Rhetoric and Narrative Strategies
Lectures 1-12

Definition of Rhetoric
Rhetoric and Communication
Rhetoric Subject Matter and Structure
Rhetoric within Humanities Framework
Rhetoric within Linguistics Framework

Prof. Rusudan Makhachashvili
Odd Man Out
BRAINSTORM

- Can you identify the speakers above?
- Name a great and/or renowned speaker each
  - real life
  - fictional
- What qualities are fodder for their fame?
- How important is public speech in modern society?
- How important is persuasion in modern world?
Rhetoric: comprehensive definition

Supply a definition of your own based on prior knowledge/experience

Feature terms:

✓ Speech
✓ Public (is any public speech Rhetoric?)
✓ Art
✓ Skill
✓ Oratory
✓ Beautiful/aesthetic
✓ persuasion
The first communicative society
Definitions across the board

**Aristotle**

the faculty of observing in any given case the available means of persuasion

**Plato**

The art of winning the soul with words

**F. Bacon**

The duty and office of rhetoric is the application of reason to the imagination for the better moving of the will.

**I. Richards**

A study of misunderstanding and its remedies

**Lloyd Bitzer**

“A mode of altering reality, not by the direct application of energy to objects, but by the creation of discourse which changes reality through the mediation of thought and action.”
• **PERSUADE**
  • transitive verb
  • 1
  • : to move by argument, entreaty, or expostulation (disagreement) to a belief, position, or course of action
  • 2
  • : to plead with: urge

• **CONVince**
  • transitive verb
  • 1
  • obsolete
  • a : to overcome by argument
  • b : overpower, overcome
  • 2
  • obsolete: demonstrate, prove
  • 3
  • : to bring (as by argument) to belief, consent, or a course of action: persuade
Modes of persuasion
Google Classroom access code

• ymsl5ja
Rhetoric: subject matter foci
**Language**
- Cognitive function
- Communicative function

**Rhetoric**
- Speech
- Discourse
- *Language as a means

**Communication**
- Speech as substance
- Persuasive intent (illocution*)
*Generic speech act structure (J. Austin & J. Searle)
Rhetoric act structure

Text

Speaker
(to persuade)

Recipient
(persuasion / conviction / action)
Communication Theory

Speech act theory

Rhetoric
# Rhetoric subject matter structure

## Quality
- Literary (Isocratic) R.
- Logical (Aristotelian) R.

## Quantity
- General R.
- Specific R.

## Application
- Theoretical R.
- Applied R.
- Didactic R.
Literary R.

• Criterion of persuasiveness:
  - aesthetics of speech (style ornamentality)
V c. BC, Syracuse, Sophists

Gorgias = => rhetoric figures
Isocrates => figures of speech and composition

➤ Truthfulness => optional to irrelevant

Logical R.

• Criterion of persuasiveness:
  ➤ - truthfulness of argument in relation to reality

➤ The power trio (Socrates, Plato, Aristotle) => critique of Sophism

➤ Plato – “Phaedrus”, “Gorgias”

➤ Aristotle – RHETORIC, POETICS, LOGIC

• Aethitics => optional to irrelevant
Brainstorm

- How relevant are the principles of both rhetoric types nowadays?
- How to strike a balance?
- Give an example of a “logical” speech / an “emotional” speech
General R. vs. Specific R.

NB: Lloyd Bitzer’s “Rhetorical situation” - the context of a rhetorical event:
- an issue,
- an audience,
- a set of constraints*
<table>
<thead>
<tr>
<th>General R.</th>
<th>Specific R.</th>
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<tbody>
<tr>
<td>• The study of generic framework of persuasive communication <em>relatively</em> regardless of RS</td>
<td></td>
</tr>
<tr>
<td>• * deals with universal communicative constrains</td>
<td></td>
</tr>
<tr>
<td>• The study of persuasive communication generic framework regarding RS</td>
<td></td>
</tr>
<tr>
<td>• * deals with particular or situational communicative constrains (gender, age, social role / function)</td>
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Universal communicative constraints

- Cognition
- Communication
- Issues of general Rhetoric
Issues of general rhetoric

- Efficiency of persuasive communication
- Relevance of persuasive speech
- Influentionality of persuasive speech
- Harmonization of persuasive speech
Cognitive constraints of persuasion // efficiency of persuasive communication

Idols of the Cave
those which arise within the mind of the individual.

Idols of the Tribe
are beliefs inherent in the mind of man, and therefore belonging to the whole of the human race.

Idols of the Marketplace
errors arising from the false significance bestowed upon words, and in this classification

Idols of the Theater
those which are due to false authority and ideology.

