Would You Die for Scotland?
(And Other Problems in Rhetoric)

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I. Are these Enough, Would You Say, to Convince You to Get Yourself Horribly, Awfully, and Utterly Killed? (Why or Why Not?)

http://www.youtube.com/watch?v=lEOOZDbMrgE

http://www.youtube.com/watch?v=UpdeNcH1H8A

II. What Is Rhetoric?

Rhetoric is "the faculty of discovering in any particular case all of the available means of persuasion.
—Aristotle
“Rhetoric is the art of speaking well.”
—Quintilian
“Rhetoric is the study of misunderstandings and their remedies.”
—I.A. Richards

III. Key Terms: Situation, Audience, Effect, Ethics

What is the situation to which the speaker is called to respond? How does the situation shape the discourse? How does the speaker define the situation?

What are the expectations of the audience? Their values? What kind of language will move them? What are you asking them to be—audience, judge, colleagues?

What effects are you aiming for? To teach, move, or delight? To persuade? To achieve identification?

What are the ethics of the discourse? How might we define “rhetorical ethics”?

IV. The Canons (Parts) of Rhetoric:
Invention, Arrangement, Style, Delivery, Memory

V. The Proofs of Rhetoric: Ethos, Pathos, Logos

Ethos: The Appeal to Character
arête (goodness, virtue); phronesis (wisdom); eunoia (goodwill)
Which of these figures do you trust? Why do you feel that way?

Finding, or not Finding, Ethos:

http://www.youtube.com/watch?v=_QvVaZfFDKw

*Pathos: the Appeal to Emotions, or Values*

Is this an appeal to Pathos? In what ways?

http://www.youtube.com/watch?v=PVo4tAgMpvM
Logos: the appeal to reason
Arguments that define, compare, evaluate, rebut, propose, or tell a story.

- Definition: “Dissent is the highest expression of patriotism.” (Requires that you define a property and show how the subject meets the definitional criteria you have established.)
- Cause and effect: “The Internet has led to a decline in reading abilities.” (Requires that you explain the cause or causes of an event or a trend.)
- Comparison: “The war in Afghanistan is all too similar to the American experience in Vietnam.” (Requires that you show how two things are similar or dissimilar.)
- Evaluative: “Abstract expressionism represents the high tide of American creativity.” (Requires that you establish criteria for evaluation and show how the subject to be evaluated meets the criteria.)
- Rebuttal: “The I-Pad is an impediment to human progress, not a gateway.” (Requires that you show why arguments for a thesis are incorrect, misleading, misconceived, and so forth.

VI. The Ethics of Rhetoric: What are the Rhetorical Virtues?

http://www3.nd.edu/~socconcn/about/VirtuesofDiscoursePledge.shtml

VII. Collaborative Activity

Listen to/read the following speech by Sojourner Truth.

What does it say?
How does it work? (What are its rhetorical constituents? Proofs, style, delivery etc)
Is it effective? Why?
Is it ethical?

AIN'T I A WOMAN?
by Sojourner Truth
http://www.youtube.com/watch?v=4vr_vKsk_h8

Delivered 1851 at the Women's Convention in Akron, Ohio
Well, children, where there is so much racket there must be something out of kilter. I think that 'twixt the negroes of the South and the women at the North, all talking about rights, the white men will be in a fix pretty soon. But what's all this here talking about? That man over there says that women need to be helped into carriages, and lifted over ditches, and to have the best place everywhere. Nobody ever helps me into carriages, or over mud-puddles, or gives me any best place! And ain't I a woman? Look at me! Look at my arm! I have ploughed and planted, and gathered into barns, and no man could head me! And ain't I a woman? I could work as much and eat as
much as a man - when I could get it - and bear the lash as well! And ain't I a woman? I have borne thirteen children, and seen most all sold off to slavery, and when I cried out with my mother's grief, none but Jesus heard me! And ain't I a woman? Then they talk about this thing in the head; what's this they call it? [member of audience whispers, "intellect"] That's it, honey. What's that got to do with women's rights or negroes' rights? If my cup won't hold but a pint, and yours holds a quart, wouldn't you be mean not to let me have my little half measure full? Then that little man in black there, he says women can't have as much rights as men, 'cause Christ wasn't a woman! Where did your Christ come from? Where did your Christ come from? From God and a woman! Man had nothing to do with Him. If the first woman God ever made was strong enough to turn the world upside down all alone, these women together ought to be able to turn it back, and get it right side up again! And now they is asking to do it, the men better let them. Obliged to you for hearing me, and now old Sojourner ain't got nothing more to say.

Sojourner Truth (Isabella Baumfree, an African-American abolitionist and women's rights activist.)

Finis: Life changing Rhetoric Assignment! Working with 2-3 partners, choose an issue current in the news—Afghanistan, health care, the role of religion in government—and track the rhetorical arguments surrounding it over a period of 2-3 weeks. Look at newspapers, TV reports (use transcripts) blogs, the Colbert Report, or anything else you can find. Two conditions: first, the issue must generate public discussion that you can analyze. Second: the issue must be focused enough to analyze it intelligently. For example, if you want to analyze and issue related to Afghanistan, pick something specific, e.g., the debate over drones, or withdrawal dates, or women's rights. The more focused you are, the better your analysis will be.
Take a look at this for more guidance:
http://rhetoric.byu.edu/pedagogy/rhetorical%20analysis%20heuristic.htm

Selected On-Line Readings

What Is Rhetoric?
http://rhetoric.byu.edu/encompassing%20terms/rhetoric.htm

A Few Definitions of Rhetoric

The canons of Rhetoric
http://rhetoric.byu.edu/canons/Canons.htm

5 Canons of Rhetoric
http://www.youtube.com/watch?v=dk488rp1VYs

Ethos, Pathos, Logos
http://www.public.asu.edu/~macalla/logosethospathos.html

How to do a Rhetorical Analysis
http://www.drw.utexas.edu/roberts-miller/handouts/rhetorical-analysis

Audience
http://rhetoric.byu.edu/encompassing%20terms/audience.htm

Great Speeches in Rhetoric
http://www.americanrhetoric.com/

The Whole Megilla! (Aristotle’s Rhetoric, for when you positively, absolutely have to get it straight from The Big Dog Himself!)
http://rhetoric.eserver.org/aristotle/