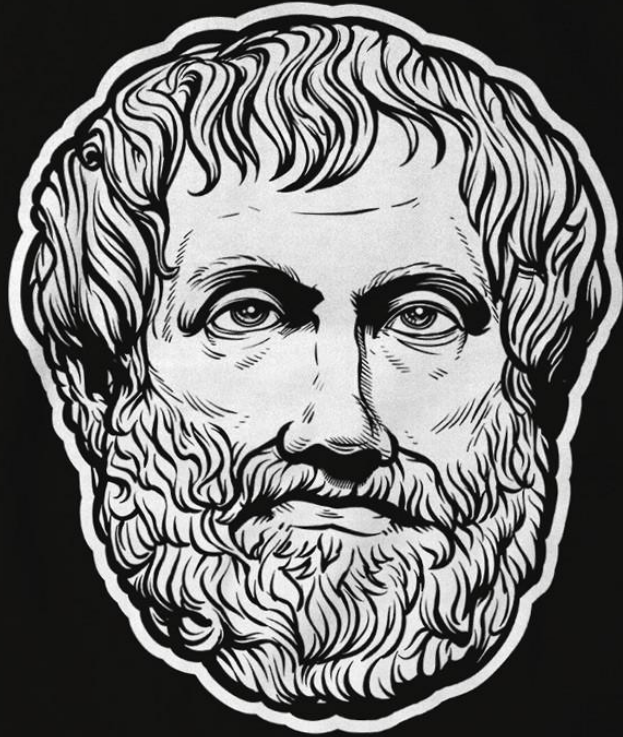


# *RHETORIC*

*“It’s all Greek to me...”*

# *Aristotle*

## *The Father of Rhetoric*



**“Whoomp, there it is!”**  
*-Aristotle*

- Studied in Athens under Plato from the age of 18 – 37
- Classified the branches of knowledge into categories including:
  - Physics
  - Psychology
  - Poetry
  - Logic
  - **Rhetoric: the available means of persuasion**

384 – 322 B.C.

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# *WHAT THE HECK IS RHETORIC?*

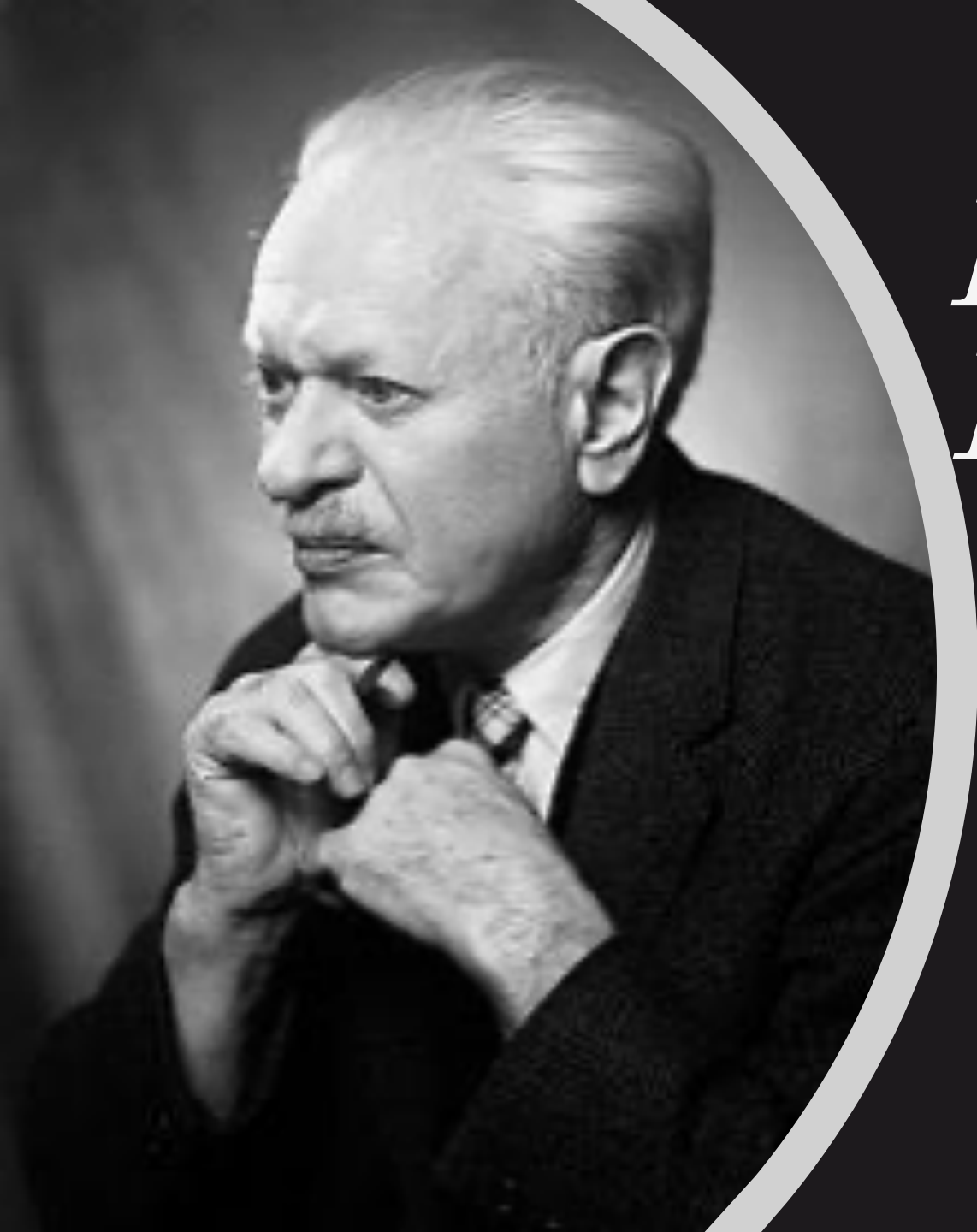
“Now the proofs furnished by the speech are of **three kinds**. The **first** depends upon the moral character of the speaker, the **second** upon putting the hearer into a certain frame of mind, the **third** upon the speech itself, in so far as it proves or seems to prove.”

