Today’s schedule

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

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

---Samuel Butler (1663)
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.