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James A. Herrick (MA University of California, PhD University of Wisconsin) is the Guy Vander Jagt Professor of Communication at Hope College in Holland, Michigan, where he has taught since

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Chapter 2 : The History and Theory of Rhetoric (ebook) by James A. Herrick |

James A. Herrick (born October 6,) is an American academic. He is the Guy Vanderjagt Professor of Communication and former communication chair at Hope College.. Herrick's research interests include rhetoric and argumentation, new religious movements, technology and spirituality, and the discourse of futurism.

Already have an account? The History and Theory of Rhetoric. This concept causes people to distrust the rhetoric because they have negative experiences with persuasion techniques. The next section of the chapter discusses five characteristics of rhetorical discourse including planned, adapted to an audience, shaped by human motives, responsive to a situation, and persuasion-seeking, and concerned with contingent issues 7. Planned rhetoric basically means that the creator took some time in creating the rhetoric. In adapting rhetoric to an audience, the creator must take the audiences beliefs and likes into consideration before presenting the rhetoric. The third concept takes the idea of adapting to an audience one step further; this concept motivates the audience into action. The fourth concept states that rhetoric causes a response by being places into specific situations. Finally, rhetoric seeks persuasion in three ways being argument, appeals, arrangement, and aesthetics. Rhetoric also could be considered the art of deliberation to decide on solutions to current problems. One final element of rhetoric discussed in this chapter include the social functions in the art of rhetoric including rhetoric tests ideas, rhetoric assists advocacy, rhetoric distributes power, rhetoric discovers facts, rhetoric shapes knowledge, and rhetoric builds community. Response- It has become clear to me that the discussion that we had on the first day of class was necessary and well warranted. Not many people agree and understand the definition of the word rhetoric because it is such a tricky word to define. Scholars have different definitions for various purposes and these definitions have changed over time. This presents both a feeling a relief and a challenge to me. I feel relieved that these conflicting ideas are accepted and that it is acceptable for me to be unsure of the true definition, if there is one. At the same time, it is a challenge for me to grasp the true meaning of the word rhetoric. When I first started reading this chapter, it was very overwhelming. I found this chapter beneficial in helping to grasp the meaning of the word rhetoric. The descriptions of rhetorical discourse were clear and easy to see applications to classrooms and public situations. Herrick is claiming that rhetoric began in early Greece by Corax probably around B. His argue mental skills were adopted by others and these people traveled around using these oratory skills. Over time, political power was no longer based on class; it was based on the skill of persuasive speaking. The Sophists provided these lessons to anyone who could pay the high costs of the education. Furthermore, people began to value this form of education. Moreover, the Sophists played a major role in the trials of Athens. During the trial, two speeches were delivered, and the Sophists could be hired to write the speeches. Some people admired their ability to persuade others, yet other people questions their power to persuade. Were they always persuading to the best possible solution? Or, could they create arguments and persuade others agree with that are not beneficial to the people or society? Some people believed this power was dangerous. Finally, two influential Sophists were Gorgias and Protagoras. Fifty years later, Isocrates also played a significant role in the study of rhetoric. One more prominent rhetorician was Aspasia, a woman. Response “ At first, I thought that I would be extremely bored reading this, but I found it fascinating. Although I did notice that most of this history focused on speaking skills, it still can be useful to our purposes because it does focus on some of the same elements that we teach with writing. For example, a big focus of the Sophists was to consider audience before delivering a speech. This chapter was very clear and organized; it was easy to read with valuable information. Plato debated the study of rhetoric with Gorgias, claiming that rhetoric was not a true art and could not develop any truths. Gorgias claimed that rhetoric was beneficial to individuals and worth the time and energy spent learning the skills. In addition to Gorgias, Polus also debated Plato about the benefits of the Sophists and their beliefs. Plato claims that Sophists cannot provide solutions to the problems and cures to the problems, they can only convince people to try possible cures. One final rhetor who debates Plato is Callicles. This is a

