



WRIT1000
NOTES

Topic List:

1. Introduction
 2. The Rhetorical Context: Invention, Research, and Writing Across Academic Disciplines
 3. Rhetorical Grammar and Critical Thinking
 4. Academic Research: Writing with Secondary Sources: Summary, Quotation, and Paraphrasing
 5. Plagiarism and Academic Honesty
 6. Writing and Revising Academic Paragraphs
 7. Drafting and Invention Strategies
 8. Writing with Style, Clarity, and Grace
 9. GLOSSARY
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I. Introduction

Rhetoric:

'The art of effective or persuasive speaking or writing, especially the exploitation of figures of speech and other compositional techniques

Motivations:

1. How to be a better producer of arguments
2. How to be a better consumer of arguments (selective)

What is rhetoric and How does it relate to writing?

'Old' vs. 'New' Rhetoric:

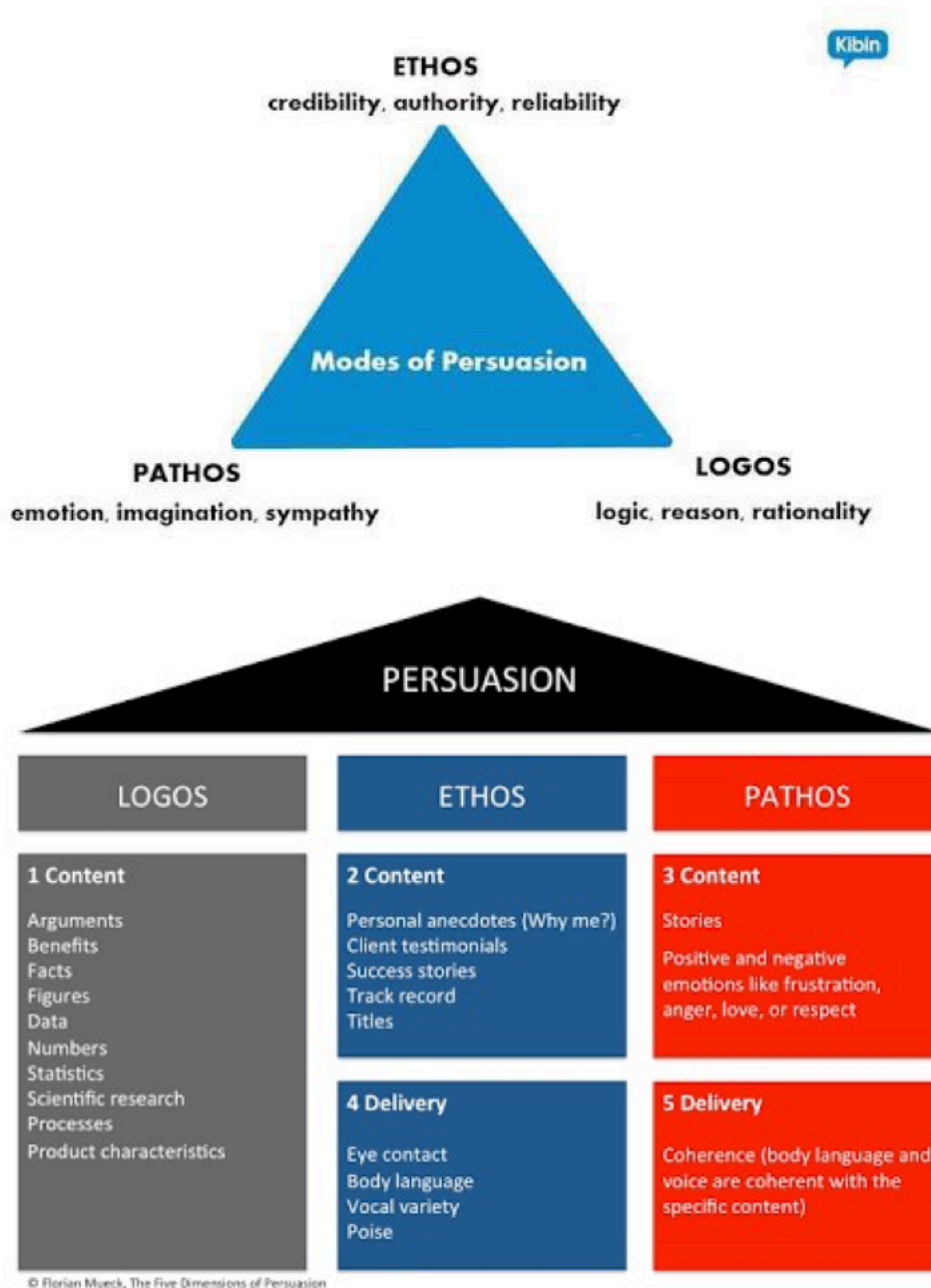
- Old or classical Rhetoric is concerned with persuasion
- New Rhetoric is more concerned with communication
 - Kenneth Burke
 - Multicultural
 - Polymath
- Why do you think this is so?
- Why the need for a 'new' Rhetoric?

