Aristotle's Five Canons of Rhetoric (Remember that in film the director is the rhetor)

I. Invention
   A. Inartistic (scientific truths)
   B. Artistic
      1. Ethos (Character, language, "fairness," credentials, etc.)
      2. Pathos
      3. Logos

II. Disposition (arrangement) of Structure of Classical Argument.

III. Style (includes all the elements of cinematic presentation)

IV. Memory

V. Delivery
   A. Voice
   B. Gesture

The Burkeian Pentad (Based on principle that all life is "dramatistic [sic].")

1. Actor-agent (look at director, not at subjects)
2. Action
3. Scene (where and when)
4. Purpose
5. Agency (How?) (Cinematic techniques.)