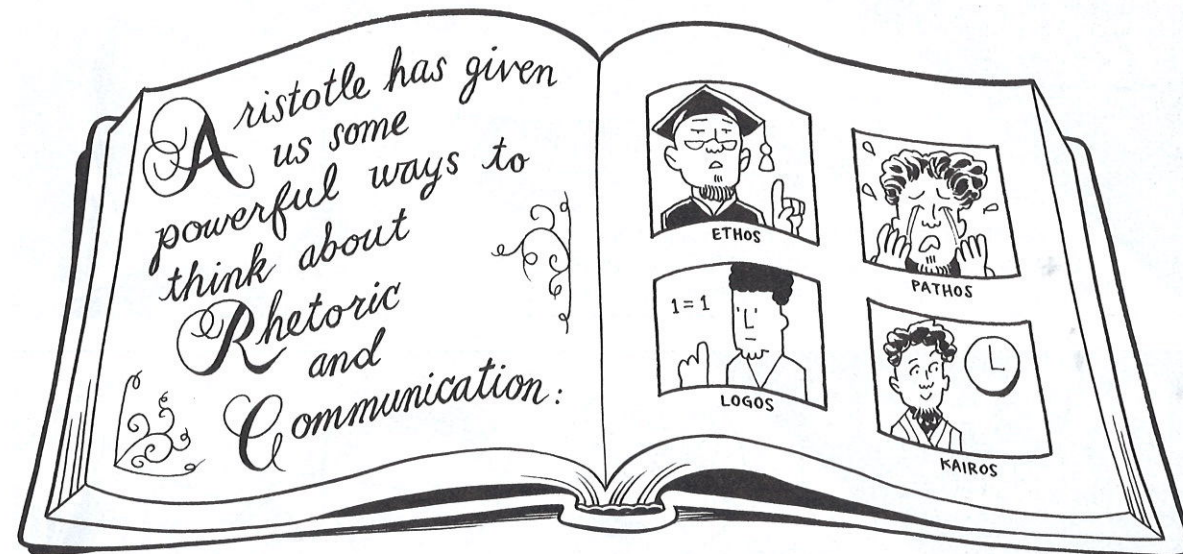


SETTING RHETORICAL CONCEPTS LOOSE ON THE WORLD

IN THE ART OF RHETORIC,



ARISTOTLE SAYS THAT TO BE EFFECTIVE, A COMMUNICATOR HAS TO TAKE THREE CONCEPTS INTO CONSIDERATION:

ETHOS
ethical, ethics

PATHOS
empathy

LOGOS
logical

STRANGE WORDS, BUT YOU CAN HEAR THEIR ENGLISH COUNTERPARTS QUITE CLEARLY...



ETHOS

IS THE CREDIBILITY THAT A SPEAKER OR WRITER BRINGS TO THE SUBJECT THAT HE OR SHE IS COMMUNICATING ABOUT.



WE TRUST CERTAIN KINDS OF PEOPLE MORE THAN OTHERS -- BECAUSE THEY HAVE EXPERTISE, OR BECAUSE THEY ARE WELL INFORMED ABOUT THE SUBJECT AT HAND.

PATHOS

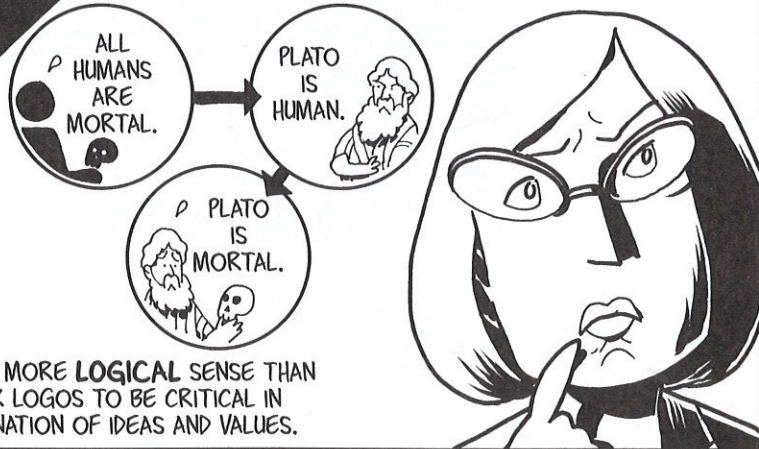
IS THE USE OF EMOTION IN DEBATE OR ARGUMENT.