5 Canons of Classical Rhetoric (Aristotle):

1. Invention/Discovery (creating topics, arguments etc.)
2. Arrangement or Organisation (of speeches, writing, presentations)
3. Style (good writers leave their personal stamp on their writing)
4. Memory (memorising speeches as in classical oratorical rhetoric)
5. Delivery (written, spoken, computer-mediated etc)

Aristotle:

- Rejected 'absolute truth' (truth lay in the realm of the contingent)
- Believed that the determining motive of human life and political existence is man's desire for happiness
- Effective arguments require a precise and seamless blend of:
 - LOGOS** - Logic
 - PATHOS** - Emotion
 - ETHOS** - Character/Authority



Some Modern Definitions:

- "The most characteristic concern of Rhetoric is the manipulation of men's beliefs for political ends ... the basic function of rhetoric is the use of words by human agents to form attitudes or to induce actions in other political agents" -Kenneth Burke

- "Rhetoric is the study of misunderstandings and their remedies" -I.A Richards
- "Rhetoric is the art, practice, and study of human communication" - Andrea Lunsford
- "Rhetoric in the most general sense may perhaps be identified with the energy inherent in communication: the emotional energy that impels the speaker to speak, the physical energy expended in the utterance, the energy level coded in the message, and the energy experienced by the recipient in decoding the message" -George Kennedy
- "Rhetoric is a form of reasoning about probabilities, based on assumptions people share as members of a community" -Erika Lindemann
- "The creation of the world - said Plato - is the victory of persuasion over force. The worth of men consists in their liability to persuasion" -Alfred North Whitehead

Rhetoric in the Real World:

- Digital Rhetoric: writers and linguists are embracing social media and hypertext
- Visual Rhetoric: Multimedia, SMS, etc.
- Ciceronian 'civic Rhetoric' and social implications of language and writing have become major areas
- The study of electronic writing environments (as 'scenes' of writing) continues to grow. As a result, the rhetorical canons of 'memory' and 'delivery' have returned to prominence as complements to strategies of invention.
- The Global Turn in Rhetorical Studies has underscored multilingualism, multiculturalism, multidisciplinary, and multimodalism

READINGS:

1. 'Expectations for College Writing' - The Everyday Writer (pp. 13-31)

- Authors: Andrea A. Lunsford

MAIN ARGUMENT:

1. Difference between social and academic writing
 - o Social Writing:
 - i. Seek information
 - ii. Share information
 - o Academic writing:
 - i. Abide by language conventions
 - ii. Organization that links ideas explicitly
 - iii. Careful documentation of all sources
 - iv. Easy-to-read type size and typeface, conventional margins, and double spacing
 - v. Explicitly stated claims supported by the evidence
 - vi. Consistent use of an appropriate level of formality
 - vii. Conventional use of idioms
 - viii. Use of conventional academic formats, such as literature reviews, research essays, lab reports, and research proposals
 - ix. Directness & clarity
 1. State main point early and clearly

2. Avoid hedging statements (e.g. Rather than, 'I think the facts reveal,' write 'the facts reveal.'
 3. Use appropriate evidence (e.g. examples and concrete details to support each point)
 4. Make transitions from point to point obvious and clear (The first sentence of a new paragraph should reach back to the paragraph before and then look forward to what is to come)
 5. Use effective and varied sentences that link together smoothly
 6. Follow logical organizational patterns
 7. Design and format the project appropriately for the audience and purpose you have in mind
 8. Use brief summary statements for long projects, but avoid unnecessary repetition
- x. Authoritative writing (Don't just information-dump, as this shows a limited ability to think critically and engage with authors)

2. 'An Overview of Rhetoric '

- Authors: James A Herrick

i. 5 Distinguishing Characteristics of Rhetorical

Discourse:

1. **Planned** - Researching the arguments and evidence
2. **Adapted to an audience** - Understand the audience who you want to persuade/address
3. **Shaped by human motives** - Understanding the human heart and what is appealing to be persuaded by
4. **Responsive** - Rhetoric responds to another situation or argument
5. **Persuasion-seeking** - Rhetoric seeks to persuade the listeners to accept or reject an idea
 - i. **Argument** - Persuade by means of argument
 - ii. **Appeals** - Elicit emotion or engage audience's loyalties or commitments
 - iii. **Arrangement** - Planned ordering of a message to achieve the greatest effect, whether of persuasion, clarity, or beauty.
 1. E.g. Holocaust Memorial Museum in Washington D.C.
 2. Sermons for church
 3. Political Speeches
 - iv. **Aesthetics** - Elements adding form, beauty, and force to symbolic expression (Use of textual ornamentation, such as metaphors, hyperboles, etc.)
6. **Concerned with contingent issues** - Rhetoric deals with practical questions about matters that confront everyone and about which there are no definite and unavoidable answers.

ii. Social Functions of the Art of Rhetoric:

1. **Rhetoric Tests Ideas** - Allows ideas to be evaluated
 2. **Rhetoric Assists Advocacy** - Advocacy of ideas that are important (Private -> Public sphere)
 3. **Rhetoric Distributes Power** - Freedom of speech allows power to be distributed (Everyone has a voice, people are permitted to make arguments and share ideas, and culture is able to flourish)
 4. **Rhetoric Discovers Facts** - Helps us to discover facts and truths that are crucial to decision making:
 - i. Gathering of **evidence**
 - ii. Critically **evaluation** of evidence
 5. **Rhetoric Shapes Knowledge** - Determinations about what is true, right, or probable ("rhetoric is epistemic [which means knowledge-building]" - Robert Scott)
 6. **Rhetoric Builds Community** - Gathers people together according to what they value and fight for
- EXAMPLES:
- i. Founding fathers of America
 - ii. Civil Rights movement (1950s & 60s)