

## midterm questions for crit reading and writing

**ARIEL'S WORDS NOT MINE**

midterm questions for crit reading and writing

- Define and discuss the criteria of content, intent, and effect discussed in Lewis's article. Using the three criteria, define the term '...':
- 2 types of cognitive surplus and what is it,
- functions of parody,
- analogy vs. induction,
- examples for civic and communal values
- define the three oral rhetoric devices and give examples of each

"I tried :)"  
-Ariel

Define and discuss the criteria of content, intent, and effect discussed in Lewis's article. Using the three criteria, define the term '...':

Content

- What is the definition, characteristics, description
  - The actual material presented

Intent

- The writer's purpose of the definition
- What is being defined

Effect

- Impact of the definition
  - how people receive or respond to the message

when discussing the definition you must consider all 3 - definitions are designed with purpose to achieve results (Kent Lewis)

Le - effect of porn (viewed in class)

- was under the "effective" criteria

## 2 types of cognitive surplus and what is it,

**cognitive surplus**

**Definition:**  
**Simple raph def:**

- Its all we do with our free time after we have finished with our duties - its what we do with our Abundant Free Time:
  - Duties being work
  - We use Tools of Connection (internet to connect and use our cognitive free surplus)
  - I.e. shit posting on twitter

**She brought up Mr. Carr's critique**

- Prevent from deep thinking
- He talks about the complication of targeting and manipulation
- If we are constantly clicking on things, we don't remember and reflect on it
- We neglect our brain exercise, and not process information we receive

## 2 types of cognitive surplus

### examples for civic and communal values

#### Civic:

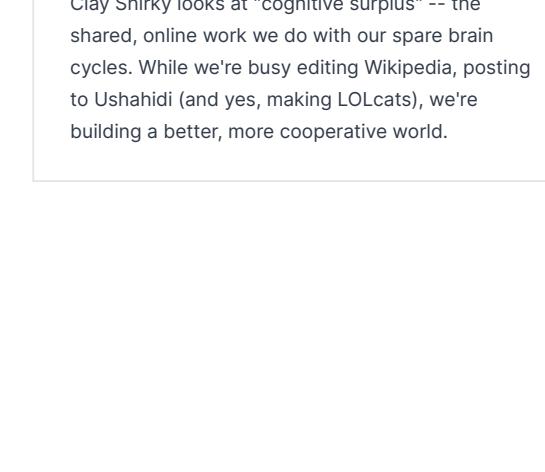
- principles and responsibilities that are essential for the functioning of society
  - laws
  - voting

I.e: regarding politics, simply going to vote. Respecting the laws abiding by the law.

#### Communal:

- shared beliefs and practices that are important for the well-being of a local, often informal, group or neighborhood.
  - Neighborhood
  - Supporting Local Businesses

I.e: Forums of a game or Neighbors organizing a food drive for families in need.



https://www.ted.com/talks/clay\_shirky\_how\_cognitive\_surplus\_will\_change\_the\_world

Clay Shirky looks at "cognitive surplus" -- the shared, online work we do with our spare brain cycles. While we're busy editing Wikipedia, posting to Ushahidi (and yes, making LOLcats), we're building a better, more cooperative world.

define the three oral rhetoric devices and give examples of each

**classical rhetoric**

- divides rhetoric in groups (3)

**- One of them is ceremonial/epideictic**

"Epideictic rhetoric" is speech or writing that praises (encomium) or blames (invective)."

- present
- praise or blame
- virtue/vice
  - The Greeks thought of it in two purpose
    - PRAISE OR BLAME
      - encomium -
        - "composition expository of attendant excellencies"
      - invectives - harsh and condemning language

#### - Deliberative oratory (legislative)

"Deliberative rhetoric" is speech or writing that attempts to persuade an audience to take (or not take) some action."

- future
- Exhort or dissuade
- Good/unworthy/advantageous/disadvantageous

#### - Judicial oratory

"Judicial rhetoric" is speech or writing that considers the justice or injustice of a certain charge or accusation. In the modern era, judicial (or forensic) discourse is primarily employed by lawyers in trials decided by a judge or jury."

- past
- Accuse or defend
- topic - justice or injustice

## Genera Causarum

branch of oratory	time	purposes	special topics of invention
judicial	past	accuse or defend	justice / injustice
deliberative	future	exhort or dissuade	good / unworthy, advantageous / disadvantageous
epideictic	present	praise or blame	virtue / vice

Ex. Cicero's oration

Political campaign

Memorial for someone's life (eulogy)

I have a dream - MLK  
A Christmas Sermon on Peace - MLK  
Banquet Speech - Camus Albert

define analogy, give 2 examples and compare it to induction

## Difference between the 2

Parody seeks to critique

Analogy seeks to explain

## functions of parody

### from slides

- Parody "is a repetition with critical distance which allows ironic signaling of differences at the very heart of similarity."
- Its primary function is "critical reworking of history" because it creates a "critical distance".

## define analogy, give 2 examples and compare it to induction

### what are criteria for successful analogies

Definition of Analogy: A comparison between two different things that will relate in some way. It helps clarify a argument.

Comparison to induction: Analogy is based on similarity where as induction is more based on observation, almost like a generalization. (I.e of induction: "Every swan I've seen is white. Therefore, all swans are probably white")

### Examples of analogies:

- "A computer's CPU is like the brain — it processes information and controls the system."
- "Time is like a river — it flows continuously and never returns once it passes."

### Important to Remember:

- The similarities between two things must concern significant aspects of the two things.
- The analogy must not ignore pertinent dissimilarities between the two things being compared.

### Examples

#### Figurative Analogies (symbolic, emotional, or poetic)

- Hope : Darkness :: Candle : Night
  - Hope shines through despair the way a candle glows in the dark.
- Mind : Garden : Thoughts : Seeds
  - The mind must be tended carefully, because thoughts grow like plants.
- Anger : Fire : Forgiveness : Water
  - Anger burns and destroys; forgiveness cools and restores.
- Dreams : Stars : Goals : Constellations
  - Dreams are scattered inspirations; goals are when you connect them into a pattern.
- Fear : Cage : Courage : Key
  - Fear traps you, while courage sets you free.

#### Literal Analogies (real, logical relationships)

- Battery : Phone : Fuel : Car
  - A battery powers a phone like fuel powers a car.
- Author : Book : Composer : Symphony
  - An author creates a book just as a composer creates a symphony.
- Seed : Tree : Egg : Bird
  - A seed grows into a tree just as an egg hatches into a bird.
- Lens : Camera : Eye : Body
  - A lens helps a camera see, like an eye helps the body see.
- Skeleton : Body : Frame : House
  - A skeleton supports a body the way a frame supports a house.

define analogy, give 2 examples and compare it to induction

## Information section

## Shitpost jail

### Modes of persuasion

- ethos
  - This is an appeal to authority and trust.
  - The speaker convinces the audience that they are a credible, knowledgeable, and trustworthy source.
- pathos
  - This is an appeal to the audience's emotions.
- logos
  - The speaker uses facts, statistics, evidence, and a clear, logical structure to build a rational argument.

### Evaluating Online sources:

- Web page design
  - Ads
  - Visual Design appeals to the audience
- Usefulness of information?
- Company motive (sometimes stated)
- sponsors
- Big Data: She talked abt google a lot on how they evaluate websites and their ways of tracking ppl

## Define "Rhetoric"

talking

we did child abuse in class?????????????

- this was literally part of a class discussion 😂

