Christina Ortega Week#1 3/24/14 Journal # 1

ComS 168 Journal Assignment

***Description of what prompted you to write:***

In class on April 11, 2014 we did an exercise in class with the Ghandi’s Green Pamphlet , in which we pulled out the qualities of the piece that we observed. These qualities included patterns, communion characteristics: epideictic, deliberative and forensic and other observations we had about the characteristics of the text. After discussing the qualities we observed, we linked these observations with words that we pulled from our assigned texts. I found this exercise quite useful as it gave me insight on how to make objective observations and tie those observations in with the analysis. As I am starting to become familiar with my text for the term paper, I am finding that this practice of finding the qualities of the text is assisting my ability to pick out concepts objectively before I begin the analytical process.

***Linkage to other ideas, concepts, quotations, articles, etc.***

The etic and emic approach as discussed in Edwin Black’s article A Note on Theory and Practice in Rhetorical Criticism came to mind when we participated in this process. The use of etic and emic approaches are important to understanding the critical process and recognizing our approach as we analyze rhetoric. Black states that “perhaps reconciliation between the etic and emic approaches to criticism can be found not in the direction of formulating emic criticism into an etic theory, but rather in focusing on some implications of each approach to the critic. The same crucial issue applies both to the relationship between the critic and his method and to the relationship between the critic and his subject (Black, 335).” In understanding how we approach rhetoric, we have a better understanding of our own critical process and how this process can be improved with an objective point of view as the etic approach entails or with an emic point of view that can offer insight from our preexisting knowledge or observations.