APPEALS TO PATHOS SURROUND US, PARTICULARLY IN VISUAL ARGUMENTS SUCH AS ADVERTISEMENTS AND MANY ONLINE VIDEOS.

LOGOS

IS THE APPEAL TO REASON, TO THE FORCEFULNESS OF A WELL-THOUGHT-OUT AND WELL-STRUCTURED POSITION.



SOME ARGUMENTS MAKE MORE LOGICAL SENSE THAN OTHERS, AND MANY CONSIDER LOGOS TO BE CRITICAL IN THE DEVELOPMENT AND DISSEMINATION OF IDEAS AND VALUES.

LEARNING TO RECOGNIZE THESE CONCEPTS WILL HELP YOU UNDERSTAND OTHER PEOPLE'S ARGUMENTS.

YOU'LL ALSO STRENGTHEN YOUR OWN POSITION AND THE WAY OTHERS SEE YOU.



FOR EXAMPLE, AN ONLINE PROFILE IS A RHETORICAL SPACE IN WHICH ETHOS, PATHOS, AND LOGOS ARE VERY IMPORTANT.

Social Network



Jonathan is thinking about getting a new computer.

Plato: Pff! It would just be the shadow of the CONCEPT of a computer, anyway.

Aristotle: Ooh, but the new X432g's are so AWESOME!
Epi 1 DISLIKE

ONLINE PROFILES ALLOW USERS TO CREATE RICH, ENGAGING, AND SOMETIMES SATIRIC SELF-PORTRAITS.

Jonathan Likes:



Jonathan wonders if he should eat some breakfast.

Aristotle: 1) Consider the pros and cons, 2) ask an expert, and 3) do it if you're hungry.

THE MIX OF PICTURES, VIDEO, AND TEXT CAN ESTABLISH -- OR DESTROY -- YOUR CREDIBILITY, OR ETHOS.

FOR INSTANCE, IF JONATHAN, AS A PROFESSOR OF ENGLISH, HAS A PROFILE RIDDLED WITH TYPOS AND IMAGES OF HIM GETTING DRUNK WITH HIS STUDENTS...



IMAGES AND WORDS CAN ALSO CONTRIBUTE TO THE PATHOS OF A PAGE...

ONE DAY:

Liz: is fine, keeping busy with work.

BUT THE NEXT:

Liz: is mourning the loss of a beloved cat.

CERTAINLY, PATHOS IS BEING USED HERE TO PROMOTE SYMPATHY FOR LIZ...

"SNOOKUMS"



... AND PERHAPS GENERATE A FEW KIND WORDS FOR HER PAGE.

WE GENERALLY DON'T THINK OF SOCIAL NETWORK PROFILES AS MAKING "LOGICAL ARGUMENTS," BUT IN A WAY, THEY ARE MAKING ARGUMENTS --

-- ARGUMENTS ABOUT WHO WE ARE, WHAT WE ARE INTERESTED IN, AND WHY SOMEONE MIGHT WANT TO "FRIEND" US.

@JONATHAN: Are you trying to seem cool by having a social network homepage?

BUT RHETORIC ISN'T JUST ABOUT SPACE. IT IS ALSO ABOUT TIME.

BENDING TIME through KAIROS



ALL OF US HAVE HAD EXPERIENCES THAT WERE EMBARRASSING, INSULTING, HUMILIATING, OR DEMORALIZING.

