Rhetoric

Henrik Juel

To all the bright and intelligent students gathered here today in this workshop
- *my favorite students*
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 with clarity and beauty – and thus it is also the art and study of feeling and thinking well with clarity and beauty.
What makes a good speech a good speech?

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

"What is being heard depends on who says it, in what way, when and where, and to whom" (Henrik Juel)
• “Where there is power, there is rhetoric”
  (Jonas Gabrielsen & Sine Carlsen, in a taxi cab in Rome, October 2016)

• “Power wants to be impressive, to be persuasively manifest in all corners of its current culture and media – also visually – Colosseum was the Twitter of Nero”
  (Henrik Juel, also in Rome, 2017)
3 types of speeches (classic)

- The judicial (forensic): *Who committed the crime?* The past (focus on causes and responsibility)

- The epideictic (ceremonial, party): *Dear aunt Oda, we are gathered here today...* The present (focus on common values, praise)

- The deliberative (political, considering): *What are we going to do?* The future (focus on plans and possible actions)
3 kinds of persuasive appeal:

- Ethos (the speaker): to please (delectare) and win over [by the personality and status of the speaker]

- Logos (the subject matter): to instruct (docere) and to prove [by information, examples, common sense, reason]

- Pathos (emotions): to catch and to move (movere) and motivate [by involving and engaging the audience to see and feel themselves and wanting to act]
The 3 types of appeal – again
( Henrik’s interpretation of Aristotle )

The speaker
Ethos (character, trustworthiness)

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

The audience
Pathos (involvement, emotion, feeling)

Areté (virtue)
Eunoia (good will)
Fronesís (knowledge)
Cicero “...quid aptum sit...”
- what is the most suitable or accommodating way of speaking?

Consider these correlations when planning/analysing a speech:

- The Topic
- The Speaker
- The Audience
- The Situation

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

- **Inventio** – idea, inventing
- **Dispositio** – order, structuring
- **Elocutio** – styling, beautifying
- **Memoria** - memorizing
- **Actio** – delivering, performing
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 opponents 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 fails 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*
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…*
  Examle: *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!*