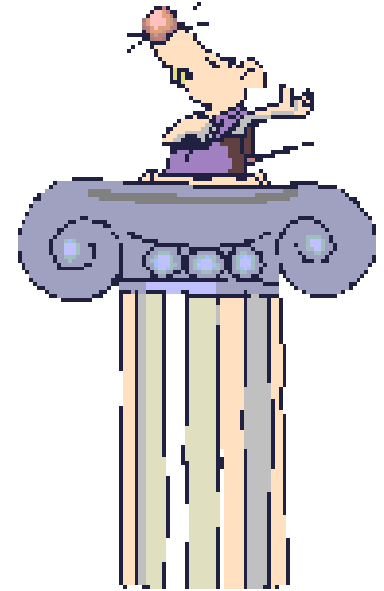


Rhetoric and Narrative Strategies

Lectures 1-12



Definition of Rhetoric

Rhetoric and Communication

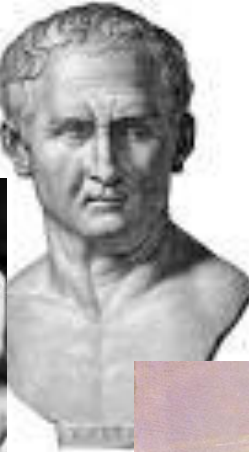
Rhetoric Subject Matter and Structure

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?

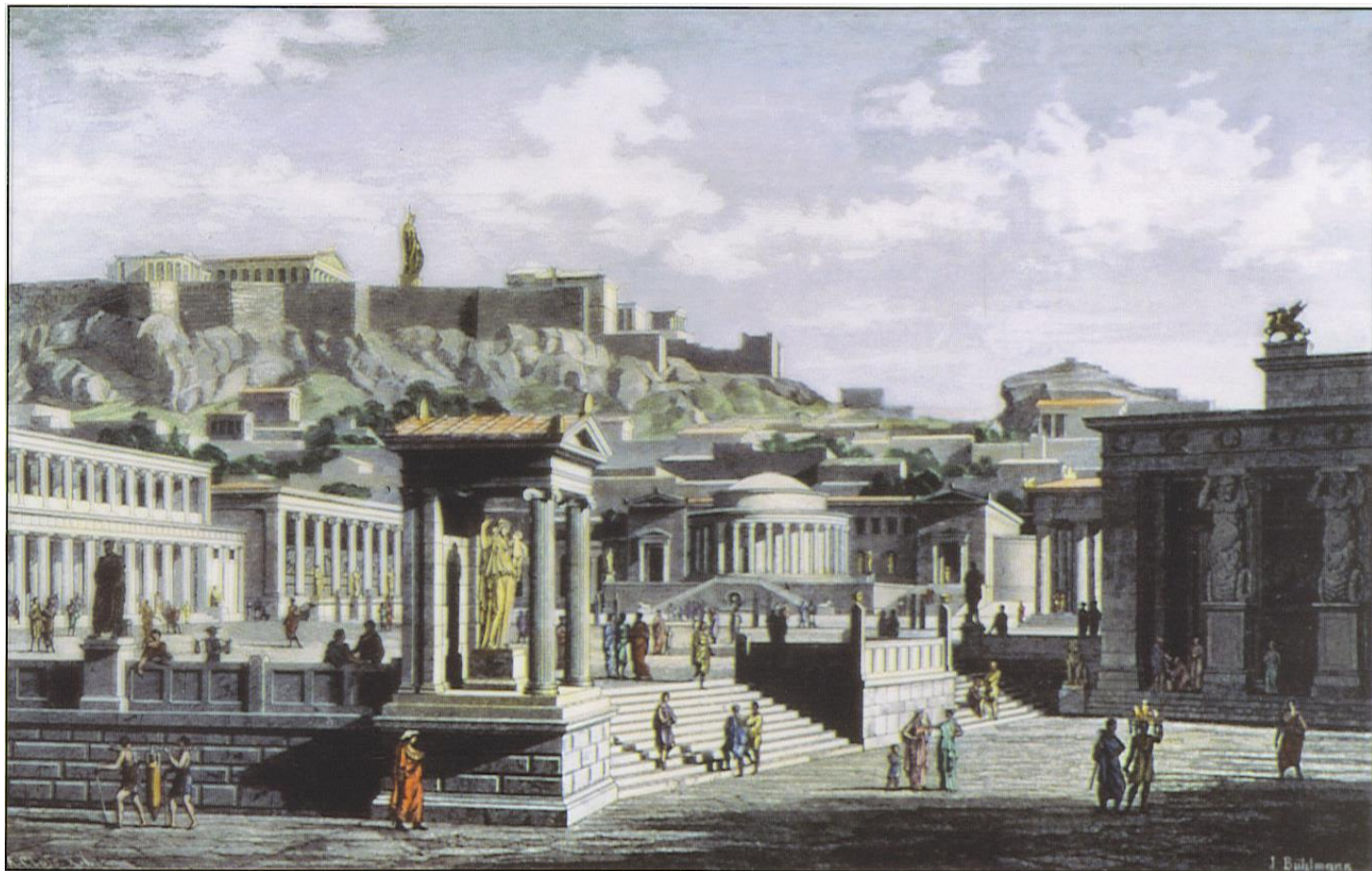
Rhetoric: comprehensive definition

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

Feature terms:

