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What is Rhetoric?

Rhetoric is often misunderstood within the usage of the word. When we think of rhetoric, we oftentimes miss the true definition of the word in favor for the idea of rhetoric. Instead of this, we should ask ourselves how rhetoric is more than just a simple concept and view it as an important study. Rhetoric is the art and the effectiveness of not only language but also speaking, writing, communicating, and other aspects of human being. Many of the core ideas of rhetoric date back to the times of Aristotle and the Ancient Greek philosophers. Many aspects of culture as well use rhetoric be it in advertisements from television to the brand of clothing we wear. The influence of rhetoric can be found in everything we do and use and is ignored. This leads to the question, what is rhetoric? And how is it used?

Rhetoric as a study has been taught since the founding of the concept of schools. Rhetoric has been used as a tool to both perceive how the language we use is working and how we can use this to become proficient in applying the concepts of rhetoric to ourselves. In rhetoric, the concept of author, subject, and audience play key roles to using it. Without a strong basis in understanding in all three fields, your use of rhetoric will not work as strong as it could. Knowing who the audience is, the subject to pick, and the strength of the author all play

key roles in influencing rhetoric. By participating in rhetorical analysis and studying, one can increase their understanding and skills.

Another important aspect of rhetoric is understanding ethos, pathos, and logos. Each element draws rhetoric back to the most basic understanding of the subject. Ethos is the credibility, pathos is the emotion, and logos is the logic. Aristotle used and wrote heavily on all three of them and was one of the first philosophers to mention them. Since then, we have used them to analyze and understand how certain ideas and concepts might be working. For example, an advertisement might use strong pathos and ethos to draw you into buying their products. With a strong credibility and emotional value while also presenting the idea of why you need to purchase the product, the advertisements can convince people into buying their products.

Rhetoric has a rich history of knowledge that has been used time and time again to persuade and understand people better. By understanding some of the key elements of rhetoric, we can acknowledge them and use them. We can also study how rhetoric works to get a general sense of the subject and help us advance our way of life, thinking, and speaking. We as rhetors can tap into a powerful source of communication most people might not even be aware of and use it to our advantage. It can help us persuade people to our opinions and favor us over others. Understanding ideas such as pathos, ethos, and logos or the idea of understanding an audience greatly influences and helps us better understand rhetorical analysis and thought.