

## Glossary of Some Rhetorical Terms

Term	Meaning
enthymeme	<ol style="list-style-type: none"> <li>1. Syllogism with one of the terms missing. "We should not trust him because he steals from his boss."</li> <li>2. Apparent or artistic syllogisms – based on probabilities rather than scientific certainty.</li> </ol>
tekhnē	Art – A coherent body of knowledge to me applied. (The root of <i>technology</i> and <i>technique</i> .)
pistis	Proof, faith, trust, belief, persuasion
dialectic	Logical, infallible reasoning through signs
theorein	Literally <i>to see</i> , but also used in the sense of <i>to observe</i> with the implication of its cognate <i>to theorize</i> .
Aeropagus	Athenian court concerned with homicide.
topos (pl. topoi)	<p>Relevant assumptions and topics.</p> <p>Common <i>topoi</i> are relevant topics for proofs in all disciplines or situations. They are the core of Rhetoric</p> <p>Specialized <i>topoi</i> are for specialized cases of persuasion</p>
Artistic <i>pistis</i>	Constructed by the speaker
Inartistic <i>pistis</i>	Preexisting data
ethos	speaker's character
pathos	emotions of audience
logos (pl. <i>logoi</i> )	arguments themselves
telos	objective, end
kairos	context, opportunity, situation
sign	Infallible proof ( <i>pistis</i> ) associated with dialectic
probability	Fallible proof ( <i>pistis</i> ) associated with rhetoric

### Aristotle's *Rhetoric*

1. Aristotle's *Rhetoric* is probably a collection of notes from Aristotle's lectures. Consequently, the work is not consistent. How does the approach to rhetoric in Chapter 1 differ from the approach in Chapter 2?
2. Aristotle's reasoning in *Rhetoric* often is in the form of enthymemes, which may be hard to identify because the language in your translation often omits "for" or "because" – which translates the Greek particle *gar*. Try to identify one or two enthymemes.

3. Your edition usually translates the complex term *pistis* (pl. *pistesis*) as "persuasion" or "mode of persuasion." It also can mean "belief," "logical proof," or "argument." Try to substitute these terms in various passages.
4. What exactly does Aristotle mean by stating that both rhetoric and logic are not specific sciences but "arts" (Greek *tekhne*) applicable to all sciences?
5. What is the difference between a "fallible" and "infallible" sign? What are their respective relationships to a "Probability" and a "Complete Proof"? Hint: What is the difference between the degrees of certainty in science vs. that in a court of law?
6. In the first chapter, Aristotle argues that political oratory is nobler than forensic (legal) oratory. He states, "Political oratory is less given to unscrupulous practices than forensic, because it treats of wider issues." Do you believe that this statement is valid today?

### **Specific Commentary on Chapter One**

**First paragraph:** The first two sentences are themselves an enthymeme. In the Greek they are one sentence connected by the Greek particle *gar* "because." Put "Because" in front of both in the second sentence. Try to figure out all three statements of the syllogism.

". . .to inquire . . ." in the last sentence of the paragraph represents the Greek verb *theorein* (see above).

"function of an art." Literally *tekhne* see above.

### **Second paragraph:**

"modes of persuasion" is literally *pistis* (see above).

Notice how the arguments in this paragraph contradict the arguments in Chapter 2 (1356a).

### **Third paragraph:**

All of the arguments in this paragraph are enthymeme's.

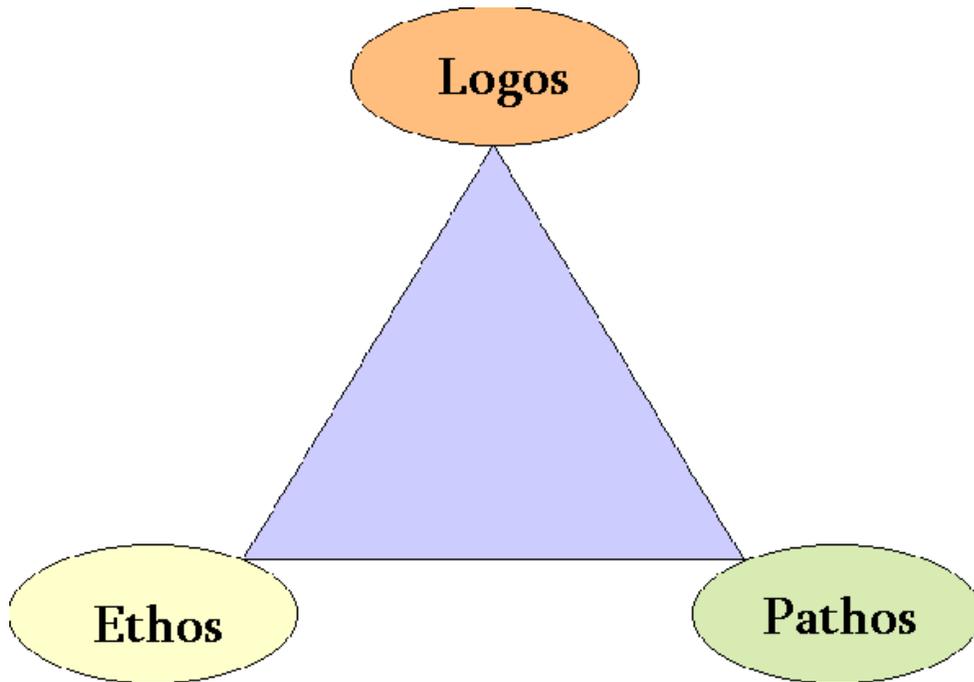
### **Chapter 2 Commentary**

The classic definition of rhetoric. Chapter 2 gives the traditional definition of Rhetoric and types of proof (persuasion).

There are three categories of proof: *ethos*, *logos*, and *pathos*.

Introduces concept of Topic and common and specialized topics

## The Rhetorical Triangle



### Chapter 3

Kind of Discourse	Audience	Time	Ends ( <i>telo</i> i)	Means ( <i>topoi</i> )
Judicial (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

*Adapted from DAG Hinks, "Tria Genera Causarum"*

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