- ✓ Speech
- ✓ Public (is any public speech Rhetoric?)
- ✓ Art
- ✓ Skill
- ✓ Oratory
- ✓ Beautiful/aethsetic
- ✓ 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](#)

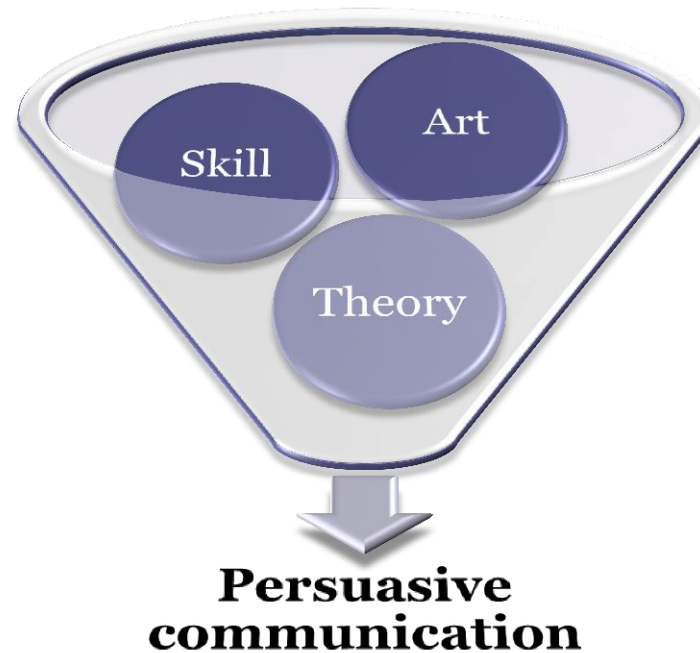
