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Kevin Cannon is an award-winning cartoonist and illustrator from Minneapolis. His first graphic novel, the swashbuckling arctic adventure Far Arden, was nominated for an Eisner Award. The equally manic sequel, Crater XV, is being serialized in the digital magazine Double Barrel and will be published in physical form by Top Shelf in 2013.

Since 1993, Zander Cannon has written and drawn comics about gods, astronauts, police officers, paleontologists, aliens, feng shui masters, robots, fairies, superheroes, and monsters. He has recently serialized his graphic novel Hack in the digital pulp anthology Double Barrel. He lives in Minnesota with his strong wife, Julie, and his above-average son, Jin.
WHY
RHETORIC
ARISTOTLE LIVES!

In this issue...
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ETHOS

PATHOS
PIECING TOGETHER A DEFINITION OF RHETORIC

MANY PEOPLE THINK...

...IS A DIRTY WORD.

IT HAS CONNOTATIONS OF DUPILITY, SNEAKINESS, AND EVEN OUTRIGHT DECEPTION.

THE RHETORIC WAS FLYING IN WASHINGTON TODAY AS THE PRESIDENT...

HE'S ALL RHETORIC, NO ACTION...

THE VOTERS ARE TIRED OF EMPTY RHETORIC...

That speech was fiery RHETORIC with nothing of substance...

IS ANYONE LISTENING--

--TO WHAT ANYONE IS ACTUALLY SAYING?!
IS THAT A RHETORICAL QUESTION?!!

HMF.

Some people call a question "rhetorical" because no answer is actually expected.

Do I look stupid to you?

According to them, rhetoric and rhetorical are all about shutting down conversation and debate!

But I...

Actually, the ancients developed the concept of rhetoric to facilitate discussion.

They thought that rhetoric provided a set of skills that helped people foreground ideas.

-- discuss and debate their thoughts with others --

-- and potentially reach common goals or make difficult decisions.
Memories, feelings, logic.

In the original Greek, the word rhetoric comes from the verb ἐπιρέω, "to say."

But rhetoric is much more than just talk.

It's a way of thinking about how we talk...

Values...that takes into consideration the entire situation in which that talk takes place.

Insights, beliefs.

Rhetoric is about the spaces in which we write, converse, debate, and share ideas.

Issue 1 • Why Rhetoric?
Many commonly held negative ideas about rhetoric can be traced to the ancient Greek philosopher Plato.

He believed that teachers like us who taught rhetoric were instructing their students to deceive others rather than to better themselves.

If serious discussion is like gymnastics, then rhetoric is like cosmetics.

Rhetoric is intended only to hide flaws, not encourage self-improvement.

As far as Plato was concerned, rhetoric was an empty, unwholesome distraction that took attention away from important philosophical and civic matters.

Indulging the population's appetite for rhetoric is as bad as selling pastries instead of dispensing medicine.

Plato also thought that vivid media experiences, such as ancient Greek tragedies that showed explicit sex and violence, would have a bad influence on young people.

All poets and playwrights should be banished!
PLATO FELT THAT THE YOUNG SHOULD BE PROTECTED FROM AMBIGUOUS MORAL MESSAGES. PRETENDING TO BE CRIMINALS CAUSES CHILDREN TO GROW UP TO BE CRIMINALS IN REAL LIFE. EVERYONE KNOWS THAT.

PLATO WASN'T JUST WORRIED ABOUT CHILDREN. HE BELIEVED THAT THE INVENTION OF WRITING IN THE ANCIENT WORLD ALLOWED ADULTS TO LIE ABOUT THE TRUTH, PRETEND TO BE SOMEONE THEY WERE NOT, OR FORGET THE PAST AND TRADITION.

JUST AS PEOPLE WORRY TODAY ABOUT MANY OF THE EFFECTS OF TECHNOLOGY ON WRITING, PLATO WORRIED ABOUT THE EFFECT OF WRITING ON OUR ABILITY TO SPEAK THE TRUTH.

PLATO'S STUDENT ARISTOTLE HAD A VERY DIFFERENT VIEW ABOUT WRITING AND RHETORIC.

