

Overview of Classical Rhetoric & Aristotle's Rhetorical System Class 3 Les Perelman

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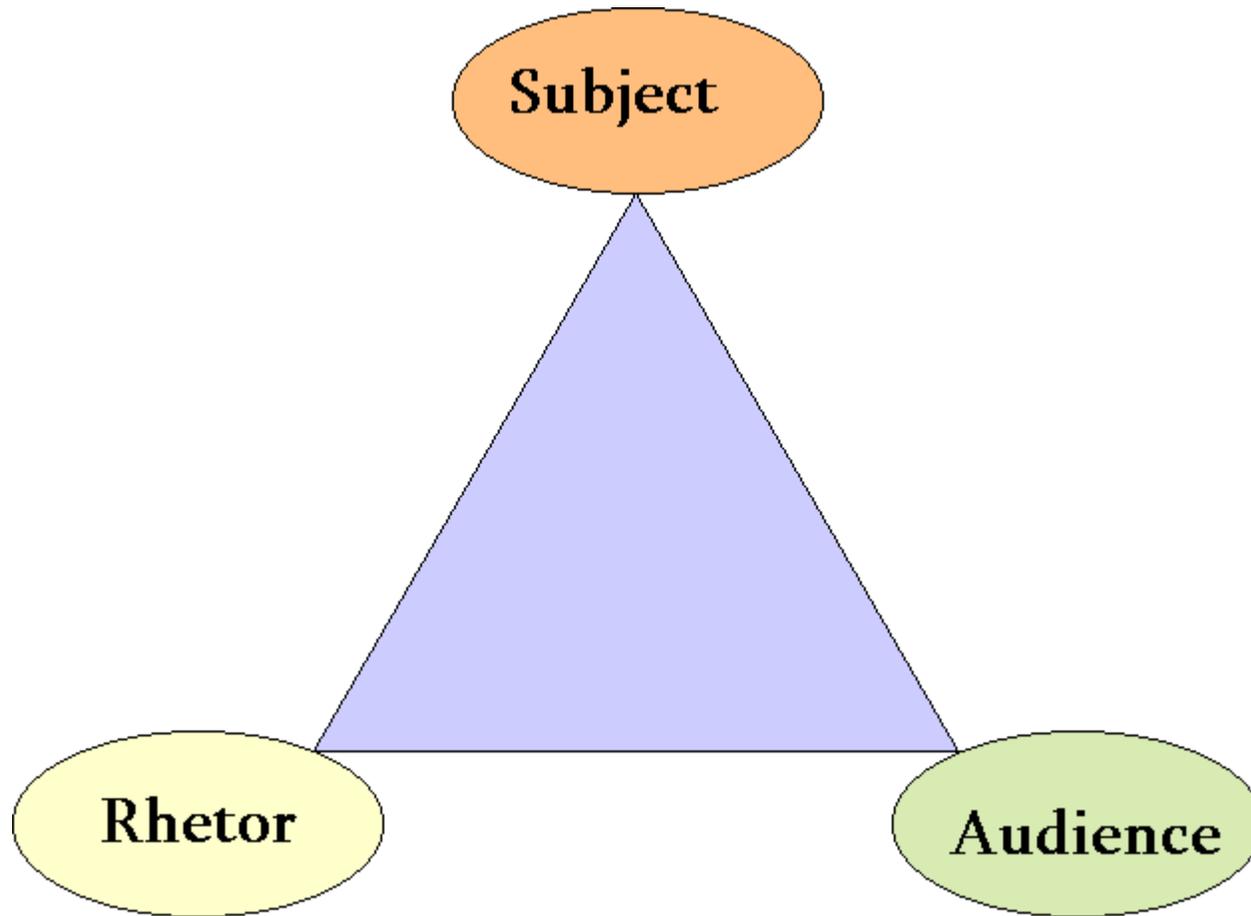
Definitions

- Rhetoric is the counterpart of dialectic
- Rhetoric may be defined as the faculty of observing in any given case all the means of persuasion.