Modes of persuasion

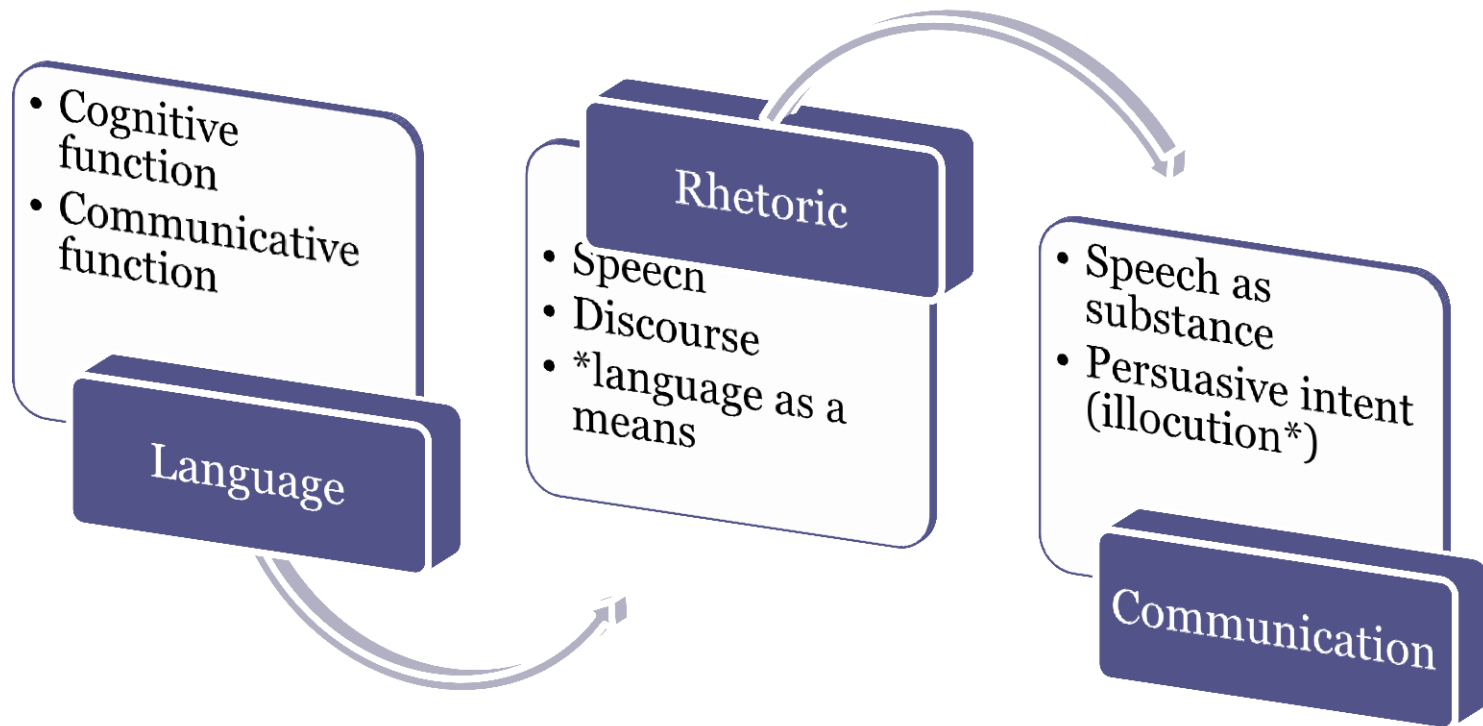


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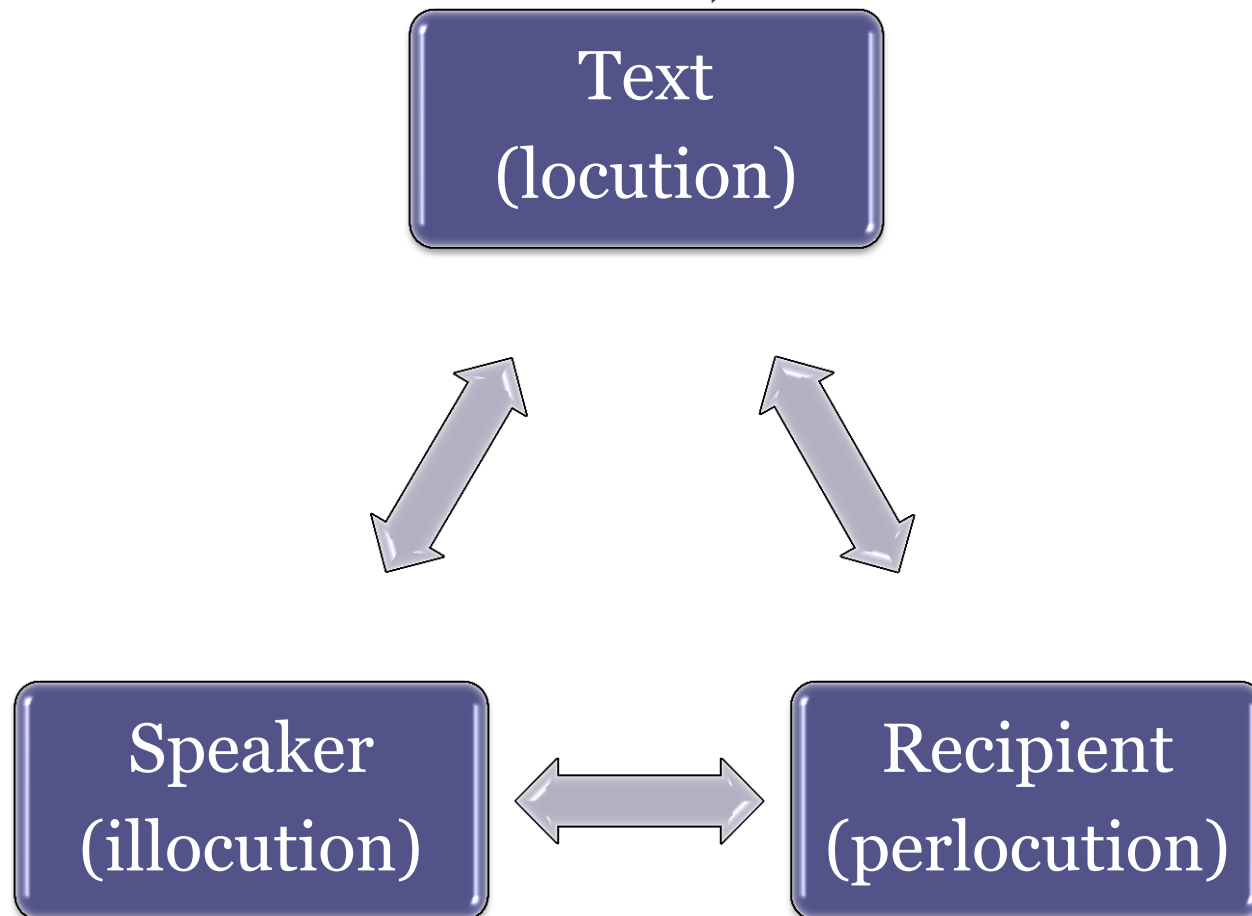
• **ymsl5ja**