THINGS WERE SURE A LOT BETTER BEFORE WE HAD WRITING!
Aristotle was a proponent of the use of rhetoric to put across a broad range of ideas.

Aristotle thought that plays could serve an educational purpose by encouraging Greek citizens to develop their capacities for pity and fear.

By seeing the consequences of sexual and violent crimes that were committed by actors on stage, spectators could learn not to imitate bad actions.

Aristotle (384–322 BCE)
Ancient Greek philosopher (and student of Plato) whose thinking contributed much to the development of Western empirical and scientific thought.
Aristotle disagreed with his teacher about rhetoric. While Plato thought that rhetoric was part of a false world of appearances, Aristotle considered rhetoric to be one of the foundations of education.

This development of rhetoric coincides with the birth of democracy in ancient Greece. If a society is to thrive democratically, a number of viewpoints and opinions need to be aired, discussed, debated, and eventually voted on.

Even now, understanding rhetoric -- both as a concept and as an activity, like talking and voting -- is central to participation in the democratic process.
In the Art of Rhetoric,

Aristotle has given us some powerful ways to think about Rhetoric and Communication:

Aristotle says that to be effective, a communicator has to take three concepts into consideration:

ETHOS
ethical, ethical

PATHOS
empathy

LOGOS
logical

Strange words, but you can hear their English counterparts quite clearly...
ETHOS
Is the credibility that a speaker or writer brings to the subject that he or she is communicating about.

We trust certain kinds of people more than others—because they have expertise, or because they are well informed about the subject at hand.

PATHOS
Is the use of emotion in debate or argument.

Appeals to pathos surround us, particularly in visual arguments such as advertisements and many online videos.

LOGOS
Is the appeal to reason, to the forcefulness of a well-thought-out and well-structured position.

Some arguments make more logical sense than others, and many consider logos to be critical in the development and dissemination of ideas and values.
LEARNING TO RECOGNIZE THESE CONCEPTS WILL HELP YOU UNDERSTAND OTHER PEOPLE'S ARGUMENTS.

YOU'LL ALSO STRENGTHEN YOUR OWN POSITION AND THE WAY OTHERS SEE YOU.

FOR EXAMPLE, AN ONLINE PROFILE IS A RHETORICAL SPACE IN WHICH ETHOS, PATHOS, AND LOGOS ARE VERY IMPORTANT.

ONLINE PROFILES ALLOW USERS TO CREATE RICH, ENGAGING, AND SOMETIMES SATIRIC SELF-PORTRAITS.

Jonathan Likes:

THE MIX OF PICTURES, VIDEO, AND TEXT CAN ESTABLISH -- OR DESTROY -- YOUR CREDIBILITY, OR ETHOS.

FOR INSTANCE, IF JONATHAN, AS A PROFESSOR OF ENGLISH, HAS A PROFILE RIDDLED WITH TYPOS AND IMAGES OF HIM GETTING DRUNK WITH HIS STUDENTS...

HIS CREDIBILITY MIGHT RISE WITH SOME, BUT FALL WITH MOST OTHERS.

IMAGES AND WORDS CAN ALSO CONTRIBUTE TO THE PATHOS OF A PAGE...

BUT THE NEXT:

CERTAINLY, PATHOS IS BEING USED HERE TO PROMOTE SYMPATHY FOR LIZ...

...AND PERHAPS GENERATE A FEW KIND WORDS FOR HER PAGE.

ONLINE:

Jonathan is thinking about getting a new computer.

Plato: Pfft! It would just be the shadow of the CONCEPT of a computer, anyway.

Aristotle: Oh, but the new XYG2's are so AWESOME!!

Jonathan wonders if he should eat some breakfast.

We generally don't think of social network profiles as making "logical arguments," but in a way, they are making arguments -- arguments about who we are, what we are interested in, and why someone might want to "friend" us.

But rhetoric isn't just about space. It is also about time.

All of us have had experiences that were embarrassing, insulting, humiliating, or demoralizing.