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complete success for Plato because Callicles refuses to listen to Plato claiming his true belief in the art of rhetoric. Some scholars believe that Plato was not completely fair to the Sophists in his claims, but the criticisms of Plato has stuck with the art of rhetoric since he made them being the art of persuasion is dangerous and meaningless. Response â€” This chapter was more difficult to understand because Herrick began to compare major figures from earlier chapters to what he was explaining in chapter three. It helped build the context of the history, but challenged the reader when attempting to keep the Greek names straight. Furthermore, it was interesting to see why rhetoric has had a negative connotation for so many years. He felt that the art deserved better, and he worked to improve it. Furthermore, he disagreed with Plato stating the rhetoric was true art. Book I defines and establishes the domain of rhetoric, and describes the three types or oratory. Furthermore, Aristotle differentiates between dialectic and rhetoric. He continues his arguments stating reasons why rhetoric is useful. He also continued his discussion by describing three rhetorical settings including deliberative oratory, epideictic oratory, and forensic oratory. In addition to this, Aristotle also created the three artistic proofs including the logical reasoning logos , the names and causes of various emotions pathos , and human character and goodness ethos Response â€” This chapter included a lot of information. It was a little overwhelming. All skilled individuals in Rome had training in rhetoric First, persuasive speaking played a role in politics. Moreover, rhetoric has a huge place in Roman education. Cicero, a Roman, made significant development in Roman rhetoric and helped to bridge the gap between Roman and Greek rhetoric. Cicero also created the five canons of rhetoric including invention inventio , arrangement dispositio , expression elocutio , memory memoria , and delivery pronuntiatio Cicero also developed methods for analyzing arguments. But, he warned against the effectiveness of humor in a speech Quintilian was another significant rhetor from Rome, mostly prominent in education When studying rhetoric, Quintilian addressed two kinds of questions including the indefinite and definite questions He also introduced the bases of arguments and sources for arguments to his students. One final rhetor from Rome was Longinus who wrote On the Sublime. He also discussed the use of examples and figures of speech to add to the effectiveness of writing. Response â€” Although the discussion of speech is interesting, it was nice to read some of the history of writing. At this point, the names and dates are really overwhelming, but I can see the connections over time. It is interesting to see how these different rhetors contributed to the study of rhetoric, and we are still using these ideas in the classroom. It is true that education does not change; just like the study of grammar. Even though it has been proven that traditional methods do not work, teachers are still using them in classrooms today. General Response â€” So far, this book has been helpful. Furthermore, the glossary following the each chapter helped with understanding the Greek words related to rhetoric. I plan on reading the second half of the book for the class next time to further my study on the history of rhetoric.

Chapter 3 : James Herrickâ€™s â€œAn Overview of Rhetoricâ€• | Jessica D.

The History and Theory of Rhetoric offers an accessible discussion of the history of rhetorical studies in the Western tradition, from ancient Greece to contemporary American and European theorists.

Chapter 4 : The History and Theory of Rhetoric: An Introduction by James A. Herrick

James A. Herrick, The History and Theory of Rhetoric: An Introduction, 3rd ed. Pearson Education Boston.

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The History and Theory of Rhetoric offers an accessible discussion of the history of rhetorical studies in the Western tradition, from ancient Greece to contemporary American and European theorists. By tracing the historical progression of rhetoric from the Greek Sophists of the 5th Century B.C. to.

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Chapter 6 : The History and Theory of Rhetoric : James A. Herrick :

In my opinion, The History and Theory of Rhetoric is the best rhetorical history textbook on the market. Students at all levels appreciate its engaging, straightforward approach. Even so, serious philosophical and theoretical questions that arise from rhetoric's history receive the attention and care they deserve.

Chapter 7 : wikirhet / History and Theory of Rhetoric by James Herrick

One final element of rhetoric discussed in this chapter include the social functions in the art of rhetoric including rhetoric tests ideas, rhetoric assists advocacy, rhetoric distributes power, rhetoric discovers facts, rhetoric shapes knowledge, and rhetoric builds community.

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