**Hart & Daughton**

Chapter 1

Functions of Rhetoric (p. 14 ff)

Rhetoric unburdens

… distracts

…enlarges

…names

…empowers

…elongates

**Bryant, Rhetoric: Its Functions and Its Scope**

Rhetoric is “the management of the language of discourse (or the *elocutio),* and if we do not include poetic in our system” (p. 403).

“Rhetoric is method, not subject” (406)…Rhetoric, therefore, is the method, the strategy, the organon of the principles for deciding best the undecidable questions, for arriving at solutions of the unsolvable problems, for instituting method in those vital phases of human activity where no method is inherent in the total subject-matter of decision.” (407).

“In summary, rhetoric is the rationale of informative and suasory discourse, it operates chiefly in the areas of the contingent, its aim is the attainment of maximum probability as a basis for public decision, it is the organizing and animating principle of all subject-matters which have a relevant bearing on that decision.” (408).

“the rhetorical function is the function of adjusting ideas to people and of people to ideas.” (413)

(what rhetoric is not)

Now that we have sketched the rhetorical process functioning at its best for the exposition and dissemination of ideas in the wielding of public opinion, with the ethical and pathetic modes of proof in ancillary relation to the logical, with the imagination aiding and reinforcing the rational, let us turn to some of the partial, incomplete, perhaps misused, rhetorics (415)… salesmanship, and their somewhat denatured relatives "public relations" and "promotion," to conventional public address, the established vehicle of rhetoric, may be embarrassing at times, but it must be acknowledged. (417)