



For all a rhetorician's rules
Teach nothing but to name his
tools.

---Samuel Butler (1663)

Today's schedule

- Defining rhetoric
- Characteristics of rhetorical discourse
- Functions of rhetoric
- Components of rhetorical theory
- The role of rhetorical pedagogy

Traits of rhetorical discourse

- Contingent
- Responsive
- Adapted to an audience and situation
- Planned
- Motive-based

Traits of rhetorical discourse

- Persuasive (goal based)
 - Arguments
 - Appeals
 - Arrangement
 - Aesthetics

Functions of Rhetoric

- Tests ideas
- Assists advocacy
- Distributes power
- Discovers facts
- Shapes knowledge
- Builds community

Some components of a theory of rhetoric

- Theory of reality
- Theory of social norms
- Theory of human understanding and motivation
- Model of invention

Some components of a theory of rhetoric

- Theory of arrangement
- Theory of style
- Descriptive or normative theory

Rhetorical Pedagogy

“Without its teaching tradition, rhetoric is not rhetoric, but just another kind of philosophy or literary criticism”



Rhetorical Pedagogy

- What must the good rhetor know and be able to do in order to be effective in almost any situation on almost any topic?
- How would a teacher teach this to a pupil?
- What would contemporary society look like if everyone received this ideal rhetorical education?

These questions drive most rhetoricians

- How does good rhetoric operate?
- What are the effects of rhetoric?
- How should we teach rhetoric?

Terminology Corner

- Kairos—The time, place, and circumstances of a subject. The opportune moment
- Phronesis –Practical wisdom. The ability to make a quick and appropriate judgments based on the contingencies of the situation.