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The canon of Rhetoric goes back as far as the dawn of schools and reaches as wide as the fields of philosophy, ethics, and science. Rhetoric, though it might seem as if it were just another word we use to describe a situation dealing with arguments, is wider and deeper than what most conceive it to be. Rhetoric has existed since the times of the Ancient Greeks and was often a core teaching up until the modern era. From Aristotle, Cicero, and Aspasia to Kenneth Burke and Christine de Pizan, rhetoric is a vast field with multiple subjects, teachings, and different understandings of the concept that all can relate or differ each other. Rhetoric is vastly important to everyday life and cannot be generalized as just a form of argument but rather can be annotated as a field in which multiple different perspectives, teachings, and views are in use to analyze the subject and figure out how it is using rhetoric to influence the person viewing the subject that they are being shown. These tools can be used in virtually anywhere and influence the way we think about our life. When exposed to how rhetoric works, we begin to see life differently and begin to understand how important it is as not only a tool but also a study to learn how it works. Rhetoric is at use in the brands we choose to wear, the food brands we pick, and the anything else that we constantly consume and use. What are some key

concepts of it though? I will list the ones I found to be the most important that I learned from the time I spent this semester learning about rhetoric.

One of my favorite parts of rhetoric was learning about Kairos. Kairos are moments when the decision or action is perfect in its timing. The idea of this seems that it is impossible to produce but with training, it can be artificially made. The word itself comes from Ancient Greece and translates literally to the time. Kairos is a key component in rhetoric and is often used to strengthen the presentation of information or points within an argument. When you get into an argument or a debate, a key element is the timing of the presentation of your statement. If you mess this up, it becomes virtually useless and ends up falling apart and sometimes even working against you. However, knowing how Kairos works, you can look out for key moments and strike at the right time and strengthen yourself by backing it with the right time. In modern times, Kairos can be viewed as how a celebrity, or a company is always able to have so much presence based on how they are able to garner attraction towards them. A company facing controversy for advertisement can use Kairos and strengthen their presence within the media. A celebrity like Kanye West for example, is also able to produce these moments of Kairos with the amount of controversy he constantly faces based on the comments and the actions he does. Commanding the use of Kairos is a strong tool and can keep these ideas relevant within the mind when you think back on them from arguments to celebrities who are constantly in the news. I find the use of Kairos to be interesting based on the amount of people and corporations that use it in the moments that always seems crucial for their

relevancy, and it shows just how powerful it is as a tool to keep them at bay with the news and people commenting on them.

Perspectives was another big part of rhetoric that I feel is one of the most important parts of the subject. While it may seem obvious, rhetoric is everywhere but we are not made aware of this until we are shown it. This is connected to how we all have a bias and how we would never recognize the perspectives that we do not know about until we are made aware of them. Perspectives offer different views to lifestyles, topics, and canons within rhetoric that we may have never seen due to our own personal bias. Kenneth Burke mentions a concept like this and called it the terministic screen. We are all born with a screen that is like a mesh cover that we can see but not fully see out of. This relates to the idea how our lives and the way that we are raised affects the information and perspectives we hold in life and starts just as we are born. We can break these screens down though and learn through other perspectives and come to an understanding that we might have never known of due to our lives. This also plays into the ideas of perspectives within rhetoric such as the Feminist Perspective or the Neo-Marxist Perspective. Both are respectably different from each other but at the same time, they can overlap each other and can be used against or with each other to analyze practically anything from literary texts to films, novels, and real-life situations within current times and historical times. Perspectives are an important and key part of rhetoric and provide one of the foundations of it to learn and view different areas of life that we may have never been exposed to.

One of the last concepts I will mention that has impacted me greatly is the idea of Memory and how it relates to practically everything. Memory was a tool the Ancient Greeks would use to train themselves to speak and be able to recall information at a second's notice. Today, memory is not regarded as such a power anymore and if anything, we often take it for granted. I find myself having a strong memory and I have never noticed how powerful it was viewed by others until taking this class. I have always been able to recall information and topics at a moment's notice and have trained my memory to do so without realizing that I was. After learning about this, I came to understand just how powerful it is to have a strong memory. This idea relates to the copia and how having a variety of topics is important to have whenever discussing or communicating topics. Just having the ability of copia alone can take you far in conversing and in general giving you the ability to see through a variety of topics. This also relates to the ability of the canons and how all three of them (ethos, pathos, and logos), are important to know what they are, how to use them, and when to use them. They all are equally important and when used properly can leave a powerful imprint on the person you are talking to. They will always be important and come back to just how powerful memory is as an ability. I think by training yourself to have a good memory you can deal with situations better and come to understand the context of numerous ideas and topics and then relate them to similar ones. These cast an important role in life and will change the way you understand and take in information just by trying to memorize the topic at hand.

Rhetoric is a powerful tool and is filled with a deep and rich history of knowledge, topics, skills, and important life lessons that can improve our understanding of not only the world around us but the people we communicate with. By knowing how rhetoric works and what is at play within it, you can notice these and have a sort of re-awakening within the world around us and begin to realize just how much of it is at use within our lives. It surprised me how much rhetoric is as a tool and how it can not only influence your life but also control numerous aspects of it. But, by becoming aware of rhetoric and learning about it, you can see these and awaken the previous bias you had of it and come to use rhetoric as a power to your own advantage.