I-I know you are, but what am I...?

BENDING TIME through KAIROS

Often we wish that we could have traveled back in time to say just the right thing at that particular moment.

We may come up with the perfect thing to have said much later, but it is already too late.
KAIROS IS PART OF THE RHETORIC OF OUR POLITICAL, LEGAL, AND PUBLIC LIVES.

DEBATES ABOUT DIFFICULT ISSUES ARE OFTEN TIME-SENSITIVE.

VOTING TO REDUCE SPENDING ON UNIVERSITIES...

REECLE... ME

REEELE... ME

BUT...

TUITION BILL

OFTEN, THERE IS A NARROW WINDOW WITHIN WHICH ONE CAN SPEAK OUT TO AFFECT AN ISSUE.

IN A LEGAL PROCEEDING, PARTICIPANTS ARE EXPECTED TO SPEAK ONLY AT CERTAIN TIMES.

... AND PRAISE OR BLAME FOR PEOPLE IN THE PUBLIC EYE MAY SWAY OPINIONS AT CRUCIAL MOMENTS.

NO TUITION HIRES

FUND HIGHER EDUCATION

MORE HIGHER EDUCATION

right to peacefully assemble

MY CONGRESS STANDS UP FOR STUDENTS. DOES YOURS?
In the ancient world, learning about rhetoric involved learning what to say on specific occasions when political actions were being debated, legal cases were being tried, or famous people were being praised or blamed for their conduct.

In classical rhetoric, the Greek term *kairos* describes an opportunity or "season" for speaking.

In the original Greek, the word *kaipós* actually suggested two meanings: exact or critical time, season, or opportunity; due measure, proportion, or fitness.
KAIROS WORKS IN MANY WAYS, ESPECIALLY TODAY.

DIGITAL WRITERS WHO COMMUNICATE USING THEIR COMPUTERS OR MOBILE PHONES OFTEN FEEL COMPelled TO HIT "SEND" OR "ENTER" AS RAPIDLY AS POSSIBLE TO KEEP UP WITH A FAST-MOVING ONLINE CONVERSATION.

I NEED TO SEND THIS EMAIL RIGHT AWAY TO THE PRESIDENT OF THE UNIVERSITY.

BUT IT'S USUALLY BETTER FIRST TO CONSIDER BOTH THE APPROPRIATENESS OF YOUR MESSAGE AND THE TIMING OF YOUR REPLY.

DING!

$%#$! I HIT "SEND" BEFORE I MEANT TO!

WRITERS OFTEN MISS THE LONG-TERM APPROPRIATENESS OF KAIROS WHEN THEY FOCUS ON THE IN-THE-MOMENT RESPONSIVENESS OF KAIROS.

IF YOU THINK ABOUT A RHETORICAL OCCASION ONLY IN TERMS OF REACTING QUICKLY, YOU COULD EASILy END UP WITH AN EMBARRASSING DISASTER.

TENURE
Liz's Boyfriend is on the prowl.

Ladies like the... 

Plato: Is my boyfriend? For example, users of social network sites often announce changes in relationship status... 

Aristotle: My partner's. ...often before their partners are informed. 

Liz's Boyfriend
Relationship Status: 
FINALLY SINGLE!

ON THE OTHER HAND, WAITING TOO LONG CAN DOOM YOUR COMMUNICATION EFFORTS. 

SOMETIMES, HOWEVER, PEOPLE MANAGE TO SAY THE RIGHT THING AT JUST THE RIGHT MOMENT, AND THOSE PARTICULARLY APT WORDS ARE REMEMBERED FOR CENTURIES. 

FAMOUS LAST WORDS -- SUCH AS NATHAN HALE'S 

"I only regret that I have but one life to lose for my country." 

-- ARE STILL QUOTED TODAY.

MARCH
THE ROMAN RHETORICIAN MARCUS TULLIUS CICERO REALLY UNDERSTOOD THE IMPORTANCE OF KAIROS.

