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

  Text

  Audience

  Subject

- 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**
Evidence ← assumption ← qualifier ← reservation → Claim

backing