

# Rhetoric

*Henrik Juel*

To all the bright and intelligent students  
gathered here today in this workshop  
- *my favorite students*

(the rest of you are welcome to look as well)

# How we use the word “rhetoric”

- “The politician had nothing to offer but rhetoric” (pejorative sense, misleading language)
- “In the court room lawyers practice their rhetoric” (a special use of language)
- “She is studying rhetoric in Copenhagen” (an academic subject)

# Some definitions of rhetoric:

- *Aristotle: [Rhetoric is ]* "the faculty of observing in any given case the available means of persuasion."
- *Quintillian:* Rhetoric is the art of speaking well.
- *John Locke:* [Rhetoric,] that powerful instrument of error and deceit.
- *I. A. Richards:* Rhetoric is the study of misunderstandings and their remedies.
- *Andrea Lunsford:* Rhetoric is the art, practice, and study of human communication.

My suggestion:

Rhetoric is the art and study of speaking well, clearly and beautifully – and thus it is also the art and study of feeling and thinking well, clearly and beautifully.

# What makes a good speech a good speech?

*"Communication is not about what is said, but about what is heard"* (Jody Shaw)

"What is heard depends on who says it, in what way, when and where, and to whom " (Henrik Juel)

# 3 types of speeches (classic)

- The judicial: *Who committed the crime? **The past*** (focus on causes and responsibility)
- The epideictic (“showing” or celebrating): *Dear aunt Oda, we are gathered here today... **The present*** (focus on common values)
- The deliberative: *What are we going to do? **The future*** (focus on plans and possible actions)

# 3 kinds of persuasive appeal:

- Ethos (delectare) ~ to **please** and win over  
[by the personality and status of the speaker]
- Logos (docere) ~ to **instruct** and to prove  
[by information, examples, common sense, reason]
- Pathos ~ (movere) to catch and to **move**  
[by involving and engaging the audience to see and feel “directly”]

# The 3 types of appeal – again

( Henrik's interpretation of Aristotle )

## The topic

Logos (subject matter,  
the nature of the case  
and the facts)

## The speaker

Ethos  
(character,  
trustworthiness)

Fronesis (knowledge)

Areté (virtue)

Eunoia (good will)

## The audience

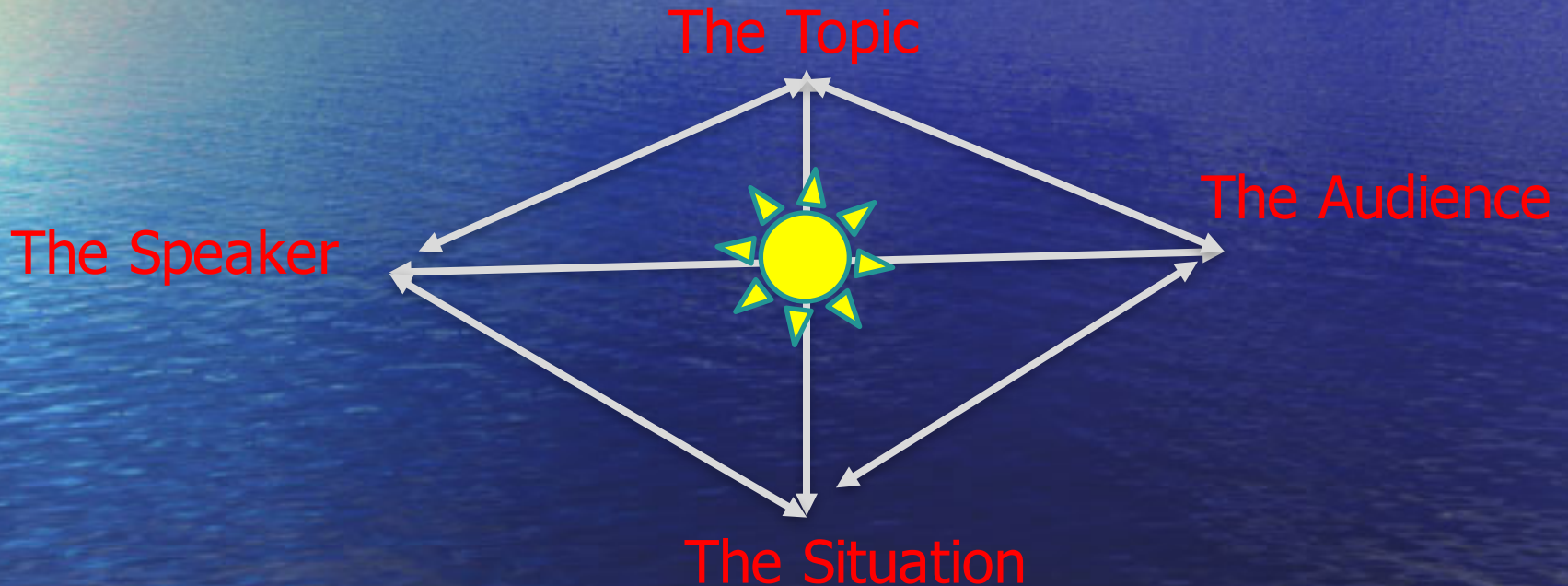
Pathos  
(involvement,  
emotion, feeling)



