

What is Rhetoric?

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Rhetoric
(p. 7)

• The Art of using language to help people narrow their choices among specific, if not specified, policy options.

- Art, but not a science - not precise, different ways to do it, Creative
- Using words to show point
- Policy options - what should or shouldn't be done
- Language that tries to get one to do or NOT do something

Early Greeks - had teachers go around & teach wealthy rhetoric

- wanted ability to persuade to keep power
- Being able to persuade the people leads to a democracy.

In a democracy - rhetoric used to inform & persuade

Rhetoric

• Burke - The use of language as a symbolic means of inducing cooperation in beings that by nature respond to symbols.

- sharing ideas
- symbols

Rhetoric sets humans apart from all other species

It is Rhetorical... (if it's)

- public (lg. audience > 1)
- propositional (advances an idea, then supports it)
- purposive (exists for a purpose)
- problem-solving (rhetoric becomes bc of a problem)
- pragmatic (practical)
- poetic (pretty)
- powerful (makes you do something)

• Approaches to Rhetoric

Instrumental

|
tool that gets
something done

vs. Constitutive

|
helps us form our world view

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What is Rhetorical Criticism?

* 3 SKILLS / STAGES

• Describe - ASK Questions - What do I see?
ASKING & answering ?'s about
what is there.

- what is this thing made of?

- what are its parts?

• Interpret - How does it work?
what does it do?

• Evaluate - How well does it do it?

is it good / bad?

beautiful / ugly?

likeable / unlikeable?

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Stages of criticism

- Isolate
- Describe
- Classify
- Interpret
- Evaluate

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What does it mean to say rhetoric is situational?

1. Rhetoric only comes into play when there is a ~~situation~~ condition.

2. place & audience / environment
- Rhetoric becomes significant based on environment

3. There has to be an issue that the rhetoric can speak about.

4.

2. To be considered rhetoric, it must be driven by a situation

3. For something to be rhetorical, a situation needs to occur first.

4. Rhetorical discourse involves a rhetorical situation, but a rhetorical situation might not always involve rhetorical discourse.

5. A situation is rhetorical if rhetorical discourse can alter the situation.

6. Situation determines what kind of rhetoric is produced.

7. Only call it rhetoric if it is produced by a situation

- Has to be able to alter, change, effect the situation.

CP #

Rhetorical Situation

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- a natural context of persons, events, objects, relations, and an exigence which strongly invites/needs persuasion.

↳ Some sort of problem that rhetoric is capable of influencing, altering, solving.

- Exigence - part of a situation, urgency
 - * imperfection marked by urgency
 - A pressing issue that needs to be solved

Components of Rhetorical Situation (According to Bitzner)

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- Exigence

- Audience - only rhetorical if capable of solving the problem - p. 22

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{ [• constraints
• Resources]

Resources

Components of rhetorical Situation (According to Hart & Daughton)

- Audience

- Topic

- Persuasive Field - all messages that have been circulating about topic PRIOR to rhetorical action

- Rhetor

- Medium

- Setting - where it takes place, time

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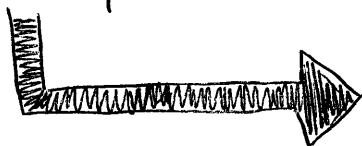
Elements of a Rhetorical Situation

(Bitzer)

Exigence

Audience

Constraints / Resources



(Hart & Daughton)

TOPIC

Persuasive Field

Audience

Rhetor

Medium

Setting

Hillary Clinton's Rhetorical Situation

Exigence - worldwide womens access to education, health care, jobs, credit, political freedom, legal & human rights - in article

- lack access to voice opinion

- women are unequal to men

- UN NOT taking womens rights equal to human rights

Audience - women all over the world - indirect

- attendees at World Conference for Women - direct

Constraints - women are lower on totum pow in less fortunate countries

Hillary Clintons cont.