Rhetoric: subject matter foci

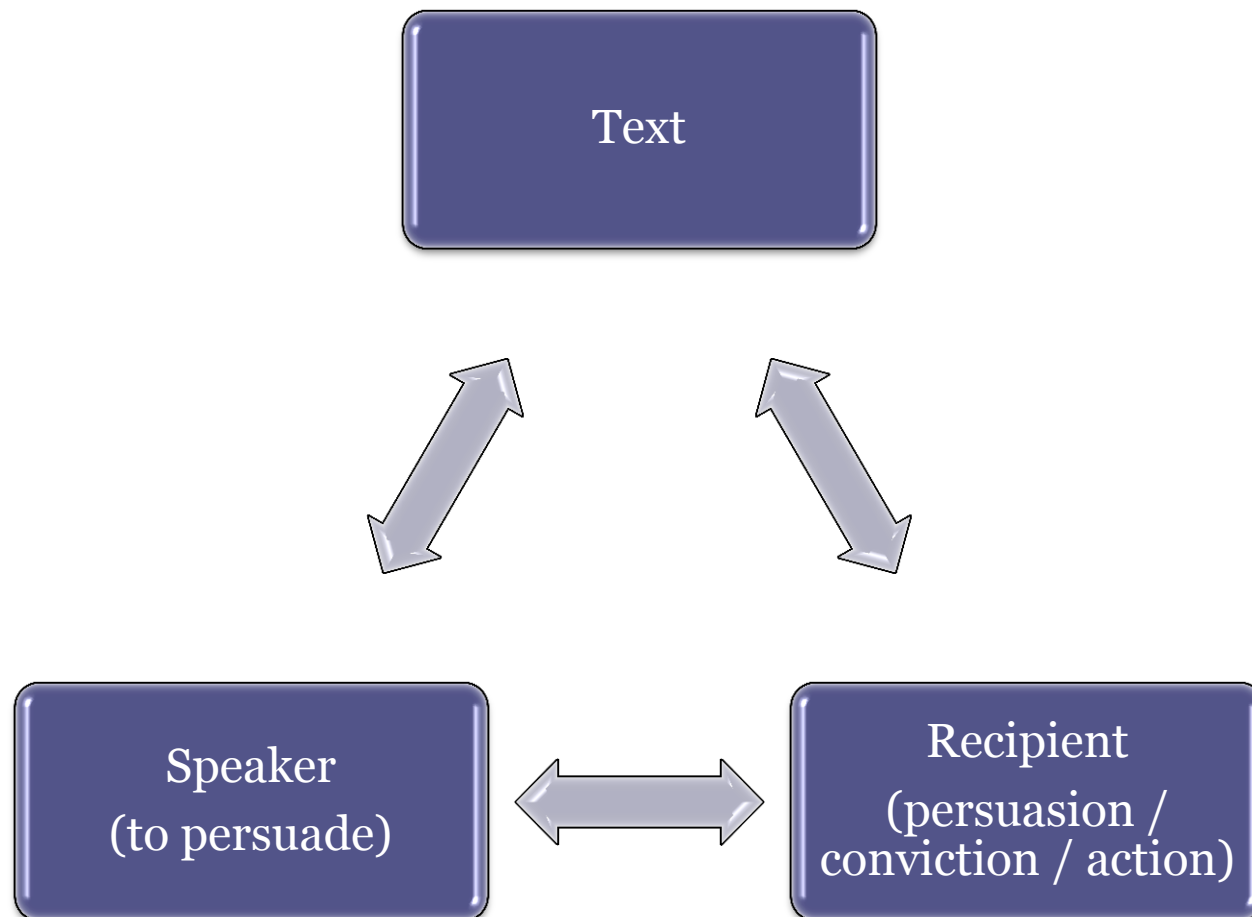




*Generic speech act structure (J. Austin & J. Searle)



Rhetoric act structure



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**

General R.

- The study of generic framework of persuasive communication *relatively* regardless of RS
- * deals with universal communicative constraints

Specific R.

- The study of persuasive communication generic framework regarding RS
- * deals with particular or situational communicative constraints (gender, age, social role / function)

Universal communicative constraints



Issues of general rhetoric

Efficiency of persuasive communication

Relevance of persuasive speech

Influentuality of persuasive speech

Harmonization of persuasive speech

Cognitive constraints of persuasion // efficiency of persuasive communication

Individual
worldview

Idols of the Cave

those which arise within the mind of the individual.

