

According to Aristotle...

Logos- from Greek, loosely translated, "word", "reason"

Invention

Proofs: Inartistic
Artistic
Ethos - ethics, credibility
Pathos - emotion
Logos - reason
Topoi

Disposition

Introduction/Proem
Narration
Arguments
Epilogue/peroration

Style

Memory

Delivery

"In the classical world, there was neither thought without expression nor expression without thought. Mental processes cannot be separated from language, for to be human was to be at one and the same time a rational animal and a user of language. Thus, logos-- thought and expression-- not only defined the art of rhetoric, but was held to be the very essence of humanity' (Horner 3).