

10. What are the pragmatic values of the knowledge derived from scholarly inquiry [about rhetoric]?

© The material of inquiry about rhetoric

ability to recognize ideas
building knowledge upon
knowledge

· possibility of new
interpretation

- address significant problems
- narrow broadness of definition
- create new meanings

- additions and modifications through the centuries
the critic extend ~~themselves~~ ^{themselves} to master subject by
building to. Understand first-premises.

2014

5. What roles do media play in the process of symbolic exchange?

Education and its social consequences

Controls symbolic perception

- can pick and chose what & how symbols are portrayed

CONTROLS WHICH SYMBOLS ARE USED AND HOW THEY EFFECT VALUES. DECIDES WHAT IS "IMPORTANT".

- alters mental habits by giving

us bias info. ✓

- provides distinctive mode of authority ✓

- ignorance of the eye

Agenda setting & framing

2014/0

The ?'s we ask
ourselves create
a way to think
about material

8. What are the assumptions and limitations of the methodological perspectives and modes of inquiry employed? is the method of inquiry about rhetoric

Assumptions: "Rhetoric is the counterpart of Dialectic" Natanson (1955) initially —

More recently we find dialectic knowledge as applied to policy is foundational to rhetoric. This concept expands on the idea that rhetoric at its core is an art. (H & D)

Limitations: The structure of the methods (think Combs/003) boxes and constrains ideals and abilities to both construct and critically consume rhetorical works.

2014/03/
Balcony Stare: assumed to eliminate bias, but a limitation of this is that we start w/ our own "lens", and in moving to the balcony, we create a new lens. (We start off at moving the focus to it)

9. Which methods of inquiry have been most fruitful in producing claims about symbolic representations of cognitive activities and related affective states and their social consequences?

II. The conduct of inquiry about rhetoric

- Using narrative illuminates symbolic representations
- social consequences
- Stereotypes are perpetuated