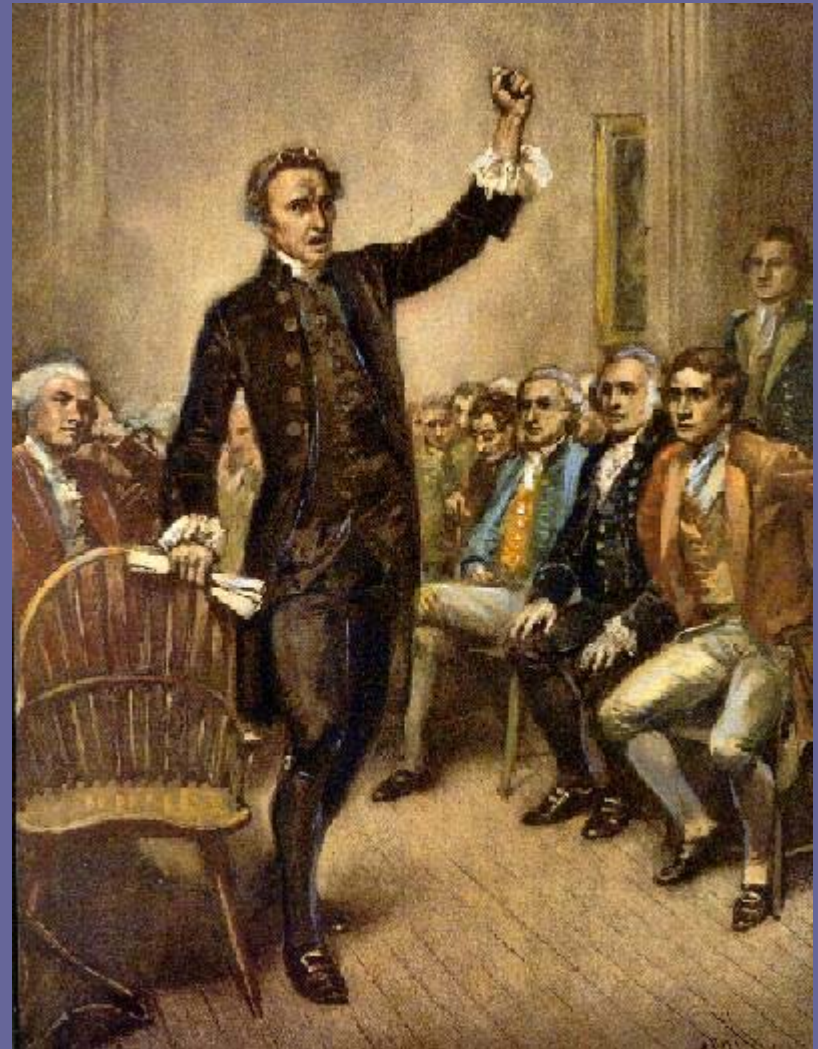


Today

- Finish our Bacon
- The Enlightenment
- Locke
- Vico



Baconism

- Philosophy should reject received wisdom and search for truth
- A thinker should use:
 - careful observation
 - experimentation
 - classification.
- Use inductive logic to reveal nature's laws

Bacon's branches of logic (Intellectual Arts)

- Inquiry and invention (creating knowledge)
- Judgment (evaluating knowledge)
- Memory (ordering experiences)
- Delivery (how knowledge is incorporated into social institutions)

- “The duty and office of Rhetoric is to apply reason to imagination for the better moving of the will.”
- “The end of Rhetoric is to fill the imagination to second reason, and not to oppress it.”

