

Seminal The Purpose of Rhetoric
Berber 21-43

1. need agreement on unit of analysis:

- o. message?
- b. argument?
- c. word?

2. pg 23 "We need more historical; critical studies which provide data on communication which operate to prevent change"

3. Ask not how a communication influenced but rather how it maintained equilibrium

1. Kennedy's speech about Chap. 19

4. When we focus ^{exclusively} on major speakers we tend to overlook processes by which public discourse affects; is affected by the society in which it occurs

5. pg 27 If some of our rhetorical theories are to shed light on contemporary communication processes - we should proceed immediately - study the communication that is going on now.

6. Aim of rhetorical scholarship is to explain the function of discourse in our society; the effects of that discourse

307. We must study impact of the corporate communication - 32 people on one event

8. We need to be concerned with the "symbolic speech" - Chicago demonstration

9. mixed media - multi screen production

12. Despite the efforts of individual sources we do not get our message unified, each person gets a different experience, a different set of multiple images; then from these, abstracts some sort of relatively unified story.

10 people see relationships between quite independent stimuli [King assassination - looting stores - glibant soldiers] - thus change to some extent the meaning of both.

11. An audience is not a large homogeneous blob (a mass). We must categorize audiences in terms of context in which a particular message set is received