Cicero "...quid aptum sit..."

- what is the most suitable or accommodating way of speaking?

Consider these correlations when planning/analyzing a speech:



# 5 phases in the process of making a speech (traditional order)

- Inventio - idea
- Dispositio - structure
- Elocutio - style
- Memoria - memorizing
- Actio - delivering

# Standard division of a speech

- **Intro:** *Nice to see you...*  
*I shall first talk about ... and then.... and at the end....*
- **Body:**
  - Story: *The situation is...*
  - Argument:
    - Positive: I argue that because .... and because and so it follows that...*
    - Counter argument: My opponets wrongly claim...*
- **Conclusion:**
  - *So my point is.....*  
*(thank you)*

# The different parts of a standard speech (dispositio):

- Exordium **intro** (perhaps with captatio benevolentiae)
  - Partitio
- Corpus **body**
  - narratio (diegesis)
  - argumentatio
    - Probatio, confirmatio (pistis)
      - 1)
      - 2)
      - 3)
    - Refutatio
- Peroratio (epilogos) **outro**

# Other ways of keeping an overview of your speech (without writing - which often distracts)

- Beginning – middle - end
- The fish
- Your five fingers
- Draw the main points in your speech
- Rooms, places or a route you know by heart

# A bit about style and tropes

- 3 step rocket: *Yesterday..., today..., but tomorrow...*
- Rhythm, alliteration, lyrical language:
  - *In Spain the rain falls mainly on the plains*
- Choice of words, emphasis:
  - *She is boring/She is not cracking silly jokes*
- Comparison:
  - *Your lips are like a rose*
- Metaphor:
  - *Her new job makes her grow and blossom*
- Methonym
  - *I would like you to be the mother of my children*
- Allegori
  - *I am the gardener taking good care of the precious rose in my garden, I shield it from the wind and I fertilize its soil. I may also have to crop it a bit and take care that it does not grow wild. Certainly I do not want it to grow or show its flowers in any neighbor's garden*

# See more

Overview of rhetorical terms and concepts:

The site: Silva Rhetoricae

<http://rhetoric.byu.edu/default.htm>

My homepage: <http://www.henrikjuel.dk/>

Book in Danish: *Mundtlighedens Magi*

– *retorikkens didaktik, filosofi og læringskultur*

Sine Carlsen & Henrik Juel,

Handelshøjskolens Forlag, 2009

# Plan a short speech: "What we need today"

- **Intro:** *Hello – Happy to be here - My name is ...  
What we need today is.....*
- **Body:**
  - Story: *The situation is... and this makes me feel ...*
  - Argument:
    - Positive: *So I argue that what we need today is ...  
because .... and because...*
    - Example: *Look at how... /Imagine that ...  
and that is why today we need...*
  - Counter argument: *Others might say...., but that is  
wrong, because...*
- **Conclusion:**
  - So my point is: what we need today is.....  
Thank you!*