Lesson I

The scope and purpose of rhetoric
The definition of rhetoric

The faculty of observing in any given case the available means of persuasion
What is dialectic?

The art of discussing or reasoning
What is an “art”?

A systematic and objective discipline
Noblest form of rhetoric

Political oratory
Enthymeme

An argument that is missing a premise or a conclusion
Enthymeme

All men are mortal
Socrates is a man
Therefore, Socrates is mortal
Enthymeme

All men are mortal

Therefore, Socrates is mortal
Enthymeme

Socrates is a man
Therefore, Socrates is mortal
Enthymeme

Homework is due on Monday
Today is Monday
Enthymeme

Homework is due on Monday
Today is Monday
Therefore, homework is due today
Homework is due on Monday
Today is Monday
Aristotle’s *Rhetoric*

- Truth is superior to its opposite
- Just knowing what you are talking about is not enough
- Know your enemy
- Rhetoric can be used for good or bad purposes
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Dialectic = Logic
Asyndeton (a-syn’-de-ton)

The omission of a conjunction
Asyndeton (a-syn’-de-ton)

That government of the people, by the people, for the people, shall not perish from the earth
Asyndeton (a-syn’-de-ton)

That government of the people, by the people, and for the people, shall not perish from the earth
Asyndeton (a-syn’-de-ton)

That government of the people, by the people, for the people, shall not perish from the earth
Polysyndeton (po-ly-syn’-de-ton)

Addition of conjunctions
Polysyndeton
(po-ly-syn’-de-ton)

Thou shalt love the Lord thy God with all they heart, and with all thy soul, and with all they strength, and with all they mind, and thy neighbor as thyself.
Polysyndeton
(po-ly-syn’-de-ton)

Thou shalt love the Lord thy God with all they heart, and with all thy soul, and with all they strength, and with all they mind, and thy neighbor as thyself.
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The four causes of Rhetoric

Rhetoric is a faculty characterized by the ability to observe in any given case the available means of persuasion, which is the result of acquired habit and is designed to enable a person to more effectively discuss and maintain statements and to defend himself and to attack others.
The four causes of Rhetoric

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Veni, vidi, vici

I came, I saw, I conquered
Person, number, tense, voice, and mood
veni

1st person, singular, perfect, active, indicative
vidi

1st person, singular, perfect, active, indicative
vici

1st person, singular, perfect, active, indicative
figure

asynthia
Veni, vidi, vici

I came, and I saw, and I conquered
Veni, vidi, vici

Veni, et vidi, et vici
Three kinds of speech

Political speech
Forensic speech
Ceremonial speech
Three kinds of speech

Political speech

Forensic speech

Ceremonial speech
Three kinds of speech

Political speech
Forensic speech
Ceremonial speech
Seven Lesson Components

- Reading Comprehension Questions
- Evaluative Writing Assignments
- Weekly Research and Writing Assignments
- Reading Lessons
- Figures of Speech Lessons
- Logic & Latin Review Questions
- Case Studies
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Required & Recommended Course Books

The Rhetoric & Poetics of Aristotle
How to Read a Book
Figures of Speech
Aristotle’s Rhetoric

The greatest book on persuasive communication ever written.
The classical trivium

Grammar
Logic
Rhetoric
Classical Rhetoric with Aristotle

A grammar of rhetoric
Rhetoric

Aristotle
Quintilian
Cicero
Rhetoric

Aristotle: theoretician
Quintilian
Cicero
Rhetoric

Aristotle
Quintilian: teacher
Cicero
Rhetoric

Aristotle
Quintilian
Cicero: practitioner
Aristotle

Content over technique
Aristotle concerned with:

- What rhetoric is
- What kinds of speech there are
- With whom we are communicating
- Technique
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- What kinds of speech there are
- With whom we are communicating
- Technique
Three views on natures or essences

Plato
Aristotle
William of Ockham
Three views on natures or essences

Plato: natures exist in a heavenly realm

Aristotle

William of Ockham
Three views on natures or essences

Plato

Aristotle: natures exist in things

William of Ockham
Three views on natures or essences

Plato
Aristotle
William of Ockham: natures don’t exist
Rhetoric and the nature of man

Political speech
Forensic speech
Ceremonial speech
Rhetoric and the nature of man

Political speech: the Good
Forensic speech
Ceremonial speech
Rhetoric and the nature of man

Political speech: the Good
Forensic speech: the True
Ceremonial speech
Rhetoric and the nature of man

Political speech: the Good
Forensic speech: the True
Ceremonial speech: The Beautiful/Affective
Classical Rhetoric

An unparalleled study of the nature of man
The four causes

- What kind of thing is it?
- What is it composed of?
- How did it come about and how does it continue to exist?
- What is it for?
The four causes

- **Formal:** What kind of thing is it?
- **Material:** What is it composed of?
- **Efficient:** How did it come about and how does it continue to exist?
- **Final:** What is it for?
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- **Efficient:** How did it come about and how does it continue to exist?
- **Final:** What is it for?
Practical rhetoric

Defending your position

Defending yourself in an argumentative or litigious culture
Debate

Attack assumptions and inferences
Figures of Speech