Plato's
"Republic"
Cave Allegory

Idols of the Tribe

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

Conceptual
worldview

F. Bacon

Idols of the Marketplace

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

Linguistic
worldview

Idols of the Theater

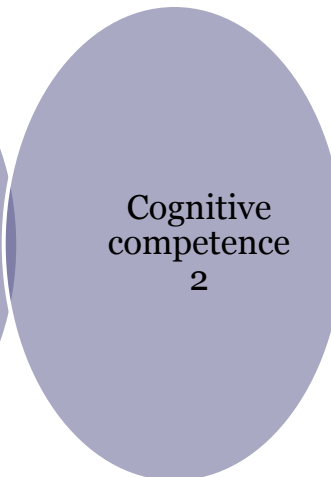
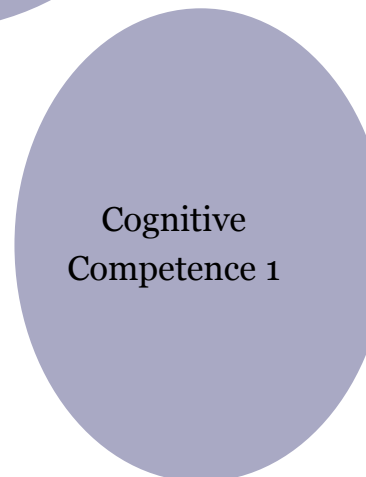
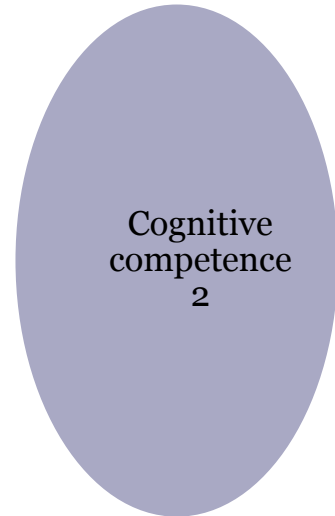
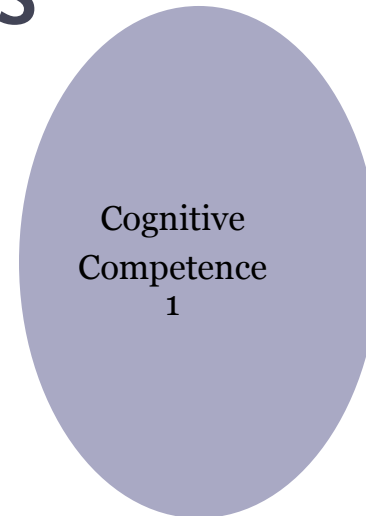
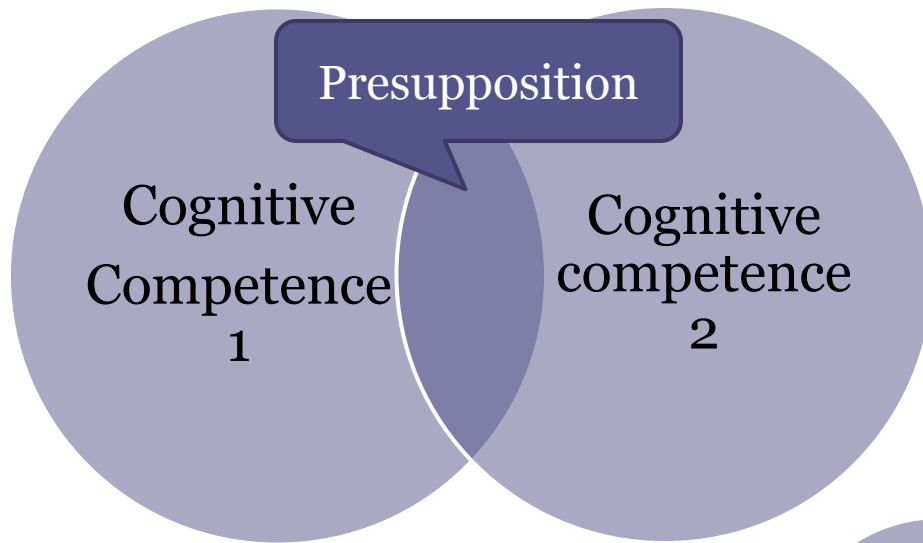
those which are due to false authority and ideology.

