




Envision in Depth - Ch. 3

COMPOSING ARGUMENTS



Canons of Rhetoric

- Invention – coming up with ideas
 - Arrangement – organizing ideas in different ways
 - Style – expressing ideas in appropriate manner
 - Memory – accessing learned materials
 - Delivery – presenting crafted ideas to audience
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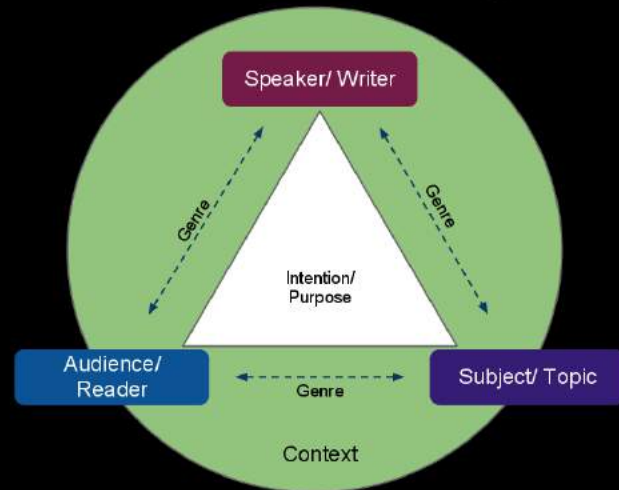


Inventing Arguments

- Definition: what does the text mean?
- Division: what parts are comprised within the text?
- Comparison: how does the text compare to other texts?
- Classification: what is the purpose of the text?
- Testimony: what do others say about the text?


- Multiple rhetorical strategies can be used, such as:
 - Invoking pathos (emotion)
 - Using ethos (good character)
 - Employing logos (reason)

Rhetorical Triangle





Arrangement in Argument

- Chronological structure
 - Cause-effect
 - Problem-solution
 - Block structure
 - Thematic structure
 - Deferred thesis
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Style/Voice in Argument

- Refers to appropriate expression for ideas
 - Language, tone, syntax, rhetorical appeals, metaphors, imagery, quotations, emphasis
 - Unique persona of writer
 - Rhetorical stance through word choice, syntax, pacing, tone


Dear life,
When I asked if my day could
get worse, it was a
rhetorical question not a
challenge.



your  cards
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Constructing Persona

- Persona = deliberately crafted version of yourself as a writer
 - Use of:
 - Tone → informal/formal, funny/serious
 - Word choice → academic/colloquial
 - Sentence structure → complex/simple and direct
 - Use of rhetorical appeals → pathos, logos, ethos
 - Strategies of persuasion → narration, example, cause & effect, analogy, process, classification, definition
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Ineffective Rhetorical Stances

- Pedant/preacherly stance
- Advertiser's stance
- Entertainer's stance



Title

- First step in making an argument
 - Sets up stance on topic
 - Can link with main point



Introduction

- Demonstrates persona & stance that characterize essay
 - Establishes voice, persona, tone, and topic
- Includes first articulation of argument
- Captures attention and interest of reader
 - Hook!




Hook

- Definition of terms
- Significant quotation, statistic, or fact
- Presentation of overview of issue
- Anecdotal info or narration
- Incorporation of vivid example
- Relevant analogy or metaphor





Conclusion

- Reinforces argument and makes lasting impression on reader
 - Should have rhetorical power:
 - Uses key quote, example, reference
 - Returns to opening example or analogy with slightly different perspective
 - Uses chronological structure to move from past to present, maybe ending with future prediction
 - Suggests broader implications of topic
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Activity

Canons of rhetoric:

-invention

-arrangement

 -Toulmin model

 -Rogerian model

-style

-memory

-delivery