FOR EXAMPLE, WHEN HE WAS ABOUT TO BE EXECUTED ON ARBITRARY POLITICAL GROUNDS HE SAW A MOMENT FOR GRACIOUS WIT:

"There is nothing proper about what you are doing, soldier..."

"...but at least make sure you cut off my head properly."

AFTER ALL, ARISTOTLE WASN'T THE ONLY FAMOUS RHETORICIAN IN THE ANCIENT WORLD.

CICERO, WHO LIKE MANY CULTURED ROMANS, ADMIRED THE ANCIENT GREEKS, TRAINED ORATORS FOR THE ROMAN SENATE.

"No one can speak well, unless he thoroughly understands his subject."
CICERO THOUGHT ABOUT THE "TEXTS" OF RHETORIC VERY BROADLY AND REALIZED THAT SPEECHES AND WRITING ARE NOT THE ONLY WAYS PEOPLE COMMUNICATE.

THE ROMANS DEVELOPED AN ELABORATE SYSTEM OF LAWS AND PUBLIC ENGINEERING PROJECTS TO REGULATE AN INCREASINGLY COMPLEX SOCIETY.

THESE RES PUBLICA, OR "PUBLIC THINGS," ARE WORTH CONSIDERING AS RHETORICAL ACTS AND SPACES.

AS ARCHEOLOGISTS KNOW, EVEN GOVERNMENT BUILDINGS AND TRIUMPHAL ARCHES CONVEYED MESSAGES TO CITIZENS IN THE ANCIENT ROMAN WORLD AND PRESENTED IMPLICIT ARGUMENTS ABOUT AUTHORITY, PARTICIPATION, AND SHARED VALUES.

THE ROMANS UNDERSTOOD THAT ARCHITECTURAL SPACES COULD BE RHETORICALLY IMPORTANT IN ESTABLISHING THE CULTURE ASSOCIATED WITH THE ROMAN WAY OF LIFE, MUCH AS ADVERTISERS TODAY TALK ABOUT "BRANDING" PRODUCTS.

Issue 1 • Why Rhetoric?
CICERO ALSO TAUGHT HIS STUDENTS TO IMAGINE
THE PARTS OF THEIR SPEECHES AS ROOMS IN A BUILDING.
SO THAT AS THEY WALKED THROUGH THE BUILDING,
THEY WOULD REMEMBER IN THEIR MINDS,
IN ORDER.
EACH PART OF THE SPEECH

WHAT ARE YOU DOING?
OMM...

I'M TRYING TO REMEMBER WHAT WE TALKED ABOUT IN THIS CHAPTER.

WELL, EVEN THOUGH MEMORIZATION IS NO LONGER AS IMPORTANT AS IT ONCE WAS, SOME THINGS ABOUT RHETORIC REMAIN THE SAME.

EVEN AFTER THOUSANDS OF YEARS!
WE STILL NEED SPACES TO DEBATE IMPORTANT ISSUES IN PUBLIC.

AND KNOWING SPECIAL LANGUAGE FROM THE FIELD OF RHETORIC CAN BE HELPFUL TO IDENTIFY EFFECTIVE--AND INEFFECTIVE--TECHNIQUES.

BUT YOU USE THE GENERAL CONCEPTS ALL THE TIME...

...IN PERSON AND ONLINE.

Aristotle: haha nice hairstyle LOL

Plato: If you saw where the rain came from, you could never go back to your happy ignorance!!

Cicero: As the mature...
Hey Mrs. Losh: I'm super busy on Friday. Please let me know if we do anything important. TTYL.

Luis

WELL, I DUNNO. I THINK THAT IF I WAS YOUR TEACHER, I MIGHT BE KIND OF INSULTED.

INSULTED? I'M LETTING HER KNOW AHEAD OF TIME THAT I'M NOT GOING TO BE IN CLASS!

WELL, THAT'S TRUE. BUT YOU AREN'T TELLING HER WHY YOU HAVE TO BE GONE... AND YOU'RE ACTUALLY IMPLYING THAT HER CLASS TIME MIGHT NOT BE IMPORTANT!

WHAT? WHAT'S WRONG?