-Aristotle, *Art of Rhetoric*

# *Modern Rhetoric*

## **Terms:**

- Rhetor: Using rhetoric
  - Rhetorician: Studying rhetoricians
- 
- 



# *KENNETH BURKE*

*1897 – 1993*

- *Rhetoric is the art of “making meaning”*
- *Rhetorical moves*



# *LLOYD BITZER*

*1931 – 2016*

- *Rhetorical situation*

Three objects:

Rhetor

Audience


Argument

# *ACADEMIC DISCOURSE*

*We're not experts...yet!*

# *Academic Discourse*

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- Academics write “scholarly” and “peer-reviewed” journal articles
  - Academics write for other academics
  - They use discipline- specific language
  - Note the conventions of scholarly articles as you read
  - Be patient and kind to yourself.  
Remember you are still learning Academic Discourse
- 




# *HOW TO READ SCHOLARLY ARTICLES*

- Read the abstract (introduction) first*
- Pay attention to who the author(s) is/are, the journal that published the article and the date the article was published*
- Read according to your goals*
- Note important words/phrases that you don't know*
- Know that there are things you don't and won't understand*

# *Tips for Reading*

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- Know your purpose for analyzing
  - Notice the context
  - Look for repetition
  - Annotate: highlight, marginal notes
  - Research unknown terms/phrases
  - Take notes
  - Read. Read. Read and repeat.
  - Don't beat yourself up
- 

*RHETORIC AS  
SCHOLARLY  
CONVERSATION*

# *Rhetorical situation*

## *Rhetor*

- The speaker, author, individual making the argument.

## *Audience*

- The listeners or people receiving the message or argument.

