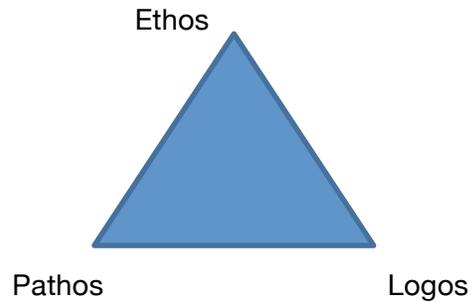
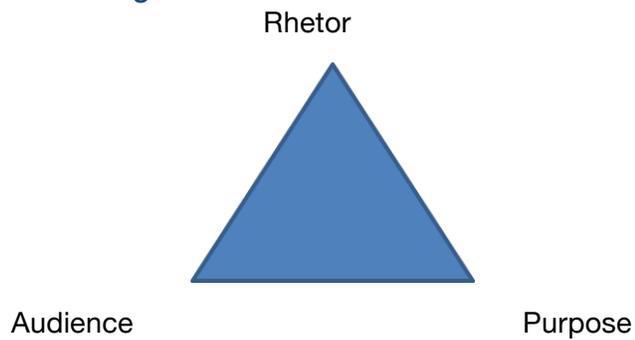


Approaches to Inventing and Analyzing Rhetoric

Aristotelian Appeals (*pisteis*)

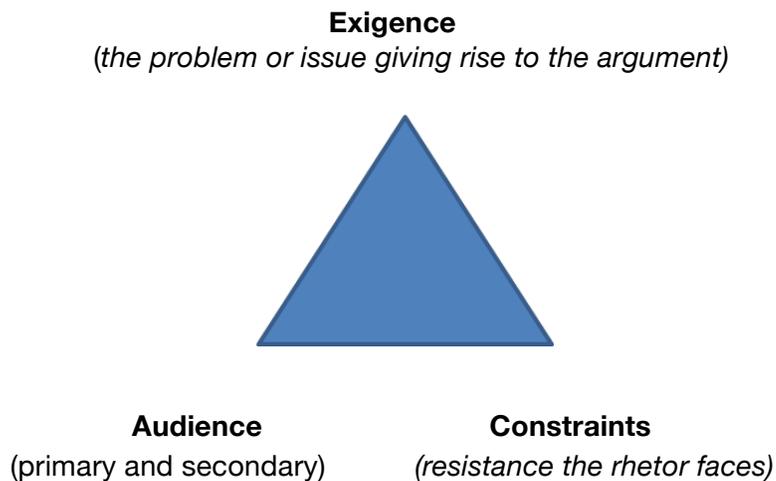


Communication Triangle



Rhetorical Situation

(devised by Lloyd Bitzer; addresses the context)



Thanks to Stacey Byrne putting much of this list together.

Key Terms:

Genre	Recognizable and recurring types of speech that occur in any given forum.
Forum	The technological medium or the virtual site.
Rhetoric	<p>The study and practice of shaping content.</p> <p>"The faculty of observing in any given case the available means of persuasion." (Aristotle from <i>Rhetoric</i>, 350 BCE)</p> <p>Rhetoric is a primarily verbal, situational contingent, epistemic (creates or shapes knowledge) art that is both philosophical and practical and gives rise to potentially active texts.</p> <p><i>Rhetoric</i> is the strategic use of symbol systems using various modes of communication—alphabetic text, still and moving images, and sound—that has the potential of changing both the rhetor and the audience. (<i>listening rhetoric</i>, Wayne Booth; <i>rhetorical empathy</i>, Lisa Blankenship)</p>
Rhetor	An individual involved in the production of a text, usually a speaker or writer.
Potentially Active (text)	Rhetor intends it to do something to affect or change the auditors' minds or actions or environments.
Rhetorical Analysis	The study of whether and how texts actually do affect, influence, or change auditors.
Exigence	A need, a gap, something wanting, that can be met, filled in, or supplied only by a spoken or written text. The issue or problem giving rise to the rhetoric.
Rhetorical Constraints	Features of the audience's and perhaps the speaker's or writers frames of mind, belief systems, and ways of life that lead the audience to accept the speaker's or writer's ideas.
Discourse Community	Comprised of people who "may very well never speak or write to each other," but who "could effectively interact if required since they know the ways-of-speaking of the group." (The community that has influence on you, holds <i>ethos</i> for you and vice versa.)
Invention	The art of generating effective material for a particular rhetorical situation.

Arrangement	The art of ordering the material in a text so that it is appropriate for the needs of the audience and the purpose of the text is designed to accomplish.
Style	Called elocution (for spoken rhetoric); the art of producing sentences and words that will make an appropriately favorable impression on readers or listeners.
Kairos	Timeliness