Paradigm

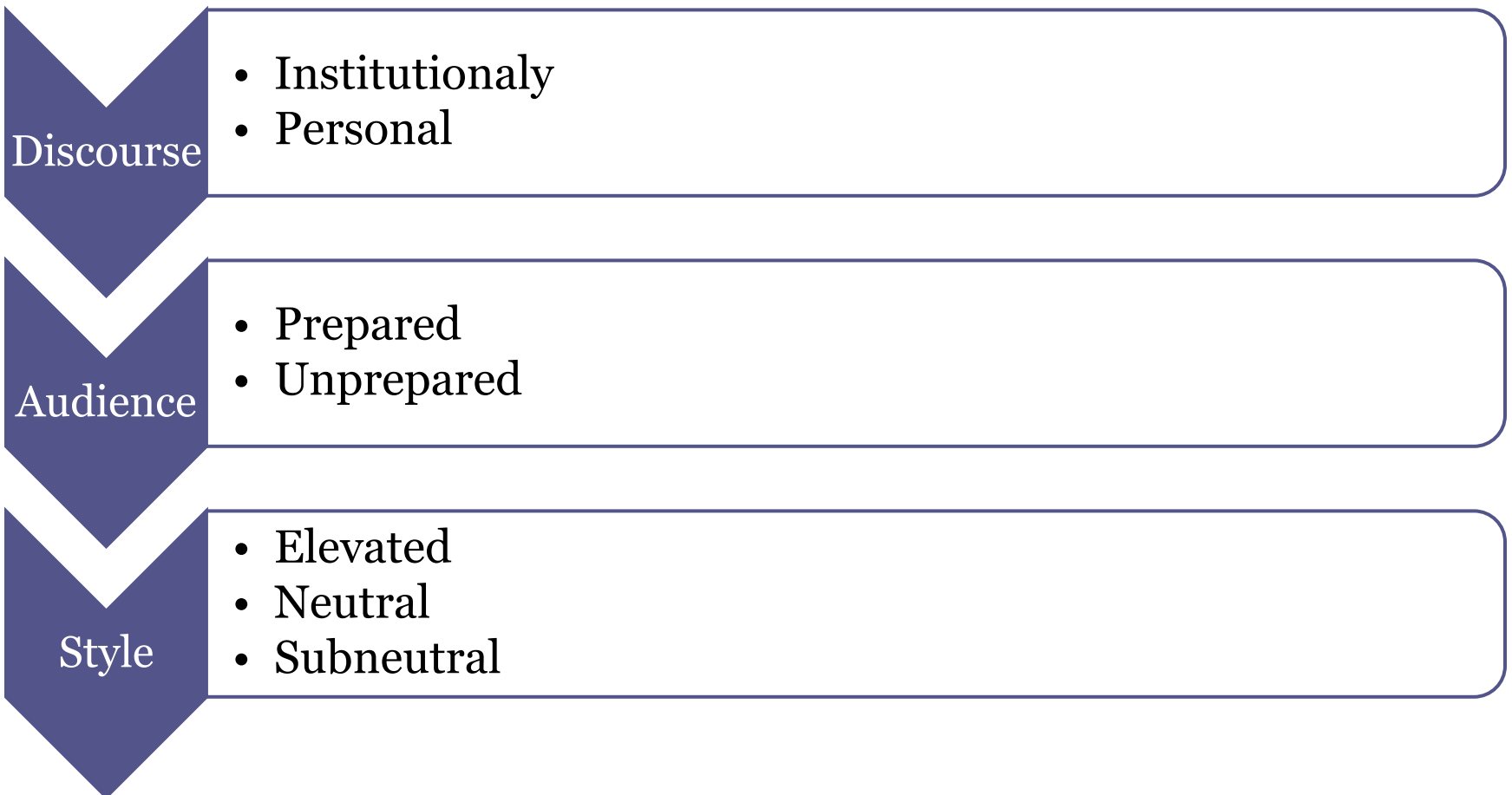
Worldview

- **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



Relevance of persuasive speech



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