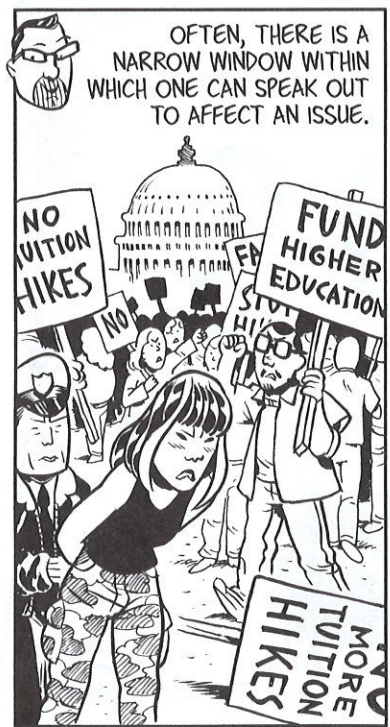
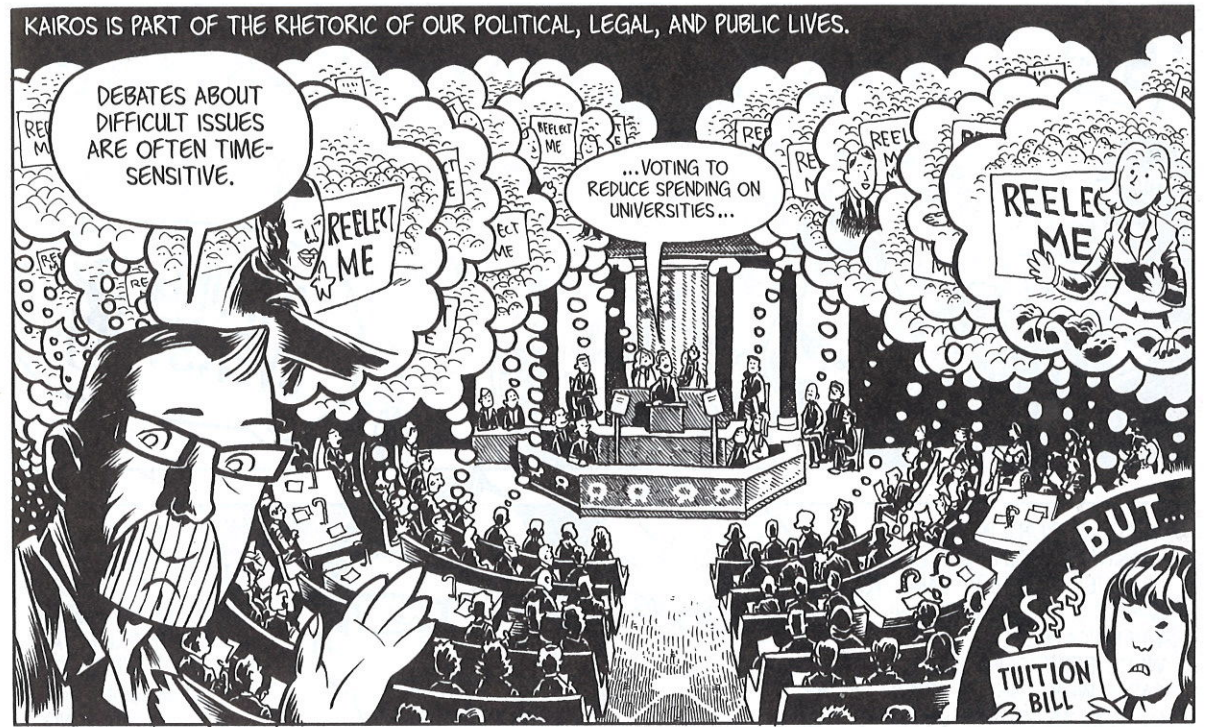


OFTEN WE WISH THAT WE COULD HAVE TRAVELED BACK IN TIME TO SAY JUST THE RIGHT THING AT THAT PARTICULAR MOMENT.

WE MAY COME UP WITH THE PERFECT THING TO HAVE SAID MUCH LATER, BUT IT IS ALREADY TOO LATE.

today: AUDITIONS 5-9 pm

I-I KNOW YOU ARE, BUT WHAT AM I...?



OFTEN, THERE IS A NARROW WINDOW WITHIN WHICH ONE CAN SPEAK OUT TO AFFECT AN ISSUE.



IN A LEGAL PROCEEDING, PARTICIPANTS ARE EXPECTED TO SPEAK ONLY AT CERTAIN TIMES.



... AND PRAISE OR BLAME FOR PEOPLE IN THE PUBLIC EYE MAY SWAY OPINIONS AT CRUCIAL MOMENTS.

SO... BUDGET COMPROMISE PREVENTS FURTHER TUITION HIKE

unprecedented move
overturn
the
promi
agreement that has until th
been upheld in the courts in



TIMING IS EVERYTHING!