UH, WELL... MAYBE YOU'D BETTER START FROM SCRATCH.
Remember when we talked about ethos in class? You don't make yourself sound like someone who has a good reason to be excused. In fact, you sound like kind of a jerk.

And remember, you're asking for a favor from your professor. But your email sounds like you're addressing another student, not your teacher. That could be a big mistake.

You need an appeal to pathos -- to make her feel a certain way, right? But your super-casual approach might earn you a reaction you don't want. And don't forget logos -- organizing what you want to say into a compelling argument or story.

Kairos, pathos, ethos...

Wow, you were really paying attention in class!

But I see what you mean. Let me try making it a bit more like a formal letter.
Dear Dr. Losh,

My older brother is on active duty in the military and is being deployed this month. My extended family will have his going-away party on Friday. I'd very much like to be there, given the circumstances. May I be excused from class? I'll be happy to make up any work, and I will ask my classmates for notes.

Sincerely,

Luis

---

Dear Luis,

Thanks for the heads-up. We'll be starting brainstorming and process work on your first assignment, an analysis of the design of a print advertisement for an on-campus organization, service, or cause.

You should analyze the rhetorical strategies of the advertisement by commenting on its logos, pathos, ethos, and kairos. You should study details in the wording, images, typography, organization, and visual design on the page. Let me know if you have any questions, and I'll see you in class on Monday.

Best,

Liz
SILENT HIGH FIVE!

COOL.
THAT'S VERY NICE OF HER.

AND NICE TO KNOW WHAT'S UP WITH THE FIRST WRITING ASSIGNMENT.

WHAT AD ARE YOU GOING TO CHOOSE?

I THINK I'LL DO THIS FLYER FOR GAMMA GAMMA GAMMA!

BEER BASH!!

There's a kind of pathos at work here...

...but not a lot of logos!

I see that. Check out this one for Beta Beta Beta, a sorority on campus...

Girls! Girls! Girls!

GAMMA GAMMA GAMMA!

Friday, 7-10
Questions for
Rhetorical Analysis

1. Who is the intended audience for the text?
2. What is the purpose of the text?
3. Does the author seem credible? Why, or why not?
4. What is your gut reaction to the text? What emotions does it evoke?
5. How are the elements arranged or organized? Why? Does the arrangement seem logical?
6. When and where was the text written? Was it timely given this context? Why, or why not?

QUICK REVIEW:
ETHOS
The credibility that a speaker/writer brings to a subject.
PATHOS
Use of emotion in debate/argument.
LOGOS
Appeal to reason in the formulation of a well-thought-out and well-supported position.
YOU KNOW, I WONDER IF MY ANALYSIS WOULD BE BETTER IF I COMPARED THE TWO FLYERS...

YEAH, THEY APPEAL TO DIFFERENT AUDIENCES -- MALE AND FEMALE STUDENTS.

HMMMM.

NOT ALL MALE STUDENTS ARE FRAT GUYS.

AND NOT ALL FEMALE STUDENTS WANT TO ATTEND A NETWORKING LUNCH OR JOIN A SORORITY.
Calling all
PROSPECTIVE
PLEDGES!

JOIN US AT AN INFORMATIONAL LUNCHEON TO

★ Get a HEAD START on building your RÉSUMÉ!
★ Learn new SKILLS!
★ NETWORK with potential COLLEAGUES and EMPLOYERS!

SPONSORED BY
BETA BETA BETA

Monday, November 2nd
11 am - 1 pm
[No shorts or jeans, please!]

SO WHICH MALE
STUDENTS DOES THAT FLYER ADDRESS?

AND WHICH FEMALE STUDENTS ARE THE TARGET AUDIENCE HERE?
SO I'LL THINK ABOUT HOW THESE AUDIENCES ARE DIFFERENT...

...BUT MAYBE ALSO ABOUT HOW THEY'RE ALIKE.

HEY, YOU COULD GET STARTED RIGHT AWAY!

HMMM... I THINK I'LL WAIT TO START UNTIL AFTER DINNER. YOU KNOW WHAT THEY SAY...