## *Argument*

- The message the rhetor is conveying to the audience
- 
- 

# *DIGGING DEEP*

## ***Genre & Mode***

*- The format in which the text was created*

## ***Context***

*- The additional situations and circumstances that influence the text*

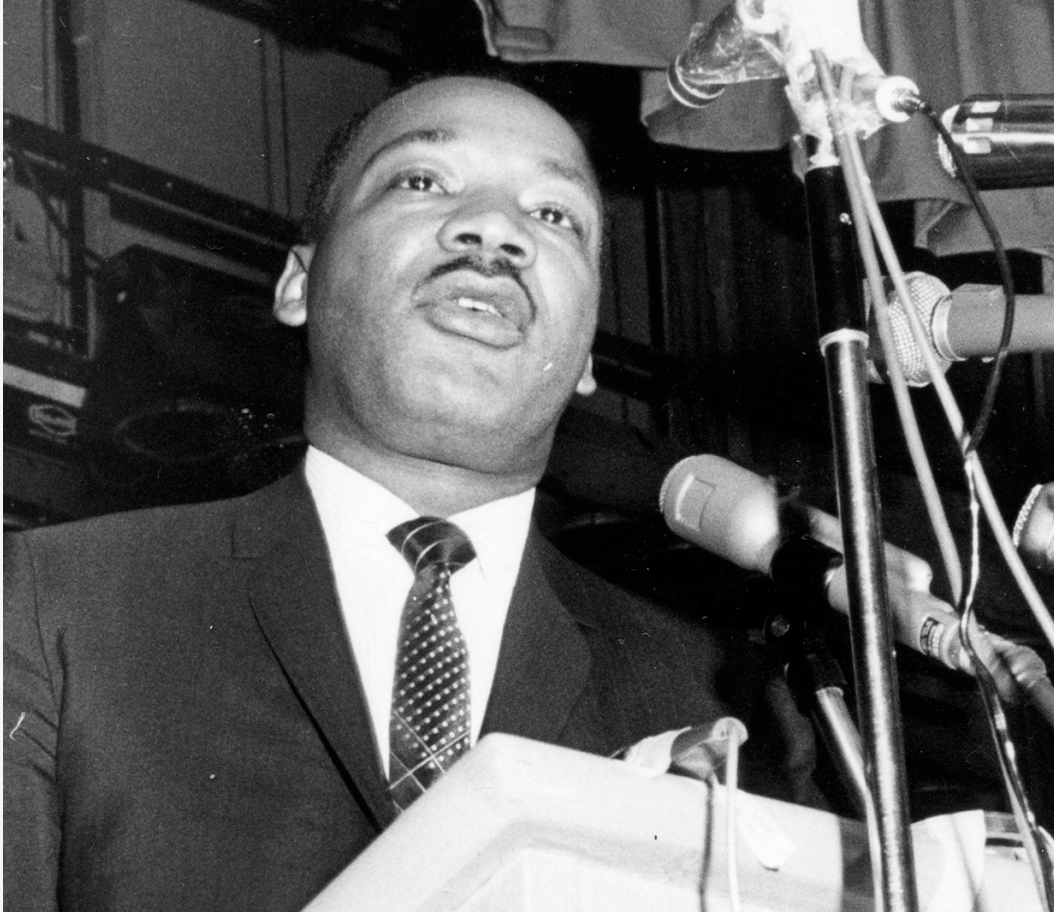
## ***Purpose***

*- The reason the rhetor is making this specific argument for this specific audience*

## ***Exigence***

*- The circumstances that led to this argument*

# *ETHOS* ('i:θɒs)



Ethos is the writer or speaker's  
credibility | believability | likeability

Ethos basically answers the question:  
"Why should I listen to you?"

The writer or speaker must demonstrate  
credibility to the audience in order to be  
persuasive.

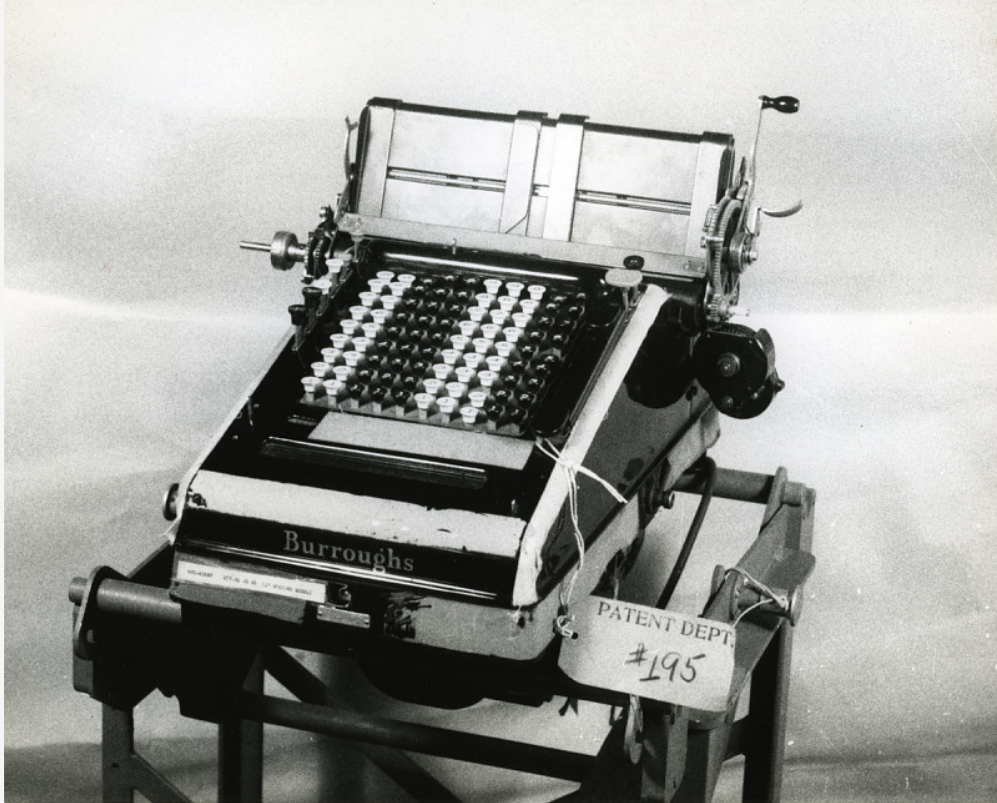
Ethos is the Greek word for "character"

“Over the past 25 years, I have worked persistently on issues relating to women, children, and families.”