- Exigence - women's human rights are not respected
- violence against women - rapings - Bosn
 - genital mutilation
 - set on fire in India
 - Lack of access to voice opinion
 - women can't get jobs - Russia
 - ~~are~~ destroyed for being successful - Bangladesh

- Audience - world - global audience
- R
- world leaders who have ability to change ways in countries
 - Chinese Government
 - ↳ Agents of change bc many issues w/ women's rights/freedoms happening in China

Constraints/ Resources - Harry Wu & us/China Relations

C
R

- US has intense criticism of China
- US renewed status as China as most favorite trading nation status

C
C
R

- Speaking only to delegates of conference
- Medium: not televised around world
- not online
- China blocked access to speech

Issue is for all Chinese

R
R

- Familiar to people
- First Lady - powerful position
- Lots of credibility - Lawyer

C

- ~~was~~ Hated widely during '92 campaign

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Robert Kennedy's Rhetorical Situation

- Exigence - general tensions b/w races
- Racial integration being implemented
 - Johnson gives speech March 31 stating he will stand down during next election
⇒ political void

- Audience - MLK followers - blacks
- Democratic primary voters
 - White people who may not support Civil Rights

Constraints / Resources

R
C
C
R
R/C
R

- Brother's ^{recent} death (by white man)
- Availability of information
- Written on spot
- RFK's involvement in civil rights movement
- Running for President
- High authority - people will listen to what he has to say - lots of news coverage

Cheering - when he says majority of blacks & whites want to live harmoniously together

Grammar

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Must have style so one rhetoric can sound completely different than another

Every sentence must have subject & verb

subject - always a noun.

I laughed
↑
pronoun

- 6 Noun: pronouns - I, he, some, this
proper noun - capitalized
similar { common noun - any person, place, thing MISC
concrete noun -
abstract noun - quality or idea (love, peace, anger)
collective noun - refer to a group (class, family, herd)

Verbs: 2 broad categories - Finite & non finite
action & "to be"
transitive & intransitive

Finite verb - has tense - carry action in sentence
non-finite - don't act like verbs, mostly - "ing"
↳ Gerund / Participle / infinitive (word w/ to)
Noun Functions → Functions as adjectives
as a noun

Gerund: Swimming is my favorite sport
sub. ↑ verb

participle: Rolling rocks are dangerous
sub. verb

Skied
swam

- Infinitive - don't carry action
I love to swim
subj. verb

Finite Verbs - drive action of sentence
- conjugated for tense

Action Verbs vs. To-be

Action: All other verbs (ex: laughed, wept, ate)

To be: is, are, was, am, ~~was~~, will-be, were
~~were~~

Transitive vs. Intransitive

Transitive - needs an object
(ex: I spent...)

Intrans - can stand alone
(ex: I skied)

• Adjective - describes a noun
(ex: red, oily, skinny)

"She wore a red dress"
subject verb article adj. noun
→ transitive

• Articles - type of adjective
(the, a, an, this, those, these)

• Adverb - modifies a verb
"She ran quickly"

Sentences Simple compound

Noun Style vs. Verb Style

- | | |
|------------------------------------------|------------------------------------|
| - dominated by
" <u>to-be</u> " verbs | - dominated by
action verbs |
| - lots of prepositions | - action moves quickly |
| - dull | - must be finite verbs |
| - passive voice tone | - compact & crisp |
| - prepositional phrases | - phrases pleasing to
eye & ear |
| - really wordy bc no
active verbs | |
| - word | |

9/24

Conjunctions

- Subordinate - connect dependent
 - b/c, since, when, while, often, although, who
- Coordinate - connect independent
 - and, or, but, yet
 - I went out last night, but I did my work

-Asyndeton

vs.