Plato’s “Republic” Cave Allegory

Individual worldview

Linguistic worldview

Conceptual worldview

Paradigm

F. Bacon
Worldview

1. The overall perspective from which one sees and interprets the world.
2. A collection of beliefs and perceptions about life and the universe held by an individual or a group.
Presupposition models

Presupposition

Cognitive Competence 1

Cognitive competence 2

Cognitive Competence 1

Cognitive competence 2

Cognitive Competence 1

Cognitive competence 2
Relevance of persuasive speech

- Discourse
  - Institutionally
  - Personal

- Audience
  - Prepared
  - Unprepared

- Style
  - Elevated
  - Neutral
  - Subneutral
Types of discourse. Supply examples

**Institutional d.** – the speaker is a formal representation of a conventional social institution, structure.

**Personal d.** – the speaker is a personality with inner spiritual depth.
Differentiate the institutional and personal speakers
Audience. Supply examples

Unprepared  Taught  Prepared

Volume of presupposition
What types of discourse would correspond to what type of audience?
Style. Vertical | Horisontal

- Past
- Present
- Future

- Archaisms
- Historisms
- Elevated diction
- Neutral // core vocabulary
- Terminology
- Professionalisms
- Neologisms
- Slang, sociolects
- Argot
- Taboo
Harmony of persuasive speech

- Models:
  - Symmetrical
  - Asymmetrical

Action
Speaker status and role

Status

Constant (?)

Gender, education, social class, ethnicity, race, religious affiliation, profession

Role

Variable

Child, parent, student, teacher, adult, boss, executive, customer, patient, etc.
Differentiate between the s. status and s. role in the following examples
Speaker collaboration

Cooperation – speaker and recipient are aware of respective status and roles, “play by the rules”

Partnership - speaker and recipient willing to relinquish respective status and roles to gain equal footing

Conflict - speaker and recipient are not aware of or deliberately ignore respective status and roles
Speaker types

- Dominant
- Mobile (adaptable)
- Rigid
- Introverted
Speaker profiles. Come up with examples

**The Peacemaker**

- **The Hero of Caro**
  - **Key strength:** Connecting audience members to each other on subject matter.
  - **Influences by:** Building empathy and shared understanding among audience members.
  - **Features:** A Peacemaker speaker is understated, yet powerful. Makes everyone feel included. Audience members 'aren't we great' because spotlight focus is directed at the audience. Connects the dots and promotes collaboration.

  **Weaknesses:** Can sometimes connect and empathize too much, at the expense of personal driving change.

  **Typically seen in:** Facilitated group discussions, giving a leaving speech about a colleague or acting as a master of ceremonies.

**Speaker Personality Type 4: The Wizard**

- **Hero of Transformation**
  - **Key Strength:** Persuading
  - **Influences by:** Changing audience members' perspective through a powerful experience.
  - **Features:** Changes cynics into believers and the disengaged into advocates. A great Wizard understands what drives the audience and speaks their language. They are not afraid to put energy, or innovative 'special effects' behind their speaking.

  **Weaknesses:** If they aren't connected to the audience a Wizard might seem shallow or manipulative.

  **Typically seen in:** Sales presentations, educational workshops, or a persuasive speech.

**The Muse**

- **The Hero of Creativity**
  - **Key Strength:** Rousing innovation
  - **Influences by:** Using their energy to offer a new perspective on life.
  - **Features:** Acts as an example to the audience, to encourage them to discover, play, or create. Asks big questions. Leaves the audience with a feeling of possibility and potential, rather than specific ideas.

  **Weaknesses:** Less 'tangible' than some speaking situations might require (e.g., corporate presentations).

  **Typically seen in:** A motivational speech, telling a personal story, or a facilitated workshop.

**Speaker Personality Type 2: The Jester**

- **Hero of Laughter**
  - **Key Strength:** Entertaining
  - **Influences by:** Poking fun at a serious subject.
  - **Features:** Makes audience smile, laugh, or generally feel good. Telling stories that bring humour to a subject that might traditionally be seen as taboo, boring or 'done before'. Gets away with pushing the boundaries further than we might normally accept.

  **Weaknesses:** Some Jesters use humour as a hiding place, wishing for the audience to 'like' them, rather than trying to get an important or touching message across.

  **Typically seen in:** A Best Man's speech, after dinner dinner, or Christmas party toast.
Speeches for profiling

- https://www.youtube.com/watch?v=AHY2UzOo nig (the king’s speech)
- https://www.youtube.com/watch?v=SOQwa73K Xbs (Winston Churchill)
- https://www.youtube.com/watch?v=-x6njs-cGUE (Atticus Finch)
- https://www.youtube.com/watch?v=0VegIvb1e7s (10 famous speeches)
Speaker profiles

Speaker Personality Type 3: The Monarch

Hero of Power

Key Strength: Asserting / assuring
Influences by: Meeting audience’s confidence needs
Features: Commanding presence on stage, whether demanding we do better, or offering congratulations. Centred, focused, powerful, in charge and is comfortable in their ability to influence. A ‘rock’. Someone who is unafraid to be held up as an example for their words.

Weaknesses: Can sometimes seem distanced from the audience.
Typically seen in: a business or group leader’s presentation, or a politician’s speech.

Speaker Personality Type 1: The Sage

Hero of Information

Key Strength: Informing
Influences by: Giving audience answers
Features: Offers a logical approach to a subject. Provides an interesting and well researched argument. Easy to understand. Progresses the audience’s intellectual understanding of the topic. Often references scientific data

Weaknesses: Can struggle to offer an emotional connection to the subject matter
Typically seen in: a lecture, factual workshop/class, or during business / team meetings
Famous example: Michael Norton’s TEDx Talk “How to Buy Happiness”
Interrim Bibliography

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