Overview of Classical Rhetoric & Aristotle’s Rhetorical System
Class 3
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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

Subject

Rhetor

Audience
The Rhetorical Triangle
Three Kinds of Artistic Proof

Logos

Ethos  Pathos
Three Rhetorical Situations

• Forensic
  – The law court

• Deliberative
  – The assembly or senate

• Epideictic
  – Ceremonial
  – Nominating speeches
  – Eulogies
  – Modern roasts
  – Award ceremonies
### The Rhetorical Situation

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