

CHAPTER 1

- *(2) 1. The "art of rhetoric" developed by Corax originated (1) In early philosophical discussions (2) In order to help ordinary people prove claims in courts, (3) From early essays on how to speak effectively (4) From the book *Precepts* (5) None of these.
- (3) 2. The Father of Debate was (1) Aristotle (2) Arax (3) Protagoras (4) Gorgias (5) Socrates.
- (4) 3. Gorgias is recognized as one of the first rhetoricians to perceive the importance of (1) Logic (2) Argumentation (3) Ethos (4) Emotions (5) Reasoning in persuasive speaking.
- (5) 4. The most influential of Greek Sophists, one who believed that the whole man must be brought into the process of communication was (1) Protagoras (2) Gorgias (3) Aristotle (4) Socrates (5) Isocrates.
- (3) 5. Which of the following terms is used by Aristotle to describe the nature of the message presented by the source to the audience (1) Ethos (2) Pathos (3) Logos (4) Topoi (5) Catalyism.
- (5) 6. The process of inquiry is (1) Pathos (2) Logos (3) Topoi (4) Rhetorical Communication (5) Dialectical Communication.
- (1) 7. Aristotle's philosophy of rhetoric deals mainly with (1) Invention (2) Disposition (3) Style (4) Memory (5) All of these.
- (2) 8. The psychology of persuasion was an important facet of the theory of persuasion of (1) Plato (2) Aristotle (3) Socrates (4) Isocrates (5) Gorgias.
- (4) 9. Of the early authors, which of these felt that an orator must have a broad liberal education (1) Cicero (2) Quintillion (3) Isocrates (4) Two of these (5) All of these.
- (2) 10. Which of the following pairs believed that in rhetoric matter is more important than manner (1) Aristotle and Socrates (2) Aristotle and Fenelon (3) Plato and Socrates (4) Protagoras and Gorgias (5) Gorgias and Aristotle.
- (2) 11. Elocutionists (1) Developed a natural system of delivery (2) Believed in the scientific systematization of speech (3) Are influential today (4) Were the primary rhetoricians of the early 18th century (5) All of these.
- (1) 12. James Winans is known for (1) His discussion of delivery (2) His treatise on logic (3) His inquiry into ethos (4) His summary of the history of rhetoric (5) All of these.
- (4) 13. Aristotelian rhetoric is classified as essentially (1) Invention centered (2) Audience-centered (3) Delivery-centered (4) 1 and 2 (5) 1 and 3.

* Correct answer noted before questions for multiple-choice. T/F are indicated for answers to true-false items. For completion questions, underlined words are answer to be left blank.

- (2) 14. Protagoras believed (1) In the importance of the emotions (2) That there were two sides to every argument (3) That sophists were unscrupulous (4) That ethos was not important (5) None of these.
- (3) 15. Plato (1) Reinforced the ideas of the Sophists (2) Promoted development of the rhetoric as practiced in his day (3) Served as a catalytic agent for Aristotle (4) 1 and 2 (5) 2 and 3.

1. Originally the term Sophist meant teacher.
2. Commonplaces are segments of speeches constructed in such a way that they have no reference to a particular occasion, but can be used whenever needed.
3. The Rhetoric, written by Aristotle, is considered to be the most influential book ever written on the subject of rhetoric.
4. Aristotle defined rhetoric as "the faculty of discovering in a particular case what are the available means of persuasion".
5. The main guide to invention of an argument is the use of "lines of argument" or topoi.
6. Because Aristotle believed that good or right, by their very nature are more powerful persuasive tools than their opposites, we may say that he believed the technique of rhetoric are amoral.
7. As a reaction against the excesses of the elocutionists, rhetoric in the 19th Century United States came to deal primarily with written communication.
8. Aristotle believed that arguments should be based on enthymemes or argument from probabilities.

- F 1. Most of the early Sophists were unscrupulous individuals.
- F 2. Sophists were generally least concerned with ethics and most concerned with outcome.
- F 3. Primarily from the early Roman authors sprang the ideas that were to become basic tenets of rhetorical theory.
- T 4. Plato is known for his attack on rhetoric as practiced by the sophists of his day.
- T 5. Aristotle would consider logical reasoning to be more important than "playing on the emotions".
- T 6. Aristotle would contend that audience analysis is an essential part of persuasive speaking.
- F 7. Plato believed that arguments should be based on probabilities.
- T 8. Our theory of rhetorical communication is basically Aristotelian.
- F 9. Aristotle's Rhetoric is "a how-to-do-it" book.
- F 10. The work of Quintillion expresses a gross distortion of Aristotle's concept of ethos.
- T 11. During the Middle Ages rhetoric was used in the form of exhibitionism.
- T 12. Whately's conception of ethos was comparable to that of Aristotle's.
- F 13. The current works on rhetorical communication are noted for their overwhelming similarities.