What is strategic discourse?
Name and explain the two historical transformations that influence the historical development of rhetoric.
Explain the distinctions between orality and literacy.
Name and explain the different explanations we have for the origins of rhetoric and language.
What was rhetorike in ancient Greece? When did it develop?
What is dialectic? What was Plato’s opinion about rhetoric?
Who were Isocrates and Aristotle? What did they teach about rhetoric?
What do Aristotle and Isocrates say about the rhetor in rhetoric?
Describe early roman rhetoric (including Cicero and Quintillian).
Define the Second Sophistic. What is declamation and the forms of entertainment speaking?
How did the rise of Christianity influence rhetoric? Who was St. Augustine and how did he respond to the Second Sophistic?
What is identification? What are the 3 ways to use it?
What is the meaning-centered approach to morality?
Define enthymeme.
Name and define the 4 types of Christian oratory.
What epistemologists did we learn about in class? What did they teach about audiences?
What did George Campbell teach about audiences?
Name and define the 4 different kinds of effect discussed in our class.
According to Cicero, what are the 5 parts to a complete argument?
Explain logical, ethical, and pathetic proof.
What was the Ramistic Shift?
What did Richard Whately teach about rhetorical argument?
What did Stephen Toulmin teach about argument?
Name and define the stages of media development.
How did photography develop? What was the controversy over Muybridge’s Horses?
How did motion pictures and TV develop? What is the difference between narrowcast and broadcast?
How did McLuhan define media throughout human history? What is “cool” and “hot” media?
What does Rhetorica ad Herennium say about style?
What did Cicero and Campbell teach about style?
What is the representation theory of language?
What is the meaning-centered theory of language?
How do metaphors function rhetorically?
• How/why do we analyze metaphors?
• What are the archetypal types of metaphors?
• What are the basic criteria for analyzing language?
• Define the following types of style: stuffy, tough, sweet
• What were Aristotle’s four parts of a speech? What were the Roman’s seven parts of a speech?
• According to Kenneth Burke, what is dramatism and the pentad?
• What is narrative criticism? What are the narrative components and narrative tests?
• What are myths? What are the types of myths? What examples of myths did we discuss in class?
• What is psychoanalytic criticism? What are its assumptions and tools?
• What does Rhetorica ad Herennium teach about memory?
• What is collective/public memory? What are its characteristics?
• What are visual rhetoric/texts?
• What is the relationship between photography and “reality”?
• Why are images feared by many? Give examples of ways images have been feared and/or embraced?
• What does circulation and recirculation of an image refer to? What are examples of images that have been recirculated?
• How are images commodified?
• What is spectacle? How do we understand spectacles?
• What are the different ways ideology has been understood?
• What are the assumptions of ideological criticism? What are the means of studying ideology?
• Name and define the strategies of subjugation.
• What has been the relationship between women and rhetoric in history?
• Who were Aspasia of Miletus, Christine de Pizan, Margaret Fell, Mary Astell, and Mary Wollstonecraft? How did they contribute to rhetorical history?
• Name and explain the basic tenets of a critical approach to race.
• What were the studio system, the Penny Press, Yellow Journalism, and objective journalism?
• Why do some claim that the media is biased (either to the left or right)? What does the research say about media bias?
• What did Demosthenes, Cicero, Quintillian, and Rhetorica ad Herennium say about delivery? What aspects of delivery were important in the middle ages?
• What is elocution? Why was it studied? What are the influences on elocution?

Texts:

• Lincoln’s Gettysburg Address
• The “Bear” Ad; The “Wolves” Ad
• The American Time Capsule
• The Hallmark “Jake Berman” Ad
• Warren G. Harding’s *Dedication of the Lincoln Memorial*
• Hillary Clinton Campaign Song Video
• Phil Davison (Stark County Treasurer) Campaign Speech