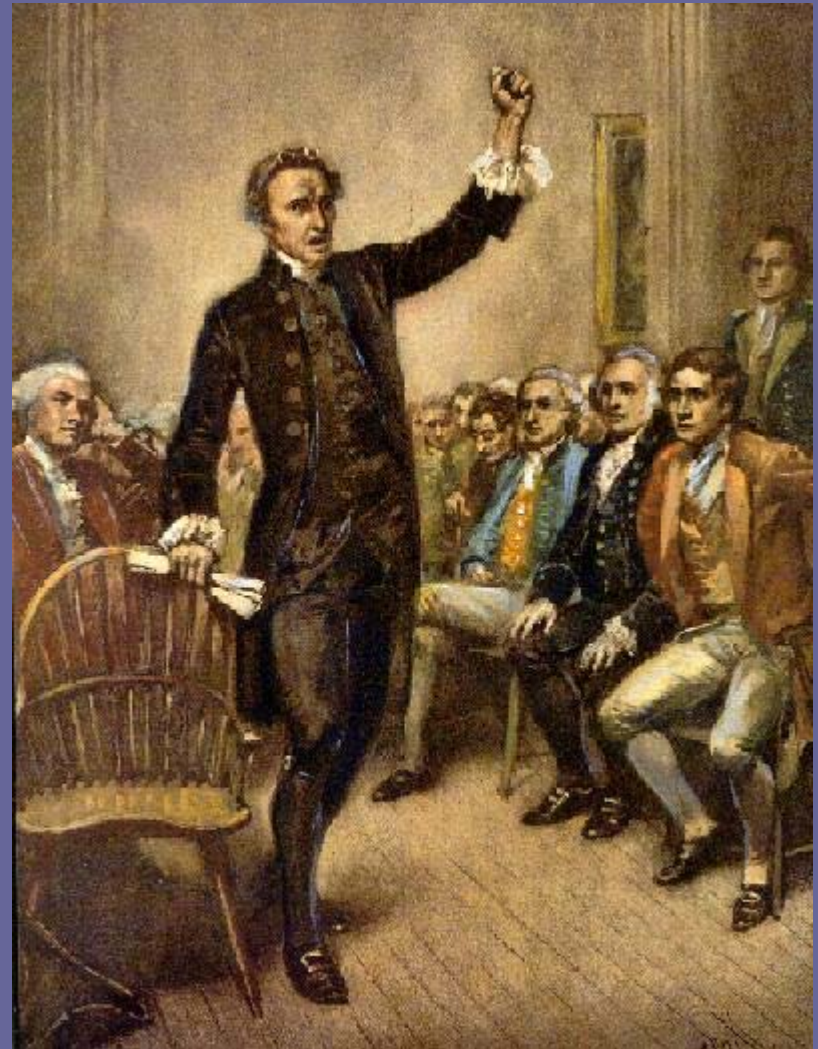
The Enlightenment

- Write down 1-2 characteristics of the Enlightenment
- Rationalism
- Empiricism
- The rise of modern Nation States



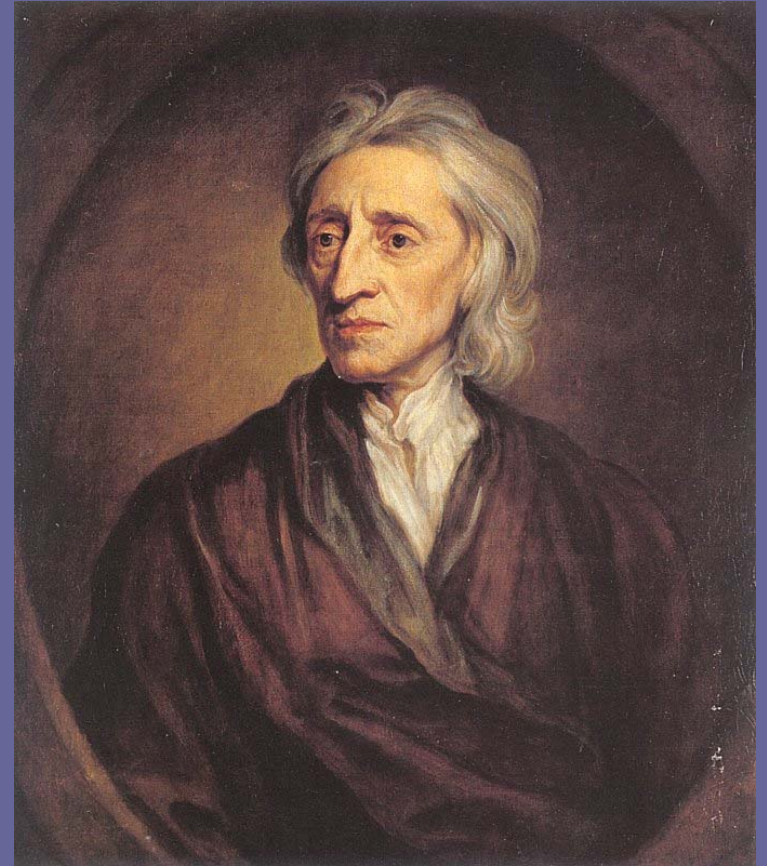
Howell distinguishes 18th C. rhetorical theory from classical theory

- 18th C. rhetoric tries to account for all types of discourse
- It emphasizes inartistic proofs and induction
- It does not privilege probabilistic truth
- It ignores the 5 part canon
- It avoids high style



John Locke (1632-1704)

- Born to the trading class
- Sent to Oxford
- became a physician
- In 1667 he became an assistant to an influential politician
- Locke and he went into exile in Holland (1683-1689)
- Returns to England in 1689