IN THE ANCIENT WORLD, LEARNING ABOUT RHETORIC INVOLVED LEARNING WHAT TO SAY ON SPECIFIC OCCASIONS WHEN POLITICAL ACTIONS WERE BEING DEBATED, LEGAL CASES WERE BEING TRIED, OR FAMOUS PEOPLE WERE BEING PRAISED OR BLAMED FOR THEIR CONDUCT.



IN CLASSICAL RHETORIC, THE GREEK TERM **KAIROS** DESCRIBES AN OPPORTUNITY OR "SEASON" FOR SPEAKING.

IN THE ORIGINAL GREEK, THE WORD

Καίρῳς

ACTUALLY SUGGESTED **TWO** MEANINGS:

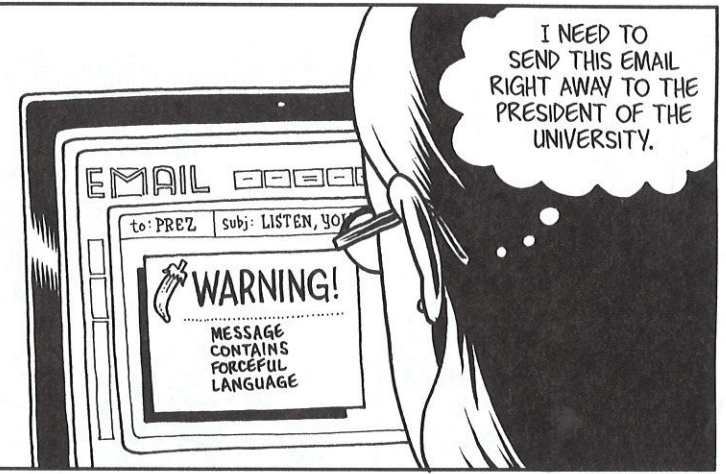
EXACT OR CRITICAL TIME, SEASON, OR OPPORTUNITY.

DUE MEASURE, PROPORTION, OR FITNESS.

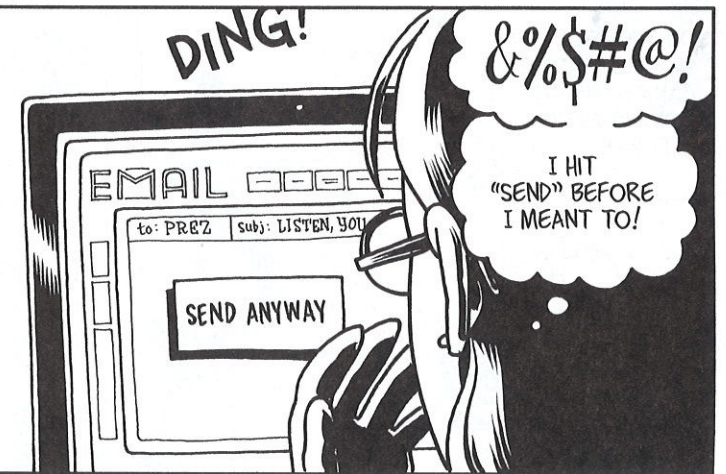
KAIROS WORKS IN MANY WAYS, ESPECIALLY TODAY.



DIGITAL WRITERS WHO COMMUNICATE USING THEIR COMPUTERS OR MOBILE PHONES OFTEN FEEL COMPELLED TO HIT "SEND" OR "ENTER" AS RAPIDLY AS POSSIBLE TO KEEP UP WITH A FAST-MOVING ONLINE CONVERSATION.



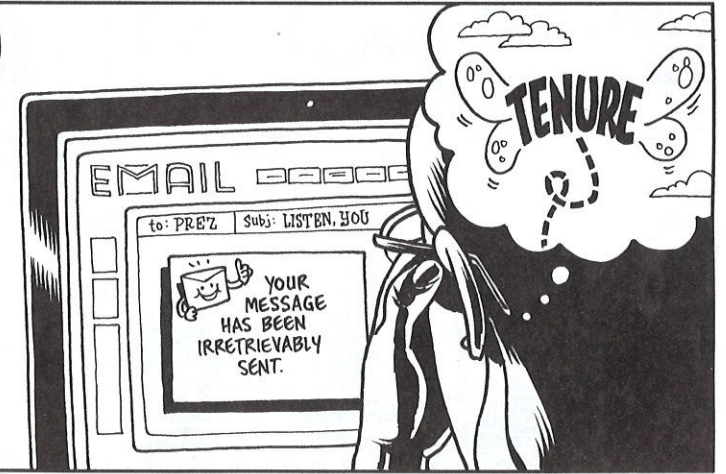
BUT IT'S USUALLY BETTER FIRST TO CONSIDER BOTH THE APPROPRIATENESS OF YOUR MESSAGE AND THE TIMING OF YOUR REPLY.



