

## ANCIENT RHETORIC

### MEANS OF PERSUASION

Jerry L. Sumney, *Convincing Early Christians: The Rhetoric of Paul*, August 2015

**Ethos** – Appeal to the character of the speaker

**Logos** – Appeal to logical reasoning

**Pathos** – Appeal for an emotional response

### TYPES OF RHETORIC

Ben Witherington III, *Paul Quest*, (Downers Grove, Illinois: InterVarsity Press, 1998), p. 117-18

#### **Forensic Rhetoric**

The rhetoric of attack and defense. Its focus was the past, since one was normally taken to court for something that had already been said or done.

#### **Deliberative Rhetoric**

The rhetoric of advice and consent. Its focus was the future, for an *ekklesia* would always be debating the appropriate policy for the future. This rhetoric concentrated on issues of advantage or harm.

#### **Epidictic Rhetoric**

The rhetoric of praise or blame. Its focus was the present, for it sought simply to produce admiration or revulsion, mirth or anger, joy or sorrow in a crowd, moving them without prompting them to do more than appreciate and applaud. It was often for pure entertainment.

### CLASSIC RHETORICAL STRUCTURE

Ben Witherington III, *Paul Quest*, (Downers Grove, Illinois: InterVarsity Press, 1998), p. 117-18

#### **Exordium:**

The beginning of the speech, meant to make the audience well disposed and open to what followed

#### **Narratio:**

Explaining the nature of the disputed matter, or the facts that needed to be taken into account as the basis of the argument

#### **Proposito:**

Where the essential proposition of the speaker and perhaps of the opponent were laid out

#### **Probatio:**

The essential arguments of the speech

#### **Refutatio:**

Often included in the probatio, where the opponent's arguments were dismantled, disapproved, or at least disparaged

#### **Peroratio:**

Recapitulating the main points of the probatio and making the final emotional appeal to the audience