

Simple Elements of Rhetoric

3 Types of Rhetoric

- Deliberative or Political or Advisory
- Judicial or Forensic or Legal
- Ceremonial or Epideictic or Eulogistic or Declamatory

5 Canons of Rhetoric

- Invention or Argument *inventio*
- Organization *dispositio*
- Style *elocutio*
- Memory/memorization *memoria*
- Delivery *pronunciatio*

5 Parts of a Discourse

- Introduction or Exordium *exordium*
- Narrative or contextual story *narratio*
- Argument(s) *confirmatio and its parts*
- Rebuttal or Counter-Argument(s) *refutatio*
- Conclusion *peroratio*

Modes of Persuasion

- Logos (syllogistic reasoning: enthymemes)
- Ethos (not reputation but character as evinced in the work or speech)
- Pathos

Common Topics

- Definition (genus and division)
- Comparison (similarity, difference, degree and kind)
- Relationship (cause & effect, antecedent & consequent, contraries, contradictions)
- Circumstances (possible and impossible, past fact & future fact)
- Testimony (authority, testimonial, statistics, maxims or proverbs, law, precedent)