

**RHETORIC**

# MEANING OF RHETORIC

- The term *rhetoric* owes its origin to the Greek *rhetor*, which means “a public speaker”. It literally means the art of a *public speaker* or *public speaking* and is deemed essential to oratory. It consists in an *orator’s particular mode of speaking*.

# Definitions

- ***Oxford Concise Companion to English Literature:***  
“Rhetoric, in Greek, the art of speaking so as to persuade, was from the first tied up with ethics (persuasion of what is true) and literature (use of language in order to please). It was **a branch of the Medieval Trivium** and, therefore, an important part of the school syllabus up to the 17<sup>th</sup> century.”
- **Aristotle:** “*Rhetoric* is that faculty by which we understand what *will* serve our turn, concerning any subject to **win belief in the hearer.**”
- In his ***Art of Poetry***, Horace finds the same objective both in poetry and in rhetoric and that is either to instruct or to delight a reader or preferably do both at the same time.

- *Later classical rhetoricians have mostly concurred with the Aristotelian definition of rhetoric as the **art of persuading an audience.***
- *Locke defines rhetoric as the “art of speaking with propriety, elegance and force.”*
- According to the classical theoreticians, the rhetorical process includes 5 stages——
  - ❖ **Invention**
  - ❖ **Arrangements**
  - ❖ **Style**
  - ❖ **Memory**
  - ❖ **Delivery**

# Canonical textbooks on the art of rhetoric:

- Aristotle's *Rhetoric*
- Quintilian's *Institutio Oratoria*
- Cicero's *De Inventione*,  
*De Optimo Genere Oratorum*,  
*De Oratore*
- Longinus's *On the Sublime*

# Relationship between grammar and rhetoric:

LANGUAGE

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graph TD; LANGUAGE --> GRAMMAR; LANGUAGE --> RHETORIC;
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**GRAMMAR**

For correctness  
(in writing & speaking)

**RHETORIC**

For correctness  
plus embellishment  
(in writing & speaking)

# Figures of speech:

- The *rhetorical ornaments* in which simple and correct statements are often clothed/ adorned and presented are called ***figures of speech***.
- The word *figure* has come from the Latin word ***figura*** meaning “**the external form or shape of a thing**”. Its secondary meaning is “**remarkable**”, “**noteworthy**”.

# Classes of figures:

- There are different ways to embellish one's language, just as there are different ways to embellish one's appearance or dress. These ways are the *classes of figures* of which there are **seven**:
  - ❖ Figures based on Similarity
  - ❖ Figures based on Association
  - ❖ Figures based on Contrast or Difference
    - ❖ Figures based on Imagination
    - ❖ Figures based on Indirectness
      - ❖ Figures based on Sound
  - ❖ Figures based on Construction



## A LIST OF MAIN FIGURES OF SPEECH

1 Based on Similarity	2 Based on Association	3 Based on Contrast	4 Based on Imagination	5 Based on Indirectness	6 Based on Sound	7 Based on Construction
(a) Simile (b) Metaphor (c) Allegory (d) Parable (e) Fable	(a) Metonymy (b) Synecdoche (c) Transferred Epithet (d) Allusion	(a) Antithesis (b) Epigram (c) Oxymoron (d) Climax (e) Anti-Climax (f) Condensed Sentence	(a) Personification (b) Apostrophe (c) Pathetic Fallacy (d) Personal Metaphor (e) Vision (f) Hyperbole	(a) Innuendo (b) Irony (c) Periphrasis (d) Euphemism	(a) Pun (b) Onomatopoeia (c) Alliteration (d) Assonance*	(a) Interrogation (b) Exclamation (c) Chiasmus (d) Zeugma (e) Hendiadys (f) Litotes* (g) Hyperbaton (h) Asyndeton (i) Polysyndeton (j) Epanaphora (k) Palilogia
					* This is, however, a matter of prosody	* also of indirectness