



INTRODUCTION TO RHETORIC

from aristotle to coca cola

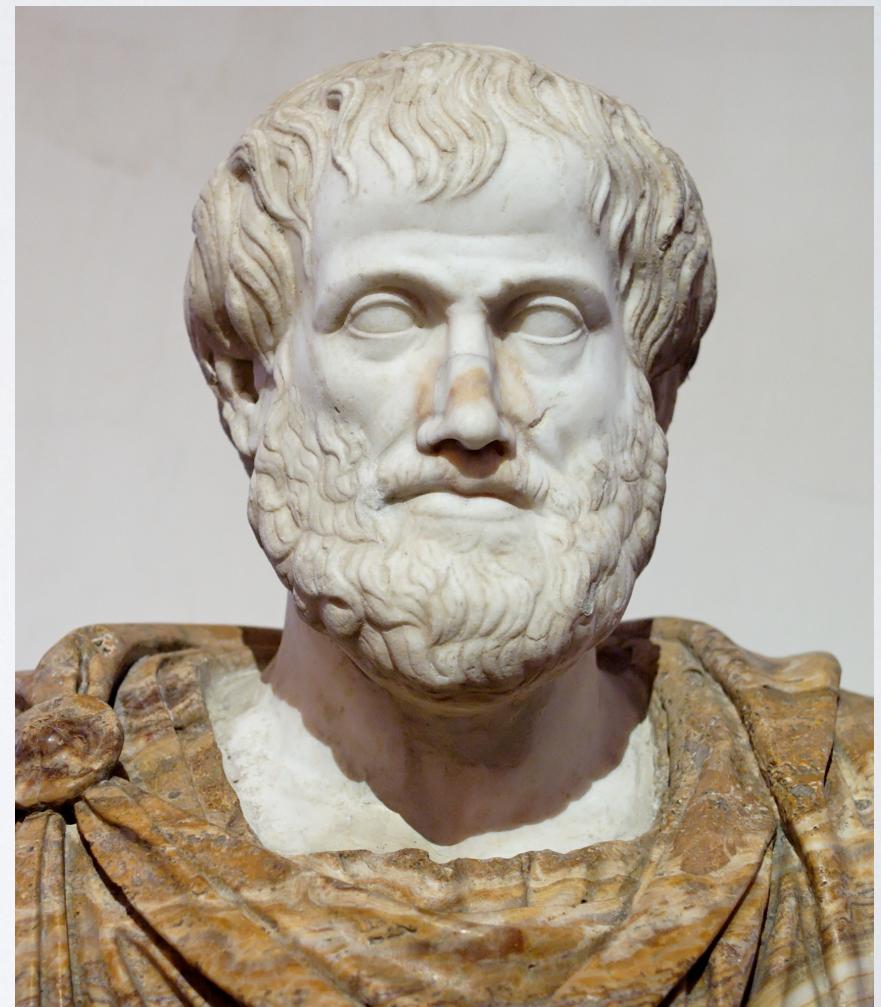
WHAT IS RHETORIC?

- “An art governing the interlocking relationship between the discourse, the speaker or writer, and the audience.”