“Earlier today, I participated in a World Health Organization forum.”

“I have met mothers in Indonesia. I have met working parents in Denmark. I have met women in South Africa.”

# LOGOS (λόγος)



Any attempt to appeal to the intellectual and logical side

Elements utilized may include:  
numbers | polls | facts | statistics | specs

Establishes additional credibility and authority

Logos means “the speech” in Greek



“Women comprise more than half the world’s population, 70% of the world’s poor, and two-thirds of those who are not taught to read and write.”

“If women are healthy and educated, their families will flourish. If women have a chance to work and earn as full and equal partners in society, their families will flourish.”

# *PATHOS (πάθος)*



Designed to create an emotional response

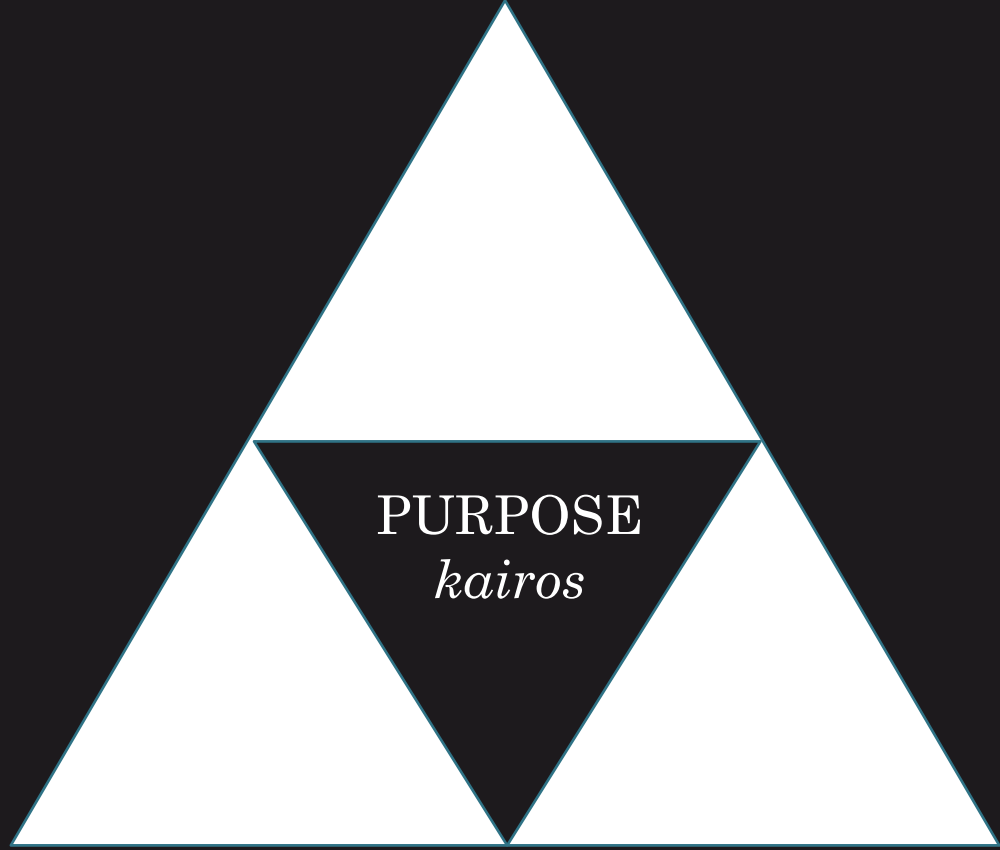
Persuasion by means of fear, love, patriotism, hatred, joy, humor, guilt, et al.

The use of pathos can be extremely effective as well as manipulative

Pathos means "experience" in Greek

“Women also are dying from diseases that should have been prevented or treated. They are watching their children succumb to malnutrition caused by poverty. They are being denied the right to go to school by their own fathers and brothers. They are being forced into prostitution, and . . . banned from the ballot box.”

ETHOS  
(credibility & ethics)  
*Rhetor / Communicator*



PATHOS  
(emotions & feelings)  
*Audience*

LOGOS  
(logic & reason)  
*Argument / Message*

ARISTOTLE: Keep it balanced.



- 1. How could Emmet better utilize rhetorical appeals during his speech to the Master Builders?*
- 2. In what ways did he totally miss the mark?*
- 3. How could he rephrase a few of his statements to instill faith in his plan?*