WRITERS OFTEN MISS THE LONG-TERM APPROPRIATENESS OF KAIROS WHEN THEY FOCUS ON THE IN-THE-MOMENT RESPONSIVENESS OF KAIROS.



IF YOU THINK ABOUT A RHETORICAL OCCASION **ONLY** IN TERMS OF REACTING QUICKLY, YOU COULD EASILY END UP WITH AN EMBARRASSING DISASTER.



Liz's Boyfriend is on the prowl.

Ladies like this

Plato: I bro, w time f my nd t?

Aristotle: want to tonight

FOR EXAMPLE, USERS OF SOCIAL NETWORK SITES OFTEN ANNOUNCE CHANGES IN RELATIONSHIP STATUS...

...OFTEN BEFORE THEIR PARTNERS ARE INFORMED.

Liz's Boyfriend
Relationship Status:
FINALLY SINGLE!

ON THE OTHER HAND, WAITING TOO LONG CAN DOOM YOUR COMMUNICATION EFFORTS.

HAPPY V-DAY!

MARCH 17

KISS ME I'M IRISH

SOMETIMES, HOWEVER, PEOPLE MANAGE TO SAY THE RIGHT THING AT JUST THE RIGHT MOMENT, AND THOSE PARTICULARLY APT WORDS ARE REMEMBERED FOR CENTURIES.

FAMOUS LAST WORDS -- SUCH AS NATHAN HALE'S

"I only regret that I have but one life to lose for my country."

-- ARE STILL QUOTED TODAY.

THE ROMAN RHETORICIAN **MARCUS TULLIUS CICERO** REALLY UNDERSTOOD THE IMPORTANCE OF KAIROS.

FOR EXAMPLE, WHEN HE WAS ABOUT TO BE EXECUTED ON ARBITRARY POLITICAL GROUNDS HE SAW A MOMENT FOR GRACIOUS WIT:

"There is nothing proper about what you are doing, soldier..."

"...but at least make sure you cut off my head properly."

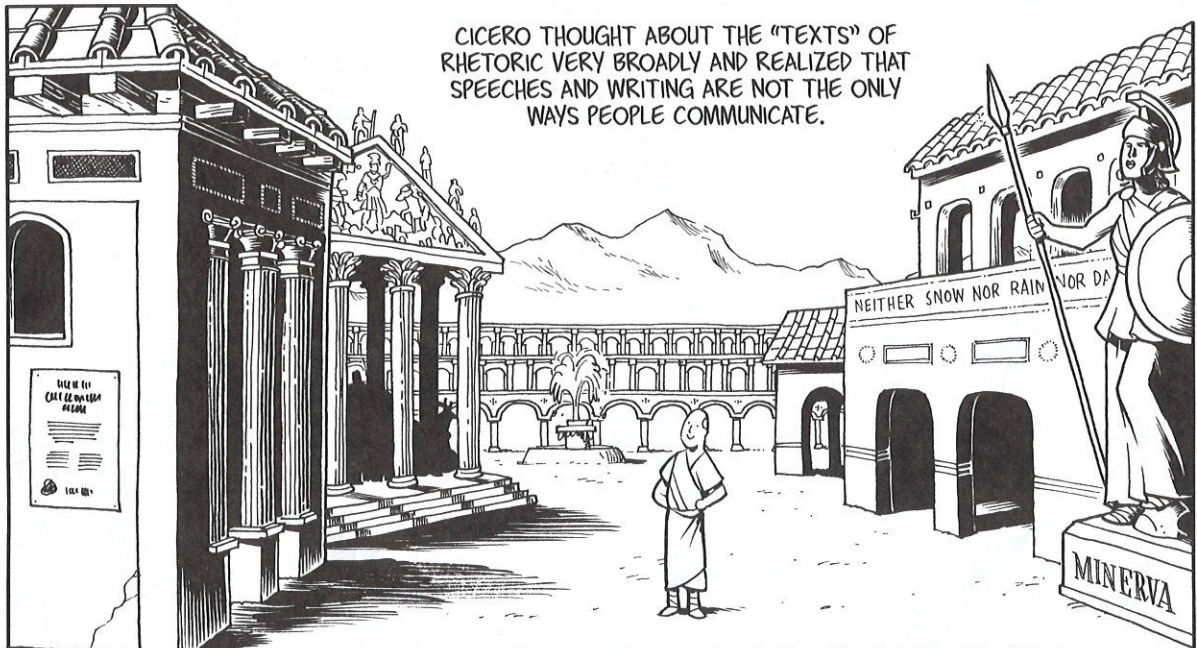
AFTER ALL, ARISTOTLE WASN'T THE ONLY FAMOUS RHETORICIAN IN THE ANCIENT WORLD.