Polysyndeton

- hardly uses
 conjunctions
- dramatic effect
- Avoids conjunctions
 even where they
 could be used

- uses many coordinate conjunctions
- dramatic effect

Make words flow together

Parataxis & Hypotaxis

9/24

"I came. I saw. I conquered." - JC
- 3 simple sentences
→ Subject + verb = 1 clause

• Sentences

- Simple - 1 independent clause
- Compound - more than 1 independent clauses connected by coordinating conj.
- Complex - 1 independent clause + 2 or more dependent clauses
- Compound-complex - ~~2 or more independent + 1 or more dependent clauses~~
2 or more independent + 1 or more dependent clauses

"I came. I saw. I conquered." - Julius Caesar
→ Simple sentence
→ Asyndeton
→ Parataxis

Parataxis

- Create ranking by how it's said -
- No Hierarchy (ranking)

Hypotaxis

- Ranking
- how subordinate / dependent clauses are connected to independent clauses

change to
HYPO →

"Because I came, I could see, and so I conquered"
Dependent Independent Independent

To feel difference = LOOK for coordinating / subordinating conjunctions,
Find clauses,

Par. Ex. 5

1. Hypotaxis
dependent clauses w/ sub. conjunct.
2. Parataxis
3. Hypotaxis
4. Hypotaxis
5. Parataxis

Exam: 8 questions w/ lots of parts

prove in 1-3 sentences
1-2 paragraphs

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Bill Clinton's Speech to American Legion

Rhetorical Situation

- what were Clinton's exigencies?
- who were his audiences?
- what other constraints & resources were important?

- Clinton was a Governor
- Not much experience
- people were doubting his character & experience
- thought he dodged draft } exigence
- committed adultery & smoked weed

Audience: old veterans of WWII

- Agents of Change:
 - help crush rumors
 - Opinion leaders

Constraints / Resources

- C - no National Foreign Policy experience
- C - Domestic issues in platform only
- R - Famous picture of Clinton meeting Kennedy at Boys Nation - part of VFW
 - "Clinton's destiny"
- R - leading in most polls - 19 points at most
- R - Al Gore was running mate
 - signed up for service

Setting - Clinton responding to Bush who spoke hours earlier

- C - Bush campaign was hitting Clinton's weaknesses hard

if - sub. conj

8-12

18-24

37-39

60-63

noun / verb style ?
hypo / parataxis ?

paragraphs 8-12

→ Hypotaxis

- lots of dependent clauses hanging off independent clauses

- Simple sentences - parataxis

- Lots of independent clauses - parata

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→ no ambiguity

→ simple sentences

→ parataxis

→ sounds authoritative

More than 1 SV, 2 clauses

Bill Clinton's Speech in Oklahoma City, April 23, 1995

- Exigence: - Give people hope & better tomorrow
- has reinvented himself several times prior to the speech
 - Coming up to an election
 - welfare squeeze
 - Oklahoma City Bombings by ~~terrorist group~~ ^{terrorist group}
 - Speech was at a Memorial Service for the bombing
- People needed a leader - many were lost

Audience:

- Families of deceased
- Democratic / Republican Party
- Oklahoma City effected

Constraints / Resources

- Many reinventions
 - Speech was emotional
 - ~~Important in foreign countries~~
 - High Authority - lots of news coverage
 - Spoke day of bombings
→ intimidating speech
 - Hillary on health care reform
- , in need of a leader
Peace Negotiations in middle east
- * Biggest t-
* one of most tragic terrorist civilian attack b4 sept. 11

Medium - speaking at Memorial Service

Rhetor - Bill Clinton

Setting -

Topic - Memorial Speech

RAT
PMS

Exigence

- First speech as president that was geared towards mourning & grieving
- Largest Attack on Am. Soil
- Console Americans to not be angry, but Search for justice
- Give hope for better tomorrow

Audience

- OK citizens, politicians
- Families
- Survivors

Audience

- C - OK citizens
Still feel grief / frustration
- R - More political support

C/R

- R - Impacts all OK citizens
- C - Bombing on Am. soil
- R - Sensitivity / children died
- Few days to prepare