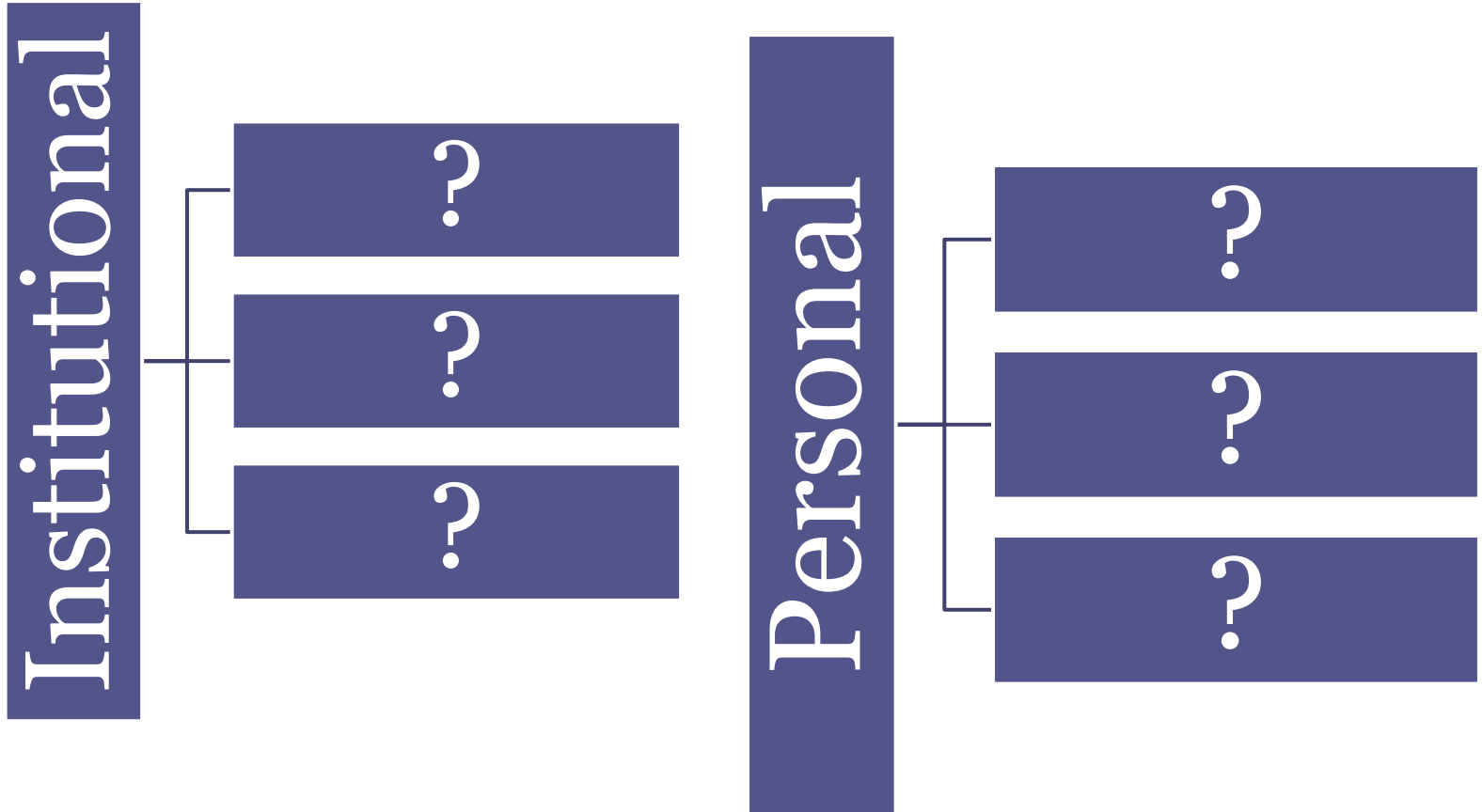


Audience. Supply examples

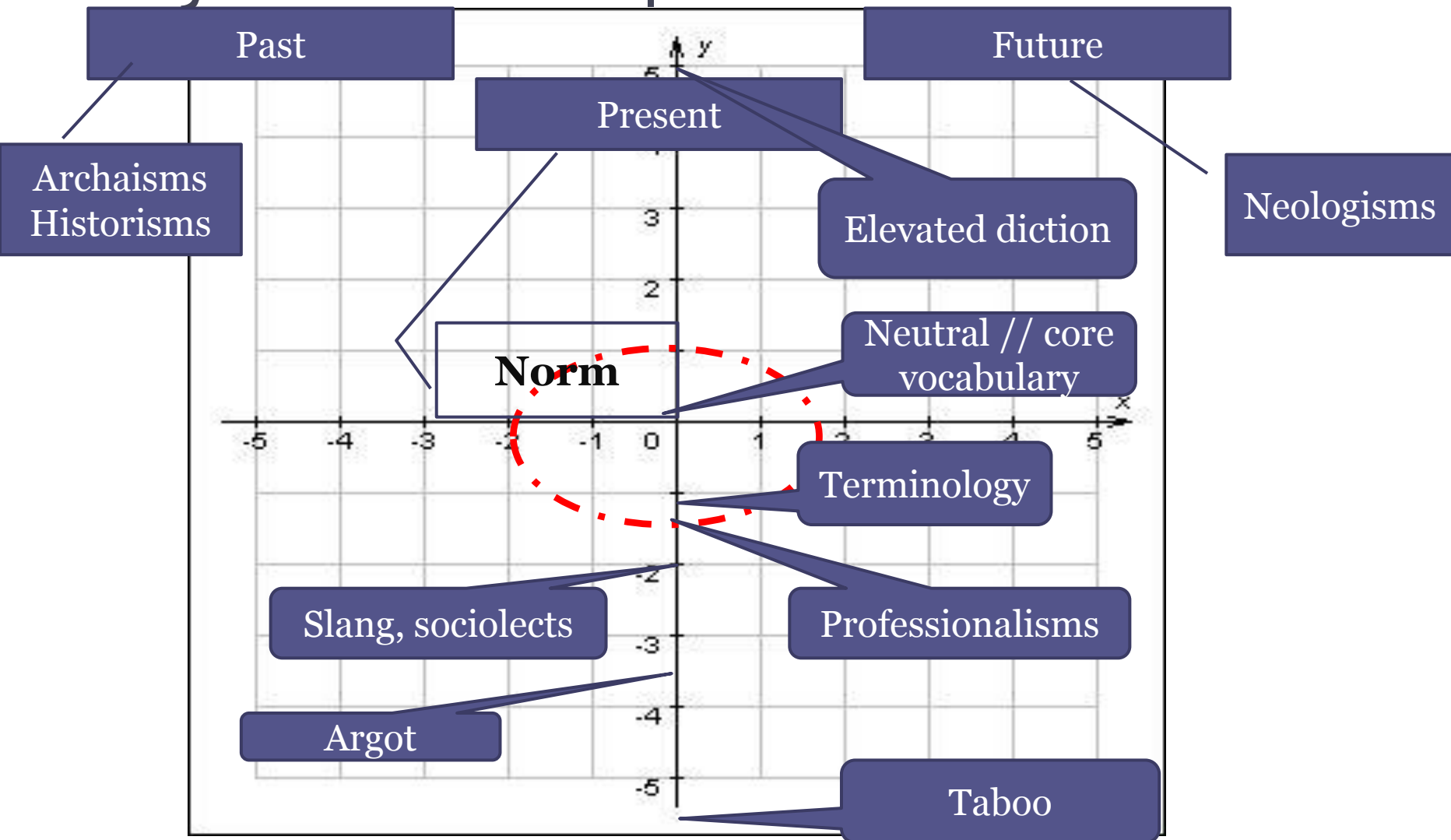


Volume of presupposition

What types of discourse would correspond to what type of audience?

