Herrick's rhetoric systematic study and intentional practice of effective symbolic expression
6 characteristics PARRSA

planned, adapted to an audience, reveals motives, responsive, seeks persuasion, addresses contingent issues
6 social functions TADDSB

tests ideas, assists advocacy, distributes power, discovers facts, shapes/builds knowledge, builds community
5 themes PTEAS

power, truth, ethics, audience, society
Origins of rhetoric Syracuse, legal disputes, court system, Corax

Changes in Athens politics, religion, courts, assembly, taxes

Sophists foreigners, teachers and practitioners of rhetoric, challenged assumptions
Arete virtue, human excellence, natural leadership ability

Dialectic the 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 case
Endoxa premises that were widely believed; probably premises from

which dialectic began
Dissoi logoi contradictory arguments Kairos truth

depending upon timing, situation, circumstances, decorum, audience;

rhetoric's search for relative truth rather than absolute certainty
Aporia raise doubt, critique, question, analyze, imagine alternatives;

placing a claim in doubt by developing arguments on both sides of the

issue
Nomos words have power, social custom or convention, rule by

agreement among the citizens
Gorgias foreigner (sophist), artful language;

sensuous speech, the power of sound; rhythm, rhyme, figures of speech; "

Encomium of Helen" Isocrates Athenian, official 1st school of rhetoric; rhetoric to unite city states towards common good; " Against the Sophists"

Aspasia only female rhetorician, may have written Pericles' " Funeral Oration"

Pericles students of Aspasia
Plato aristocrat, philosopher, The Academy,

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student of Socrates
 Plato'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 justice
 Polus
 Gorgias' student, wants power; represents the many Athenians infatuated with the Sophists' teaching who viewed rhetoric as a path to fame and wealth
 Different arts
 true arts: generate knowledge; pursue the good
 false arts: imitate true arts
 True arts for the body and soul
 gym and medicine; legislation and justice
 False arts for the body and soul
 makeup 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

Callicles
 hedonists; trapped and controlled by his desires
 "Gorgias"

Summary
 Sophistic 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 metaphors
 soul 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

happiness
 Plato's dialectic
 method of investigating debatable issues; dialogic

structure, work together to state questions, define terms, arrive at new thesis TOGETHER Plato's rhetoric art 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

audience Oratory action, monologic, "art of enchanting souls" just one

speaker Writing image, monologic, can't answer, very far removed from truth;

can be taken out of context Aristotle foreigner, Plato's student, the Lyceum,

wrote many books, "Rhetoric" Aristotle's definitions for rhetoric rhetoric is

the counterpart of dialectic

rhetoric is the faculty of observing in any given case the available means of

persuasion Rhetoric is useful ensures that true and just ideas prevail, tests

ideas, defense for self and society Rhetoric is a techné subject matters =

available means of persuasion

artistic proofs: logos, pathos, ethos Logos sound argumentation, logical

reasoning Syllogism a deductive argument moving from a general premise,

through a specific application of that premise, to a specific and necessary

conclusion Enthymeme a 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 premises Pathos psychology of emotion;

putting the audience in the right frame of mind;

emotional appeals that affect judgment Ethos sociology of good character;

potentially the most persuasive

3 components: intelligence (credibility), virtue, goodwill towards audience

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and or the good Deliberative policies, action oriented for the future Epideictic ceremonies, praise and blame; social topics: virtue and vice Forensic courtroom, past facts, evidence supporting hypothesis Topoi lines of argument that can apply to any case , 28 (ex: key terms, division of possibilities, opposites) Style clear, natural, appropriate to the occasion, speak the language of the people

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