CICERO, WHO LIKE MANY CULTURED ROMANS ADMIRERD THE ANCIENT GREEKS, TRAINED ORATORS FOR THE ROMAN SENATE.

"No one can speak well, unless he thoroughly understands his subject."

CICERO (106-43 BCE)
ANCIENT ROMAN PHILOSOPHER, LAWYER, AND STATESMAN

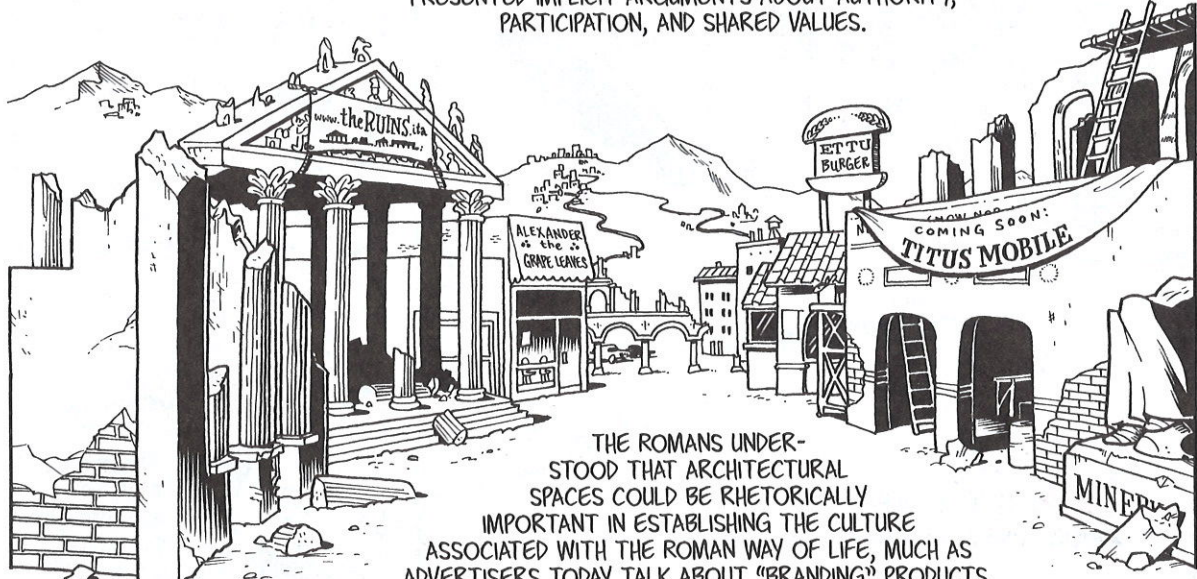
CICERO THOUGHT ABOUT THE "TEXTS" OF RHETORIC VERY BROADLY AND REALIZED THAT SPEECHES AND WRITING ARE NOT THE ONLY WAYS PEOPLE COMMUNICATE.



