Introducing Communication Theory: Analysis and Application

Fourth Edition

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Chapter 18
The *Rhetoric*

Chapter Overview

- The *Rhetoric* at a Glance
- Introduction
- The Rhetorical Tradition
- Assumptions of the *Rhetoric*
- Syllogisms
- Canons of Rhetoric
- Types of Rhetoric
- Integration and Critique

The *Rhetoric* at a Glance

- **Rhetoric** is the available means of persuasion.
- Persuasive speakers should consider logic, emotion, and ethics
- Focus on the audience
- Rhetorical syllogisms

Introduction

- Aristotle is credited with drawing attention to public speaking

- The books of the *Rhetoric* focus on the:
    - Speaker
    - Audience
    - Speech

- *Rhetoric* is considered one of the most influential writings

The Rhetorical Tradition

- Aristotle studied with his mentor, Plato
- Aristotle taught diverse groups of people
- Aristotle became known as a man who helped ordinary citizens

The Rhetorical Tradition

- Citizens hired Sophists to understand the principles of persuasion
- Sophists created public speaking handbooks
- Aristotle criticized the Sophists' handbooks
  - Too much focus on the judicial system
  - A lack of attention to logic

Assumptions of the *Rhetoric*

- Effective public speakers must consider their audience
  - Communication is a transactional process
  - The audience is a group of individuals
  - Audience analysis
  - The audience determines the speech's end and object

Assumptions of the *Rhetoric*

- Effective public speakers utilize these proofs in their presentations:
  - Ethos (ethics/credibility)
  - Logos (logic)
  - Pathos (emotion)

Syllogism

- **Syllogism** is a set of propositions that are related to one another and draw a conclusion from the major and minor premise
  - Major premise: All people are mortal.
  - Minor premise: Aristotle is a person.
  - Conclusion: Therefore, Aristotle is mortal.

Canons of Rhetoric

- Invention: Development of content
- Arrangement: Organization of content
- Style: Language selection
- Delivery: Nonverbal presentation
- Memory: Storing information

Types of Rhetoric

- Forensic (or judicial)

- Epideictic (or ceremonial)

- Deliberative (or political)

Integration

- Communication tradition
  - Rhetorical
- Communication context
  - Public/rhetorical
- Approaches to knowing
  - Positivistic/empirical
  - Interpretive/hermeneutic

Evaluating *Rhetoric*

- Logical consistency
  - Contradictions regarding audience's emotions
  - Disorganized discussion of topics
  - Problematic terminology, especially enthymeme
  - Views of the audience

Evaluating *Rhetoric*

- Heurism
  - Generated practical and empirical research
  - Applied to various disciplines
- Test of time
  - Over 2000 years