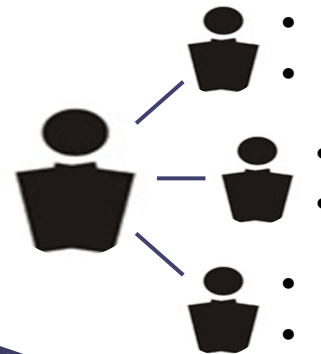
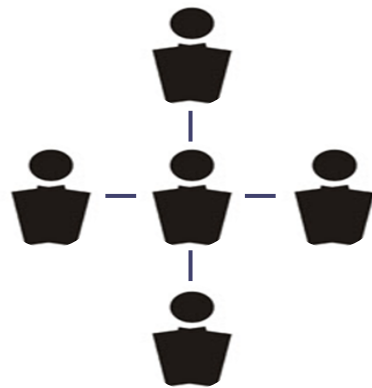


Style. Vertical | Horizontal



Harmony of persuasive speech

- Models:



Symmetrical

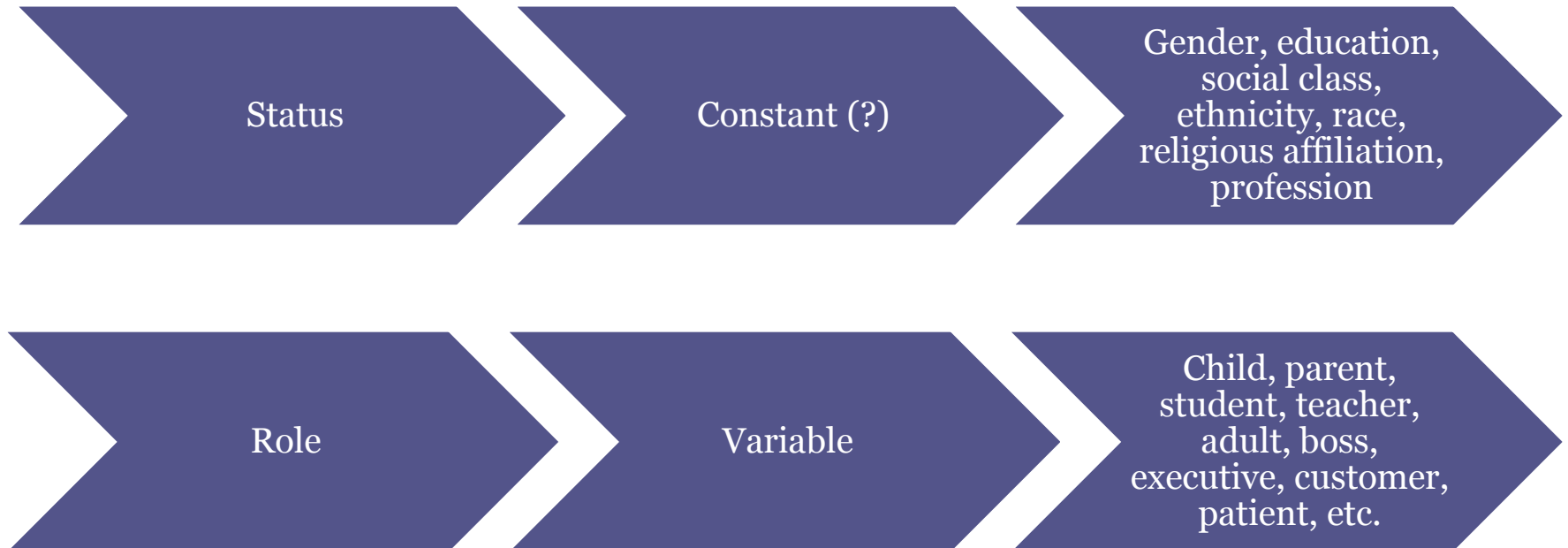
Asymmetrical



Action



Speaker status and role



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 Care

Key strength: Connecting audience members to each other on subject matter.

Influences by: Building empathy between & within audience.
Features: A Peacemaker speaker is a understated, yet a pacifying force. Makes everyone feel included. Audience 'weren't we great' because spotlight turned on the audience. Connects the dots and promotes collaboration.

Weaknesses: Can sometimes connect & empathize too much, at the expense of producing driving change

Typically seen in: facilitated group discussions, giving a leaving speech about a colleague or acting as Master of Ceremonies

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 4: The Wizard



Hero of Transformation

Key Strength: Persuading

Influences by: Changing audience's 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.

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 speech, 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=SOQwa73KXbs> (Winston Churchill)
- <https://www.youtube.com/watch?v=-x6njs-cGUE> (Atticus Finch)
- <https://www.youtube.com/watch?v=oVegIvb1e7s> (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"*

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