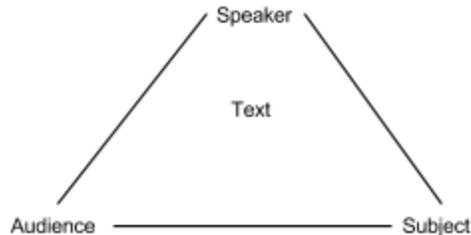


Chapter 1

The Rhetorical Situation

- occasion- time and place
- content- circumstances, atmosphere, attitudes, and events
- purpose- goal the speaker wants to achieve
- Rhetorical triangle:



- speaker: person or group who creates text
 - persona: “mask”; face or character a speaker shows to his or her audience
 - audience: listener, viewer, reader of text or performance
 - can be more than 1 audience
 - Subject: the topic---not purpose
-
- SOAPS- Subject, Occasion, Audience, Purpose, Speaker

Appeals to Ethos, Logos, and Pathos

- Ethos: Character
 - appealed to to demonstrate credibility and trustworthiness
 - Automatic Ethos- title or status automatically brings ethos
 - Building Ethos- explain credentials/background; emphasize shared values
- Logos: reason via clear, rational idea
 - thinking logically--using specific details, examples, facts
 - acknowledge counterargument-- anticipate objections or opposing views
 - concession and refutation
 - concede an opposing argument may be true/reasonable
 - refute validity of all or part of the argument
- Pathos: appeal to 1. emotions, values, desires, hopes 2. fears, prejudices
 - propagandistic in purpose
 - more polemical (hostile) than persuasive
 - Image and humor and pathos

Chapter 2

Analyze Style

- style contributes to meaning, purpose and effect of a text
- diction- choice of words
- syntax- word arrangement

Talking With the Text: Figures of Speech

- metaphor: compares two things without “like” or “as”
- simile: compares two things with “like” or “as”
- personification: attribution of lifelike quality to inanimate object or idea
- hyperbole: exaggeration
- imagery: visually descriptive or figurative language
- oxymoron: paradoxical juxtaposition of words that seem to contradict each other
- zeugma: 1 verb for 2 direct objects; carries 2 meanings with each direct object
- alliteration: repetition of same sound in a sequence
- allusion: brief reference to something
- anaphora: repetition of word/phrase at the beginning of successive phrases, clauses, or lines
- antimetabole: repetition of words in reverse order
- antithesis: opposition or contrast of ideas or words in parallel construction
- archaic diction: old fashioned choice of words
- asyndeton: omission of conjunctions between coordinate phrases, clauses, or words
- cumulative sentence: completes main idea at beginning, then builds and adds on
- hortative sentence: sentence that exhorts, urges, entreats, implores, or calls to action
- imperative sentence: sentence used to command or enjoin
- inversion: inverted order of words in a sentence
- juxtaposition: placement of 2 things closely together to emphasize similarities or differences
- parallelism: similarity of structure in a pair or series of related words, phrases, or clauses
- periodic sentence: main clause withheld until the end
- rhetorical question: figure of speech in form of question; not posed to obtain an answer
- synecdoche: figure of speech uses a part to represent a whole

Chapter 3

- argument: persuasive discourse; a coherent and considered movement from claim to conclusion
- Rogerian arguments: having full understanding of opposition’s position is vital

Staking a Claim

- claim: assertion or proposition; states arguments
- Claim of Fact:
 - asserts something is true or not
 - pivot on what is factual
- Claim of Value:
 - argues something is good or bad, right or wrong, desirable or undesirable
 - can be personal judgments or objective evaluations
 - to argue claim of value, you must set criteria
- Claim of Policy:
 - propose a change

- generally begins with definition of problem (claim of fact), explains why it is a problem (claim of value), then explains necessary change (claim of policy)
- **can also be recommendation for change in viewpoint
- Closed thesis: includes points
- Open thesis: doesn't include point
- Counterargument thesis: includes and acknowledges counterargument

Presenting Evidence

- relevant, accurate, and sufficient evidence
- logical fallacies: potential vulnerabilities or weaknesses in an argument
- Fallacies of Relevance: use of irrelevant evidence
 - red herring: speaker skips to new and irrelevant topic
 - ad hominem: switching from issue at hand to character of speaker
 - faulty analogy: comparing two incomparable things
- Fallacies of Accuracy: use of inaccurate evidence
 - straw man: speaker deliberately chooses oversimplified example to ridicule opponent's viewpoint
 - false dilemma: presents two extreme options as the only possible choices
- Fallacies of Insufficiency: using insufficient evidence
 - hasty generalization: not enough evidence to support a conclusion
 - circular reasoning: repeating the claim as a way to provide evidence
- Other Fallacies:
 - Post hoc ergo propter hoc: correlation does not imply causation
 - appeal to false authority: cite someone with no expertise
- Firsthand evidence = something you know; personal experience, anecdote
- Secondhand evidence = accessed through research; historical info, expert opinion, quantitative evidence

Shaping an Argument

- Classical Oration
 - introduction: introduces reader to subject
 - narration: provides factual info and background material on subject
 - confirmation: development/proof needed to make the case; most specific and concrete detail
 - refutation: addresses counterargument
 - conclusion: brings essay to close
- Induction: particulars → universals; points → general ideas
- Deduction: universal truth → specific case

Toulmin Model