Proof & Enthymemes

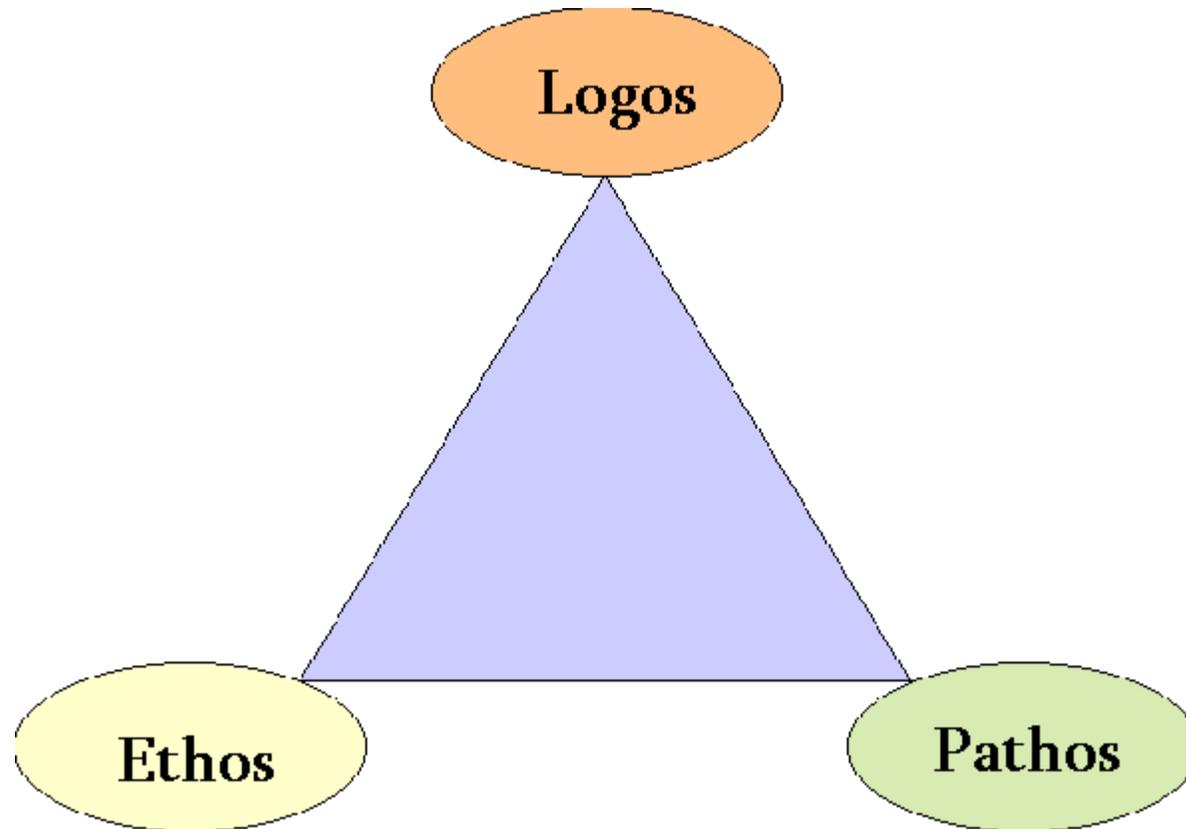
- Infallible signs
 - Because $f=ma$, a heavier car will crash with more force than a lighter car.
- Fallible signs
 - Because the applicant went to MIT, she can learn quickly.
- What are the complete syllogisms?

The Rhetorical Scene



The Rhetorical Triangle

Three Kinds of Artistic Proof



Three Rhetorical Situations

- Forensic
 - The law court
- Deliberative
 - The assembly or senate
- Epideictic
 - Ceremonial
 - Nominating speeches
 - Eulogies
 - Modern roasts
 - Award ceremonies

The Rhetorical Situation

Kind of Discourse	Audience	Time	Ends (<i>teloi</i>)	Means (<i>topoi</i>)
Forensic	Decision-makers	Past	The just and the unjust	Accusation and defense
Deliberative	Decision-makers	Future	The expedient and inexpedient	Persuasion and dissuasion
Epideictic	Spectators	Present	The noble and shameful	Praise and blame

Group Exercise

- The three settings *kairioi* of Greek Rhetoric reflected three institutions in which persuasion was important:
 - The ceremonial occasion
 - The law court
 - The deliberative assembly
- Form groups of three and list situations in which persuasion is important in 21st Century America

Rhetorical Building Blocks

- **Topoi**
 - Universal
 - Particular
- **Figures of Thought**
- **Figures of Style**

Logical Proof

- The Enthymeme
 - Two parts of a syllogism with third implied
 - Probabilistic proof rather than absolutely certain

Example of Enthymemes

- Mark Anthony's Speech
 - He hath brought many captives home to Rome whose ransoms did the general coffers fill. Did this in Caesar seem ambitious?
 - When that the poor have cried, Caesar hath wept. Ambition should be made of sterner stuff.