Rhetorer

- pres.
Bill Clint.
- Neighbor to
OK

Persuasive Field

- R - Timothy McVeigh was arrested 2d. b4 speech
- Waco Siege 2 yr. anniversary
- C - Rep. had power in congress
- R - Help from all Govt levels

Medium-televised

Setting - Fairground in OK where
Citizens could attend

Style Part II

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- Epizeuxis - repeating words/phrases to create emphasis
- Epanilepsis - Use same word at beginning & end of sentence/phrase to emphasize word.
- Antimetabole - reversal of same words in a sentence
- Anaphora - repetition of same word/phrase at beginning of sentences, phrases
- Enumeratio - Specific description of something using a list.
- Euphemismos - word or phrase that takes something negative and makes it sound positive.
"Exchanged words" → Fighting
- Hypophora - Raising a question then answering it.



- Metaphor - comparison w/o "like" or "as"
→ get people to understand by associating something unknown to something clear
- ~~Simile~~
- Simile - comparison using "like" or "as"
- Parallelism - putting things side by side, repeats same grammatical structure
Repeats same → ~~gives~~ ^{puts} different ideas on the same level
"the lighting of candles, the giving of blood"

- Synecdoche - part stands in for a whole
- Repetition
 (include: diacope, anadiplosis, anaphora)
- Anadiplosis - using same word at the end of a sentence & again at beginning of next.
- Diacope - repetition of 1 word over & over, but sometimes w/ other words in between
 - "Every pendant, Every sinner, Every troublemaker..."
- Anaphora - repeating phrase at start of every clause - beginning at each phrase/clause
- * Antithesis - put together 2 opposite ideas
 "not this, but that"
- Chiasmus - reversal of words to make effect
 "... use change to promote their career...
 use their career to promote change..."
 Change career → often memorable
 career ← chi
 career change
- Alliteration - repetition of a ^{same} sound
 "the lucky & the left out"
 "into the royalty & the rabble"
 "barred from the bank, banned from ballot box"
- (Assonance is equivalent of alliteration w/ vowel sounds)

Ultimate Terms

↳ words that have powerful meaning

↳ god & Devil terms

positive connotation negative connotation

ex liberty ex racial slurs

loyalty poverty evil

Pride love hatred

freedom cruelty

Good Rhetorical Criticism

speech, photo,
advertisement, ect

- Explains a rhetorical (artifact) in light of its rhetorical situation
- Argues a thesis
 - tries to make a point of how a speech made an impact on the rhetorical situation
- Uses textual evidence
 - every claim you make, back it up w/ examples from speech
- Describes before it interprets

** Good Thesis Statement **

- Is concise (only one sentence)
- Is easy to identify in the first paragraph of a paper.
- Asserts what rhetorical strategies are prominent and how they functioned in light of the rhetorical situation
- Is proven over course of paper

Sample thesis:

- Given the division and animosity among Robert Kennedy's audience members after MLK's death, his use of ultimate terms invited them to unify.
- Bill Clinton's occasional use of parataxis allowed him to speak clearly to an audience that already doubted his credibility.

Stylistic Analysis

10/8

- what was Kennedy's rhetorical situation
- = what primary stylistic devices characterize the speech? (description)
- How did those primary stylistic devices function, given the rhetorical situation? (interpretation)
 - what does it do? How does it function?

Kennedy's Rhetorical Situation

- Exigencies
 - Big First Impression - uncertain how he will perform as President
 - Country is **divided**
- Audience (textually)
 - Global - change opinion of US
 - Soviet Ambassador
 - Political Leaders
 - Television Audience
- Constraints/Resources
 - Persuasive Field
 - C - Communism
 - C - Cold War - 15 yrs. in
 - C - treaties to get on sides (unclear terms)
 - C - Space Race
 - C - Nuclear weapons
 - Civil Rights movement
- Rhetor
 - Catholic
 - Older bro was killed in WWII
 - but he was supposed to be politician