

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 writers 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)

- Lewis, Kent "Definition"(p.159)

I.e - 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 targetting 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
- ie: 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.
 - Neighborliness
 - Supporting Local Businesses
- ie: Forums of a game or Neighbors organizing a food drive for families in need.



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

functions of parody,

- "listen again to this thing and see how ridiculous it is"
- "political agendas"
- "Offer revision of history from a different perspective (by) contesting [...] symbols of authority and control"
- Disenfranchised voice
- Ironic signaling of difference by similarity
- a deliberate message from the writer

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 criterias for succesful 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. (ie 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.

two types:

- Literal Analogy is
 - the one in which we say that there is actual and substantial similarity between the two cases.
- Figurative Analogy analogy
 - also asserts a comparison between two elements,
 - but do so in a more stylistic, metaphorical way.

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

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

Shitpost jail

Define "Rhetoric"
talking

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

- this was literally part of a class discussion 🤔