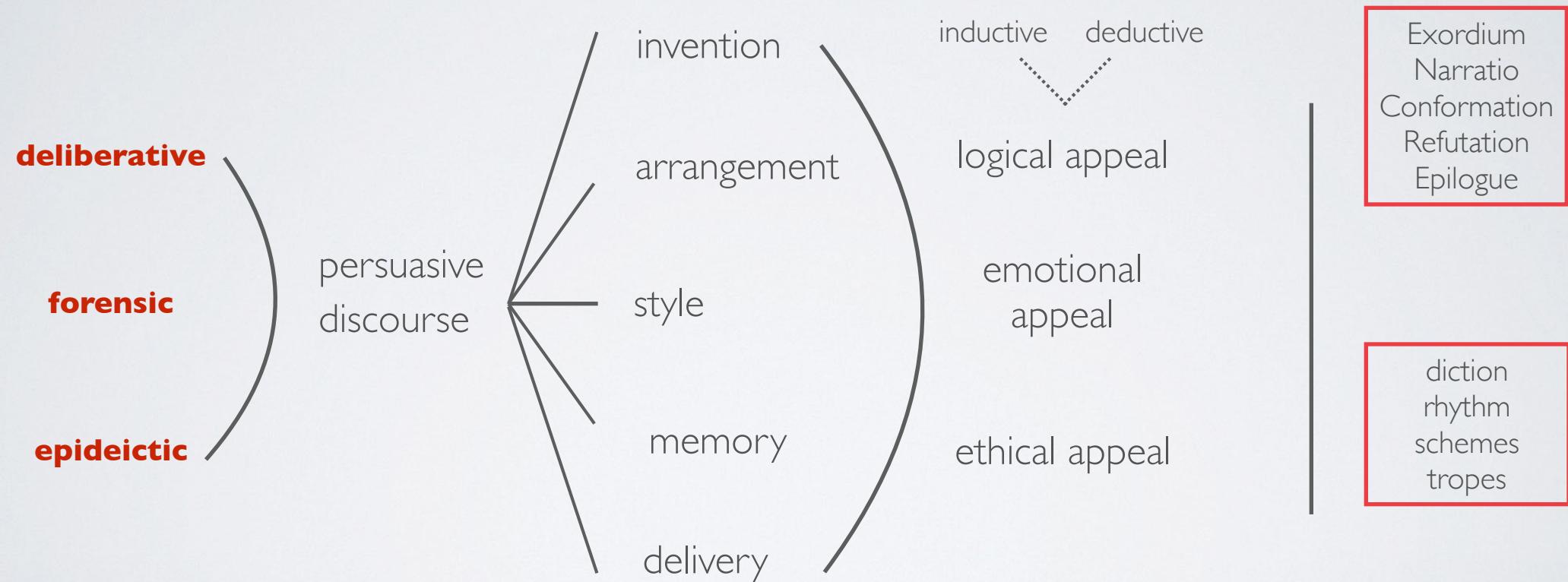
ARISTOTLE'S RHETORIC

- Aristotle:
384 – 322 BCE
- “Classical Rhetoric”
- Dealing primarily with persuasive oratory
 - Deliberative (of public assembly)
 - Forensic (of the courtroom)
 - Epideictic (of public occasions)



ARISTOTELIAN SCHEMATA

“discovering the available means of persuasion in any given case”



QUINTILIAN AND CICERO

To Inform
To Move
To Please



scholastic method

composing sermons

interpreting laws

dialectical devices

poetry & prose

composing petitions

writing well

composing letters

composing
legal
documents

speaking well

composing prayers

interpreting scripture

scientific inquiry

20TH CENTURY RHETORIC

“The dreariest and least profitable part of the waste
that the unfortunate travel through in freshman
English”

—I. A. Richards

“A survey of the history of rhetoric does indeed reveal that this discipline, which was very much alive and which engaged the attention and talents of some of the best minds, has for a number of years been moribund, if not door-nail dead.”

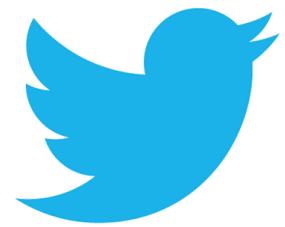
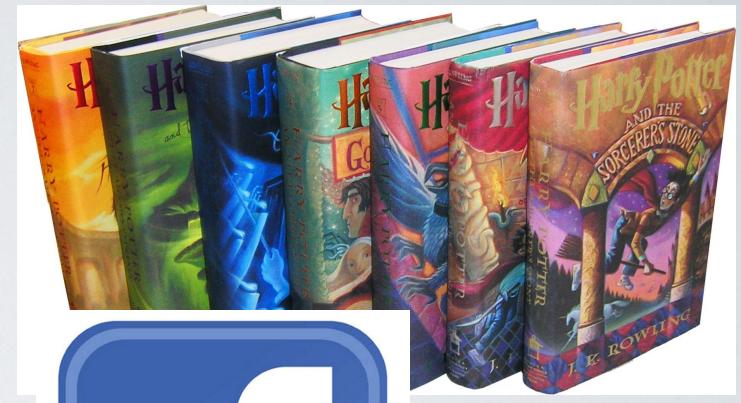
—Edward P.J. Corbett

POLITICS





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