Public Speaking, A Long Tradition

Chapter 2
Two significant differences:

1) **Nature of education**: little government intervention vs. much intervention

2) **Type of curriculum**: importance of speaking well vs. de-emphasis of this (hint: it is just as important today as it was 2,000 years ago!)
Public Speaking & Classical Education

• Sophists: the first public speaking teachers (Gorgias, Protagoras, etc)

• Formal Greek Schools (Isocrates, Plato, and Aristotle)
Aristotle’s 3 Ways of Gaining Knowledge

- **Techne**: experiential knowledge; knowledge of events in the world around us; considered least reliable
- **Episteme**: universal knowledge or understanding about common characteristics of like materials
- **Intermediate**: concerns ethics, where the practical and universal do not work (too much or too little of anything is a bad thing)
Aristotle’s 4 Functions of Rhetoric

• Upholding truth and justice

• Teaching to an audience

• Analyzing both sides of an argument

• Defending oneself
Aristotle’s Proofs

• **Inartistic Proofs**: evidence, data, and documents; not manufactured by the speaker

• **Artistic Proofs**: constructed by the speaker for the occasion...

1) **Ethos**: credibility of the speaker
2) **Logos**: logical dimension of the appeal
3) **Pathos**: emotional dimension of the appeal
Ethos: Credibility

1) Common sense/intelligence

2) Goodwill toward the audience

3) Character of the speaker

credibility
cred·i·bil·i·ty [kred-uh-bil-i-tee] noun
the quality of being believable or worthy of trust
Logos: Logic

• Persuasive messages (arguments) must follow a logical order

• Without a logical ordering, persuasion is much less likely to occur
Pathos

• According to Aristotle: language can be used by a speaker to emotionally connect an audience with a topic and thus move that audience to an ethical and correct action or conclusion
Cicero’s Rhetoric

• Cicero did for speech-making what Aristotle did for persuasion (rhetoric)

• The following five canons of rhetoric are the foundation for developing a strong speech
Cicero’s Five Canons of Rhetoric

1) **Invention**: the speaker chooses the best possible arguments for their case (*inventio*).

2) **Arrangement**: determining the most effective method of organization (*dispositio*).

3) **Style**: word choice, phrasing, level of formality, use of linguistics (*elocutio*).

4) **Delivery**: physical and vocal presentation of the speech (*actio*).

5) **Memory**: speaker’s ability to recall important names, dates, etc. (*memoria*).
The Contemporary Speech Process

• First model of communication (developed by a research mathematician): Linear Model of Communication

• Linear Model: process involves a sender who encodes a message and sends it through a channel (where it competes with noise) to reach a receiver who decodes the message
Contemporary Cont’d

• **Transactional Model of Communication:** recognizes that we simultaneously send and receive messages; a cyclical model of communication
Speech as a Force in Our Lives

• Civic Engagement: acting upon a sharp awareness of one’s own sense of responsibility to one’s community

• How do you combat or strengthen any idea? Speech! Speech!! Speech!!!