Ethos, pathos, and logos are three means of persuasion identified by Aristotle and taken up in many different ways by contemporary rhetorical studies. In ancient rhetoric, they are “persuasives” that we ourselves create through our speech actions. Ethos is generally the character one projects in a speech, pathos the emotions produced in an audience by a speaker, and logos the discursive and especially argumentative means of persuasion. In this seminar, we will explore the contemporary relevance and significance of these ancient rhetorical persuasives. We will place the persuasives in the context of a conception of rhetoric that accounts for their power outside the specific agency of a speaker, one that is attuned to what we are as communicative agents as well as what we do, what we receive as well as what we give, and how we are influenced even in our own influencing; however, we will do this without losing sight of the traditional aim of rhetoric: to understand the sources and potential of rhetorical agency in a way that will guide action and strengthen communicative capabilities. We will proceed by examining each of the persuasives in light of their historical meaning, their contemporary contexts, the contemporary science that bears on them (psychology, social psychology, cognitive science), and their transformation in writing and new media. We will keep a special eye out for the implications of this examination for criticism, for the teaching of writing, and for understanding emerging communicative capabilities.

Texts
Aristotle on Rhetoric. 2nd ed. Translated by George A. Kennedy.
Shorter readings will be accessible through Blackboard.

Writing
Summaries and Questions. Each week, choose one of the assigned readings, and write a one paragraph (about 100 words) summary of it. Then, raise one question related to the reading that you would like to have answered, and make a one-paragraph try at answering it. We will sometimes use these short exercises to spark and focus discussions. Turn them in at the end of each class. 10% of grade

One-page project proposal due by 5pm, May 18

One 12-15 page paper due by 5pm, Tuesday, June 7. 90% of grade

Attendance at each meeting of the seminar is required.
SCHEDULE

March 29
  Introductions
  Outline of Course
  Origins of Rhetoric
  The Platonic Background I: The Gorgias

April 5
  The Platonic Background II
  1. Introduction to Aristotle on Rhetoric.
  2. Plato: Apology
  3. Plato: Phaedrus

April 12
  Aristotle’s Rhetoric: The Early Core and the Theoretical Frame
  2. Aristotle on Rhetoric: Book One
  3. Aristotle’s Rhetoric against Rhetoric” by Carol Poster

April 19
  Aristotle’s Rhetoric: Ethos and Pathos I
  1. Aristotle on Rhetoric: Book Two

April 26
  Aristotle’s Rhetoric: Logos and Enthymeme
  1. “Enthymemes: Body and Soul” by Arthur B. Miller and John D. Bee
  2. “Enthymememic Invention and Structural Prediction” by Lawrence D. Green
  3. “Teaching the Enthymeme: Invention and Arrangement” by John Gage
  4. “The Enthymeme in Perspective” by Thomas M. Conley
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<th>Date</th>
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<tbody>
<tr>
<td>May 3</td>
<td>Aristotle’s Rhetoric: Ethos and Pathos II</td>
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<td>May 10</td>
<td>Transitions: Public Sphere Theory</td>
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<td>May 17</td>
<td>Logos and Enthymeme: Questions and Challenges</td>
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<td>May 24</td>
<td>Aristotle’s Rhetoric: Style and The Persuasives</td>
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<td>1. <em>Aristotle on Rhetoric</em>: Book Three</td>
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<td>2. “Aristotle and Theories of Figuration” by Jeanne Fahnestock.</td>
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<td>4. “No Neutral Choices: The Art of Style in <em>The New Rhetoric</em>” by Jeanne Fahnestock</td>
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<td>May 31</td>
<td>Project Reports</td>
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Final paper due anytime before and up until 1pm Thursday, June 9. Just slide the paper under the door at 258 PLC.