

Classical rhetoricians identified five canons or parts of persuasive speech.

Canon	Description	Notes
Invention <ul style="list-style-type: none"> Latin, <i>inventio</i> Greek, <i>heuresis</i> 	<i>Inventio</i> is primarily concerned with origins and discovery: identifying the subject matter, refining the thesis statement, and finding arguments to support the case or point of view.	Aristotle spoke of three kinds of proof: <ul style="list-style-type: none"> · <i>logos</i>—rational appeal · <i>pathos</i>—emotional appeal · <i>ethos</i>—ethical appeal Cf. use of specific and common <i>topics</i> .
Arrangement <ul style="list-style-type: none"> Latin, <i>dispositio</i> Greek, <i>taxis</i> 	<i>Dispositio</i> is primarily concerned with organization: the effective and orderly arrangement of the discourse in most convincing way. Aristotle saw only two essential parts: the statement of the case and the proof.	Latin rhetoricians recognized six parts: <ol style="list-style-type: none"> (1) <i>exordium</i>—introduction (2) <i>narratio</i>—statement of the case (3) <i>divisio</i>—outline of the argument (4) <i>confirmatio</i>—proof of the case (5) <i>confutatio</i>—refutation of opposition (6) <i>peroratio</i>—conclusion
Style <ul style="list-style-type: none"> Latin, <i>elocutio</i> Greek, <i>lexis</i>, <i>hermēneia</i>, <i>phrasis</i> 	<i>Elocutio</i> is primarily concerned with style (v. modern sense of the act of speaking): choice of words and composition or arrangement of sentences; use of tropes, figures, and illustrations; embellishments; economy of words, etc.	Three levels of style: <ol style="list-style-type: none"> (1) <i>low</i>—plain style (2) <i>middle</i>—forcible, strong style (3) <i>high</i>—florid, ornate style
Memory <ul style="list-style-type: none"> Latin, <i>memoria</i> Greek, <i>mnēmē</i> 	<i>Memoria</i> is primarily concerned with the memorizing of the speech: mnemonic devices.	Acquired through constant practice and the use of mnemonic devices
Delivery <ul style="list-style-type: none"> Latin, <i>actio</i>, <i>pronuntiatio</i> Greek, <i>hypokrisis</i> 	<i>Actio</i> is primarily concerned with the performance of the speech: voice pitch and volume, emphasis, pausing, phrasing, gesturing.	Acquired through practice and by analyzing the delivery of others; training in the art of acting

Aristotle, *Rhetoric*. Corbett, Edward P. J., Connors, Robert J. *Classical Rhetoric for the Modern Student* (4th ed.). New York: Oxford University Press. 1999. Lanham, Richard A. *A Handlist of Rhetorical Terms* (2nd ed.). University of California Press. 1991.

Rhetoric (Greek, *rhetorikē technē*) refers to the art of the rhetor or orator. In classical rhetoric, the end of this art was originally persuasion, an end in which various audiences were convinced to think, feel, or act in various ways. Classical rhetoricians distinguished three kinds or species of oration: *deliberative*, *forensic*, and *epideictic*.

Species	Audience and purpose	Time, topics, and means	Argument
Deliberative <ul style="list-style-type: none"> • Political • Hortative • Advisory 	<p>This is the rhetoric of the gathered assembly (<i>ekklēsia</i>).</p> <p>As the rhetoric of advice and consent, it aims at “establishing the expediency or harm of a particular course of action;” it seeks to persuade someone to do something or accept a point of view.</p>	<p><i>Time:</i> Near future</p> <p><i>Special topics:</i> the expedient and the inexpedient</p> <p><i>Means:</i> exhortation and dissuasion</p>	<p>“Less inducement to talk about non-essentials ... less given to unscrupulous practices ... no need to prove anything except that the facts are what the supporter of a measure maintains they are.”</p>
Forensic <ul style="list-style-type: none"> • Judicial • Legal 	<p>This is the rhetoric of the lawyer in the courtroom.</p> <p>As the rhetoric of attack and defense, it aims at “establishing the justice or injustice of some action.”</p>	<p><i>Time:</i> Past</p> <p><i>Special topics:</i> justice and injustice</p> <p><i>Means:</i> accusation and defense</p>	<p>Need to not only prove the facts, but must conciliate—bring disputing sides together.</p>
Epideictic <ul style="list-style-type: none"> • Ceremonial • Demonstrative • Declamatory • Panegyric 	<p>This is the rhetoric of the agora, the funeral, the ceremony.</p> <p>As the rhetoric of display, it aims at pleasing or inspiring, at praising or attacking a person in order to “prove him worthy of honor or dishonor.”</p>	<p><i>Time:</i> Present</p> <p><i>Special topics:</i> honor and dishonor</p> <p><i>Means:</i> praise and blame</p>	<p>All conciliation: must win over and delight the listener; therefore, the most ornate of the three kinds.</p>

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