

NOTES FOR THE OPENING LECTURES

From the Introduction of The Rhetoric

This course will address both the philosophy and techniques of rhetoric (the principles)

Not only what to say, but how to say it.

The Rhetoric tells us how to frame a speech.

According to Lane Cooper, "a narrative poem or drama is entirely made up of speeches, in the act of composition, then, the epic or drama, the writer or novelist must constantly use the art of rhetoric"

The judge is the person who the speech is directed (the listener) who approves or disapproves.

A speech is to be judged by its effect upon some one.

(The following is from page XX of The Rhetoric)

"The rhetoric is a study of the human soul. It is a searching study of the audience, or to use Aristotle's frequent term, of the judge, the person or persons to whom your speech is directed

A speech is to be judged by its EFFECT upon someone. Since discourse has its end in persuasion, the speaker or writer must know the nature of the soul he/she wishes to persuade.

That is, they must know human nature, with its ways of reasoning, its habits, desires, and emotions, and must know the kind of argument that will persuade each kind of individual

as also the emotional appeal that will gain their assent; every detail, the choice of the individual words and phrases, the arrangement of larger and smaller parts, each single item in the speech is

to be determined by its effect upon the soul. Since every one is alternately listener and speaker, or reader and writer, the Rhetoric thus becomes a popular treatise on the interest of men in groups

and as individuals, a popular logic, and a popular account of the emotions, the memory, the imagination in hope and fear, and the will."