

truth first evil  
means escape value  
aspect dialectic bodily either may able order  
1355a  
defend powerful Aristotle proper  
advocate think question knowledge  
art opposites case prevent instruction speech  
Thirdly practice side disgrace injustice disgraced  
Rhetoric triumph justice sides Secondly  
person valuable rhetoric  
argue Lastly fraud way  
must view reason nature putting  
odd

# rhetoric

But the art of rhetoric has its value. It is valuable, first, because truth and justice are by nature more powerful than their opposites.... [So a proper knowledge of rhetoric would prevent the triumph of fraud and injustice.] Secondly, [rhetoric is valuable as a means of instruction.]...Thirdly, in rhetoric, as in dialectic, we should be able to argue on either side of a question; not with a view to putting both sides into practice—we must not advocate evil—but in order that no aspect of the case may escape us...Lastly, if it is a disgrace to a person when he cannot defend himself in a bodily way, it would be odd not to think him disgraced when he cannot defend himself with reason [in a speech]. (Aristotle, *On Rhetoric*, 1355a)

# rhetoric

Speaking of truth and justice, the contents of this presentation come from David A. Joliffe and Bernard Phelan, brilliant teachers of AP English Language. I present their ideas to you today and am grateful they have devised such a thorough explanation of the landscape of language.

# rhetoric

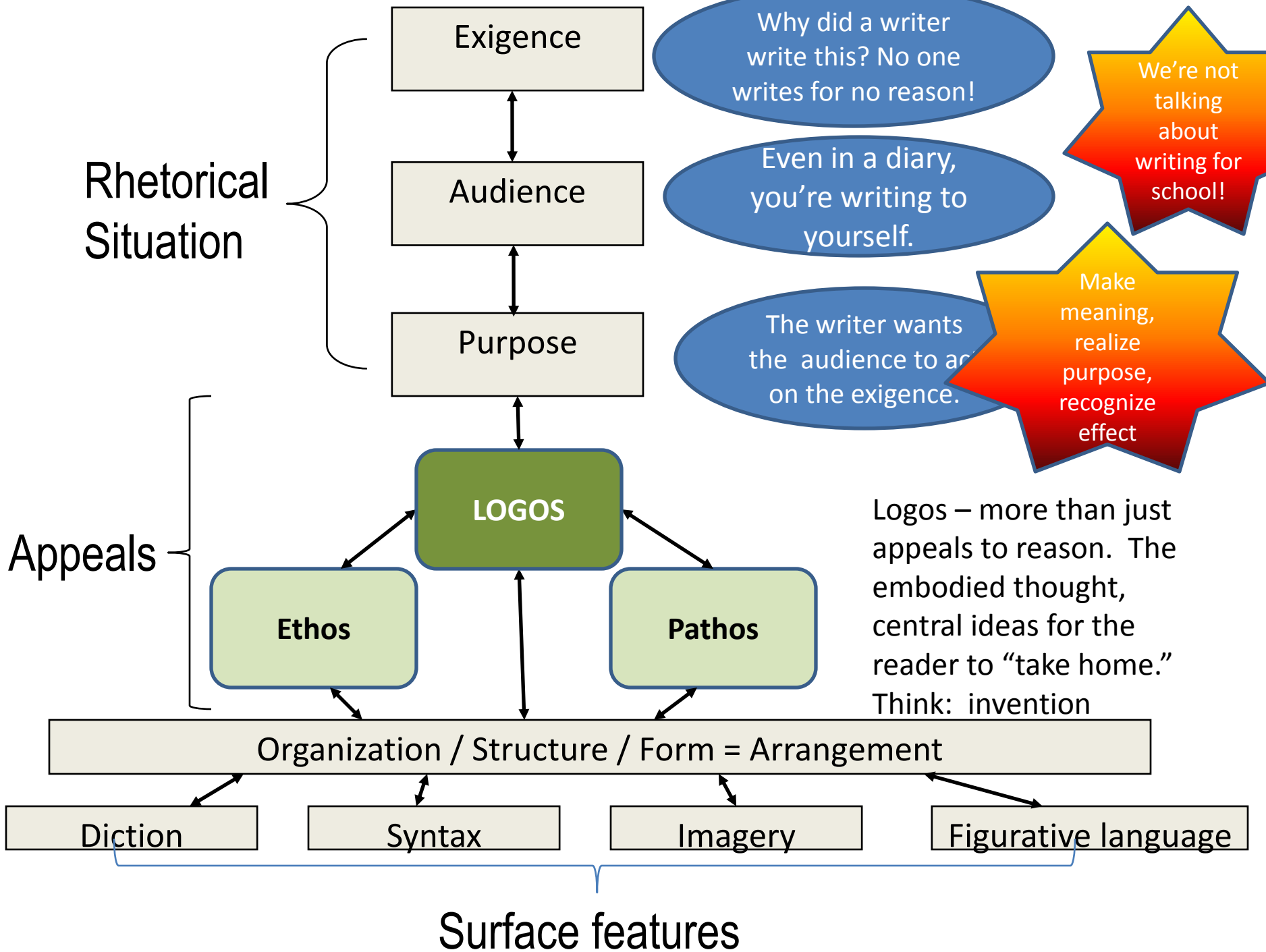
- the faculty (Aristotle calls it a dynamis—an improvable art)
- of finding (not necessarily using, but finding, inventing, searching)
- **all** the available means (everything a writer or a speaker might do with language)
- of persuasion (writers and speakers aim to shape people's thoughts and actions)
- in a particular case (rhetoric capitalizes on specific situations, *rhetorical situations*.)

# rhetoric

Imagine that you find yourself in an unfamiliar city.

How would you describe that foreign city to a person not with you?

Consider language as a foreign landscape.



# keys to rhetoric

- Understanding persona
- Understanding appeals to the audience
  - Understanding context
  - Understanding intention
  - Understanding genre
- Rhetoric and citizenship