Essay Concerning Human Understanding

- Words are signs for ideas
- All we can ever know are our own ideas, not the true essences of things
- Concept-empiricism—all our ideas derive from experience

Essay Concerning Human Understanding

Since we probably won't have the exact same conception of a word, scientific discourse is problematic

We confuse ourselves and others



Locke's 7 imperfections of words

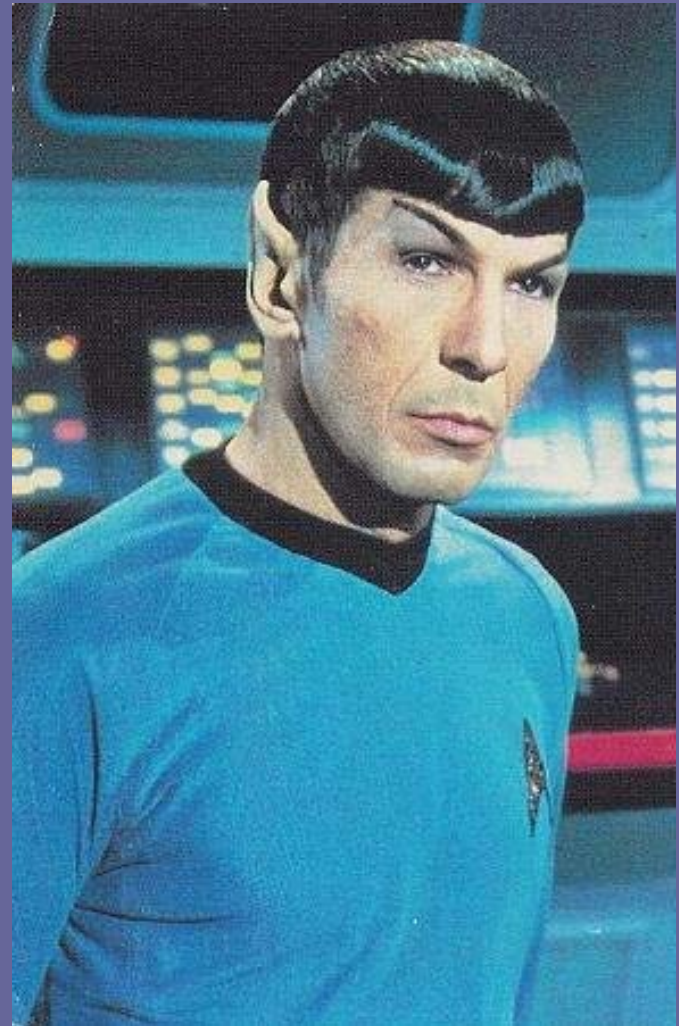
- Using words with no clear ideas
- Using words inconsistently
- Using jargon
- Taking words for things instead of ideas
- Making words stand for the real essences of things
- Using words whose meaning is unclear for others
- Using figurative speech in a discourse designed to instruct

Locke on Education

- He distained rules since he believed we generate knowledge through experience
- In “Some thoughts concerning reading and study for a gentleman,” Locke addresses public speaking. He advises using the right words and the right reason

Ramus, Descartes, Bacon, Locke

- Empiricist values
- Realism
- Strict rationality
- Correct use of words in a plain style



Giambattista Vico (1668-1744)

- Born in Naples to a poor bookseller
- Mostly self-educated
- He left Naples only once to tutor the children of a rich family (1686-1695)
- Chair in rhetoric in 1699 at the university of Naples
- 1735 he was appointment royal historiographer



Vico the teacher and rhetorician

- Prepared students to argue in court
- Studied Latin exhaustively
- Delivered an annual oration
- Worked as a speech writer

“On the study methods of our time”

- Argues against the Cartesian notion of educating the young on a study of logic, to the exclusion of the topics, imagination, and memory
- Hurts children who are naturally predisposed to the creativity in poetry, metaphor, and memory

New Science

Thinking developed according to 4 tropes

- Metaphor
- Metonymy
- Synecdoche
- Irony

Ages of Societies

- Age of Gods
 - Metaphor
- Age of Heroes
 - Metonymy and synecdoche
- Age of Humans
 - Irony
- Start it all over again

Vico in England

- Coleridge and Yeats make references to Vico
- Joyce uses Vico's sense of the cycles of thought to structure *Finnegan's Wake*



Ingenium

- A nonrational insight into similarities or relationships
- The person of practical judgment must be able to discover similarities
- more rhetorical than logical
- results in insights rather than in deductions
- productive of new knowledge