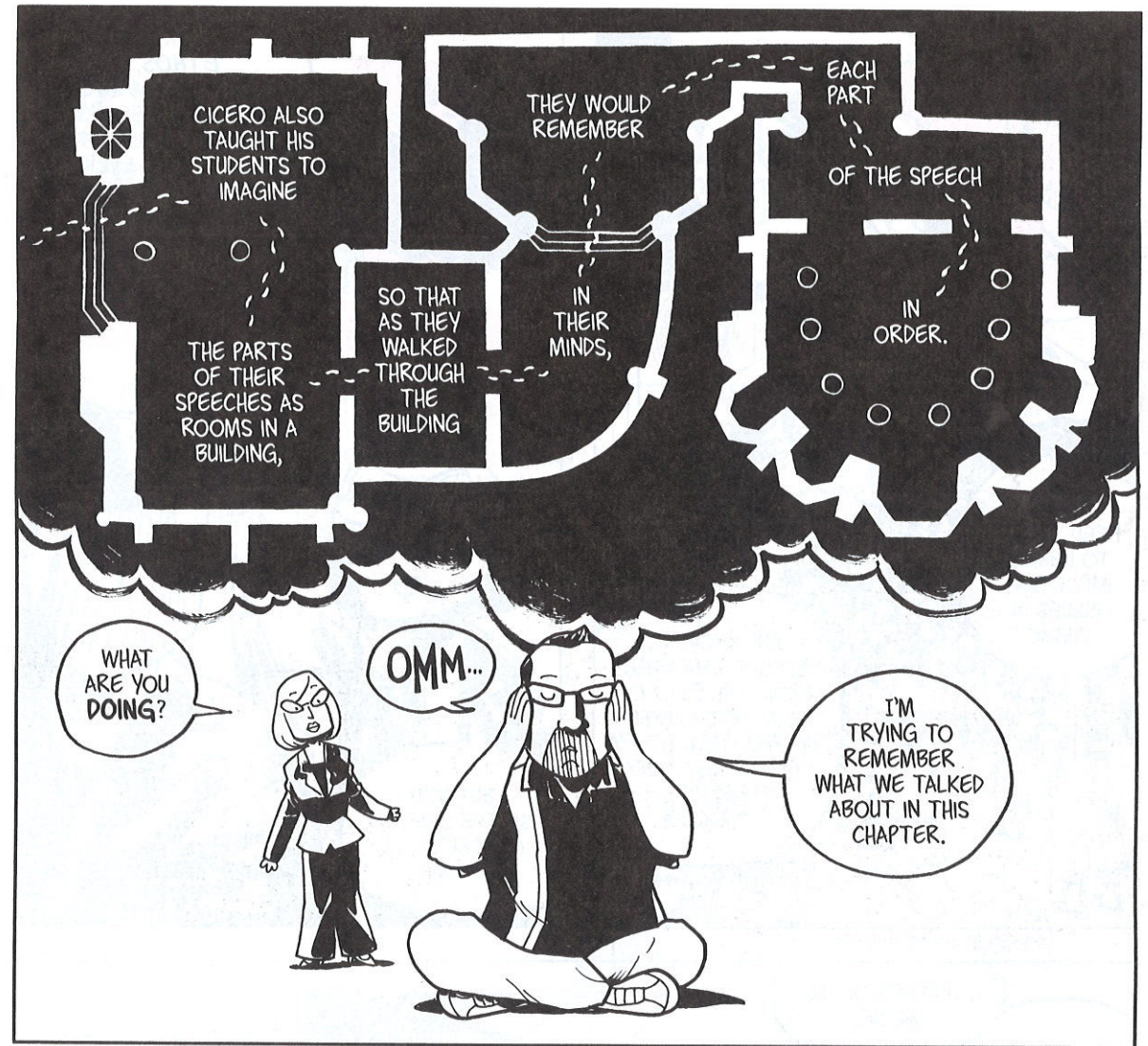
THE ROMANS DEVELOPED AN ELABORATE SYSTEM OF LAWS AND PUBLIC ENGINEERING PROJECTS TO REGULATE AN INCREASINGLY COMPLEX SOCIETY.

