Simple Elements of Rhetoric

3 Types of Rhetoric
- Deliberative or Political or Advisory
- Judicial or Forensic or Legal
- Ceremonial or Epideictic or Eulogistic or Declamatory

5 Canons of Rhetoric
- Invention or Argument \textit{inventio}
- Organization \textit{dispositio}
- Style \textit{elocutio}
- Memory/memorization \textit{memoria}
- Delivery \textit{pronunciatio}

5 Parts of a Discourse
- Introduction or Exordium \textit{exordium}
- Narrative or contextual story \textit{narratio}
- Argument(s) \textit{confirmatio and its parts}
- Rebuttal or Counter-Argument(s) \textit{refutatio}
- Conclusion \textit{peroratio}

Modes of Persuasion
- Logos (syllogistic reasoning: enthymemes)
- Ethos (not reputation but character as evinced in the work or speech)
- Pathos

Common Topics
- Definition (genus and division)
- Comparison (similarity, difference, degree and kind)
- Relationship (cause & effect, antecedent & consequent, contraries, contradictions)
- Circumstances (possible and impossible, past fact & future fact)
- Testimony (authority, testimonial, statistics, maxims or proverbs, law, precedent)

A useful book is \textit{Classical Rhetoric for the Modern Student}, Edward P.J. Corbett and Robert J. Connors (Oxford University Press), 4\textsuperscript{th} ed.