Another Meaning of Enthymeme

- An Enthymeme is a syllogism from premises based on probabilities and signs
 - A fallible sign is a correlation between two events determined by frequency
 - Acting dishonestly usually goes with acting secretly, so secrecy can be taken as a sign of the likelihood of dishonesty.
 - Because Socrates was wise and just, the wise are just
 - Infallible signs are causally related
 - People who have a fever are sick
 - A woman has given birth because she is giving milk

Structure of Aristotle's *Rhetoric*

- Book I
 - Chaps. 1-2 Introduction
 - Chapter 3 Three types of rhetoric
 - Chaps 4-15 Specific *Topoi* for each of 3 types
 - Chaps 5-8 Deliberative
 - Chap 9 Epideictic
 - Chaps 10-15 Forensic (Legal)

Rhetoric Book II

- Chap. 1 *Topoi for Ethos*
- Chaps. 2-11 *Topoi for Pathos* (to produce certain emotions (*pathe*))
 - Chap 2 Anger
 - Chap 3 Gentleness
 - Chap 4 Hatred & Gentleness
 - Chap 5 Fear & Confidence
 - Chap 6 Shame & Shamelessness
 - Chap 7 Generosity
 - Chap 8 Pity
 - Chap 9 Indignation
 - Chap 10 Envy
 - Chap 11 Emulation

Rhetoric Book II continued

- Chaps 12-17 Appropriate *Topoi* for different conditions of life
 - Chap 12 The Young
 - Chap 13 The Old
 - Chap 14 Those in Prime of Life
 - Chap 15 Aristocrats
 - Chap 16 The Wealthy
 - Chap 17 The Fortunate

Rhetoric Book II continued

- Chaps 18-26 Dialectical features of rhetoric common to all three types
 - Chap 18 Introduction
 - Chap 19 *Topoi* common to all kinds of discourse
 - Proving something is possible or impossible
 - Establishing probability of past fact
 - Predicting probability of future events
 - Proving what is more or less
 - Chap 20 *Exemplum* Example
 - Chap 21 Sententia Maxim or proverb
 - Chap 22 Types of Enthymemes
 - Chap 23 Typical forms of Enthymemes (Figures of Thought)
 - Chap 24 Fallacious Enthymemes
 - Chaps 25-26 Refutation of Enthymemes

Rhetoric Book 3

- Chaps 1-12 Style
 - Chap 1 Introduction
 - Chap 2 General qualities of style are clarity, appropriateness & metaphors
 - Chap 3 Flaws of style
 - Chap 4 Simile
 - Chap 5 Grammatical correctness
 - Chap 6 Elaboration and Conciseness
 - Chap 7 Appropriateness
 - Chap 8 Prose rhythm
 - Chap 9 Periodic style
 - Chap 10-11 Visualization – Description
 - Chap 12 Differences in styles for different types; difference between oral & written
- Chaps 13-19 Arrangement

The Parts of an Oration

- Aristotle
 - Proem or Prologue
 - Statement
 - Proof
 - Cross examination
 - Epilogue
- Cicero (Legal)
 - Introduction
 - Statement of facts
 - Division
 - Proof
 - Refutation
 - Conclusion

Two Types of *Ethos*

- Aristotle's *artistic ethos* that is created within the speech – e. g. humility, frankness, etc.
- Other rhetoricians also consider *external ethos*
 - The qualifications and experiences of the speaker

Ethos: An Example

Churchill Before US Congress December 1941

By the way, I cannot help reflecting that if my father had been American and my mother British, instead of the other way round, I might have got here on my own. In that case, this would not have been the first time you would have heard my voice. In that case I should not have needed any invitation, but if I had, it is hardly likely it would have been unanimous. So perhaps things are better as they are.

Emile Zola's Defense Speech

Ethos: John McCain's Acceptance Speech

Pathos – 2004 “Wolves” Bush Ad

- http://www.youtube.com/watch?v=MU4t9O_yFsY

Satire of 2004 “Wolves” Bush Ad

- <http://www.youtube.com/watch?v=CjgOKx-Qq1I&feature=related>

Group Work -- *Pathos, Logos, & Ethos* in Nixon's Checkers Speech

- 1 Group Pathos
- 1 Group Ethos
- 1 Group Logo

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