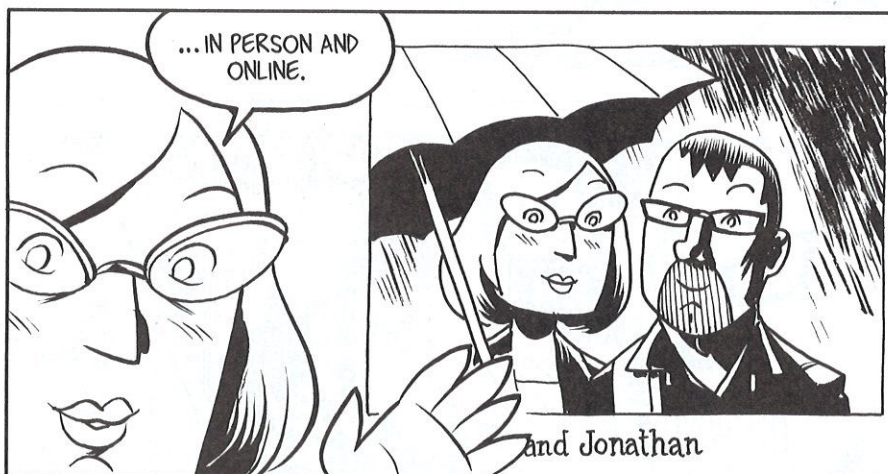
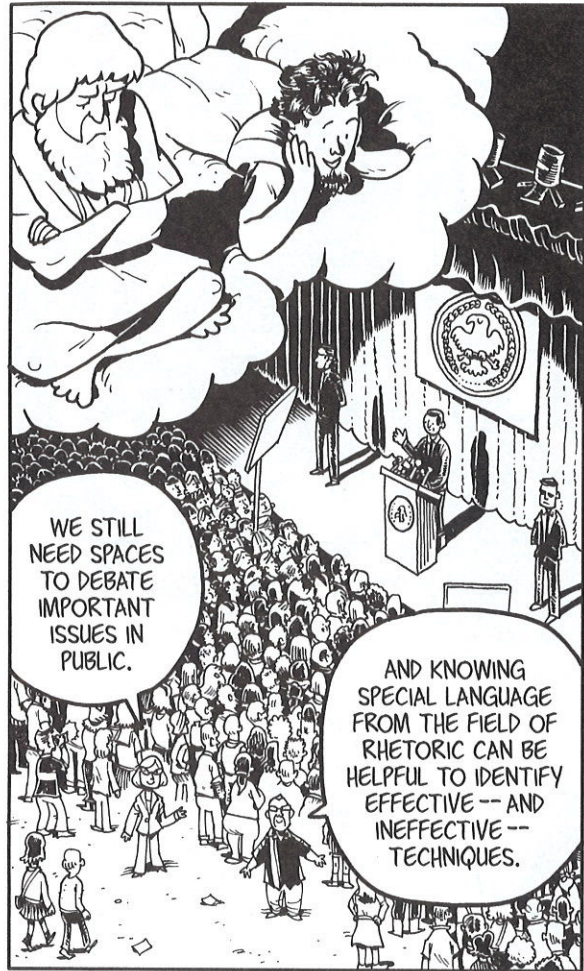
THESE **RES PUBLICA**, OR "PUBLIC THINGS," ARE WORTH CONSIDERING AS RHETORICAL ACTS AND SPACES.

AS ARCHEOLOGISTS KNOW, EVEN GOVERNMENT BUILDINGS AND TRIUMPHAL ARCHES CONVEYED MESSAGES TO CITIZENS IN THE ANCIENT ROMAN WORLD AND PRESENTED IMPLICIT ARGUMENTS ABOUT AUTHORITY, PARTICIPATION, AND SHARED VALUES.



THE ROMANS UNDERSTOOD THAT ARCHITECTURAL SPACES COULD BE RHETORICALLY IMPORTANT IN ESTABLISHING THE CULTURE ASSOCIATED WITH THE ROMAN WAY OF LIFE, MUCH AS ADVERTISERS TODAY TALK ABOUT "BRANDING" PRODUCTS.






Aristotle: haha nice hairstyle LOL

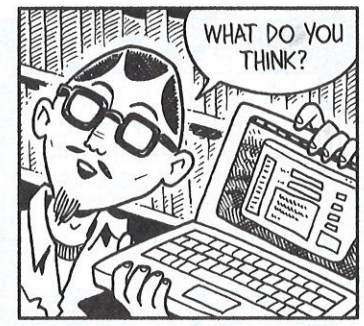
Plato: If you saw where the rain came from, you could never go back to your happy ignorance !!!!

Cicero: As the mature

REFRAME

with  Luis & Cindy

What does ARISTOTLE have to do with ME?



TO: l.los@univ.edu
SUBJECT: HEY

Hey Mrs. Losh: I'm super busy on Friday. Please let me know if we do anything important. TTYL.

Luis

