

The Canons of Rhetoric



"To be ignorant of what occurred before you were born is to remain always a child. --Cicero, *OG of oration, The Orator*

Arrangement - A brief introduction

Part 1 - Introduction

- Introduction Inquisitive
- Introduction Corrective
- Introduction Paradoxical
- Introduction Preparatory
- Introduction Narrative

Part 2 - Statement of Fact

- Must be connected to introduction with a transition
- Informs the audience of facts that have to do with the topic, or simply reminds the audience what is going on.
- Clears up any misunderstandings

Part 2 - Statement of Fact

- Statement of Facts must be orderly and brief
- SOF should transition from the introduction to the main points of the case.
- SOF should lay out the points that will be elaborated upon later in the discourse

Confirmation (Proof)

- The "meat" of the discourse
- The section where we prove our point
- The section with all of the facts/details

Confirmation (Proof)

Methods for organizing your proof:

- ↳ Chronological
- ↳ From general to particular
- ↳ From familiar to unknown
- ↳ Or just go with what best fits your topic!

Confirmation (Proof)

More organizational options:

- begin with the weakest argument and build up to the strongest
- refute opposing arguments first and then present your arguments
- establish the case and then refute the opposition

FYI: Aristotle and Blair both feel option one is the best as it leaves the strongest arguments as final thoughts in the audience's mind...

Refutation

- Argument against the opposition
- Can address some opposing views, or all of them
- 4 methods by which one can refute

Refutation by appeal to reason

- In this method, one proves the contradictory (or impossibility) of his opponent's arguments
- Refute with logic

Refutation by emotional appeals

- ▷ Appeal to the emotions of the audience, through pity or vivid descriptions, to sway their opinion and convince them that your argument is more valid than the opposition
- ▷ You must know your audience and know if they will be receptive to emotional appeal

Refutation by ethical appeal

- ▶ According to Aristotle, "It is more fitting for a good man to display himself as an honest fellow than as a subtle reasoner."
- ▶ If your argument is weak, you carry more weight if you are more ethical than your opponent.

Refutation by wit

- Use with discretion
- Satire is the most popular form of wit
- Jokes can be used, but with utmost discretion
- **You will jeopardize an ethical appeal if your wit is just a mask for weak arguments!!**

Part 5 - Conclusion

- The last impression you make on the audience
- Aristotle suggests to
 - --Restate the facts and arguments (& restate thesis)
 - --Amplify the force of one's points and diminish that of one's opponent's
 - --Inspire through one's character (ethos)
 - --Rouse appropriate emotions (pathos)