

Punctuating Rhetorical Acts

Alternative accounts and
their imprint

Purposes

- Importance of Perspective in Criticism
- Consistency of Model of Communication
 - Sharp versus blurred vision

Burke's Pentad

Criticism: accounts of rhetorical acts

- The terms
 - Act
 - Agent
 - Agency
 - Purpose
 - Scene
- The ratios

A traditional acct of rhetorical act

- Agent: *The speaker*
- Act: . . . *plans a speech*
- Scene: . . . *to address a particular audience and situation*
- Purpose: . . . *with a particular goal in mind*
- Agency: . . . *using techniques (which we map as rhetorical strategies)*

Our main critique of Obama

Alternative Acct: A society responds to events

- Agent: A society (social grouping) . . .
- Agency: . . . uses discursive exchange (which we map as rhetorical strategies) . . .
- Act: . . . to understand and respond to . . .
- Scene: . . . events . . .
- Purpose: . . . to which it must respond appropriately.

Klumpp, James F., and Hollihan, Thomas A. "Debunking the Resignation of Earl Butz: Sacrificing an Official Racist." *Quarterly Journal of Speech* 65 (1979): 1-11.

Alternative Acct: Situation dictates strategies

- Scene: The situation . . .
- Act: . . . dictates . . .
- Agent: . . . to the speaker (or speakers) . . .
- Agency: . . . the techniques available (which we map as rhetorical strategies) and . . .
- Purpose: . . . what s/he must achieve with them.

Know an example?

Alternative Acct: Situation dictates strategies

- **Scene:** Our multi-racial society, its traditional colorblindness, and the emergence of social media. . .
- **Act:** . . . dictates . . .
- **Agent:** . . . to Obama and users of social media . . .
- **Agency:** . . . new strategies akin to a chorus . . .
- **Purpose:** . . . that address colorblindness differently.

Important ratios:

- Scene/agent
- Scene/agency
- Purpose/agency

Alternative acct: Languages contain possibilities

- Scene/Agent: The Language &/or ongoing praxis of language in a culture
- Act: . . . defines the possibilities and limits (which we map as rhetorical strategies)
- Subagents: . . . through which the speakers of a society
- Agency: . . . respond to the needs of the culture
- Purpose: . . . to coordinate their responses to the events encountered by the culture

Terri and Alyssa?

Alternative acct:

- Corporate agent: A movement (or its leaders?) . . .
- Agency: . . . uses a protest event (which we map as rhetorical strategies) . . .
- Purpose: . . . to overcome . . .
- Scene: . . . efforts to silence them . . .
- Act: . . . thus, creating voice.

Know an example?

Alternative acct:

- Corporate agent: The Wisconsin Statehouse protest (or its leaders?) . . .
- Agency: . . . used their sit-in (with chants, signs) . . .
- Purpose: . . . to overcome . . .
- Scene: . . . Governor & Republican efforts to silence them . . .
- Act: . . . thus, creating voice.

Important ratios

- Scene/purpose
- Act/purpose
- Agency/purpose