FEEDBACK TUTORIAL LETTER

2nd SEMESTER 2019

ASSIGNMENT 2

RHETORICAL THEORY AND CRITICISM
(RTC621S)
Date: 14 October 2019

Feedback Tutorial Letter
Course: Rhetorical Theory and Criticism (RTC 611S)
Semester 2: Assignments 2

QUESTION
With the aid of relevant examples, examine the three (3) types of rhetoric and show how they are used in Namibia. 50 marks

Preamble
Students’ performance was generally poor, the worst performance ever. None of them attended the Vacation School. This was the first time in my ten-year history of delivering this course that I experienced non-attendance by Distance students. Efforts to try and reach them via their mobile phones with the assistance of a colleague at COLL proved fruitless as it became clear to us that these students were in far-away places. However, the record poor performance is clearly a product of failure to answer questions correctly. Even for those who understood the question, there was clear lack of a polished strategy of answering questions at this level. Answers were not pitched to the right level, at least in the majority of cases. As this is now water under the bridge, I present points that were needed in answering the question here under.

In the introduction you could have defined rhetoric. The following definitions could have been helpful:
"[Rhetoric] is that art or talent by which discourse is adapted to its end. The four ends of discourse are to enlighten the understanding, please the imagination, move the passion, and influence the will." (George Campbell)
"'Rhetoric' . . . refers but to 'the use of language in such a way as to produce a desired impression upon the hearer or reader.'"
(Kenneth Burke, Counter-Statement, 1952)

Types of rhetoric
1. Deliberative rhetoric
   - According to Aristotle: one of the three major branches of rhetoric: speech or writing that attempts to persuade an audience to take (or not take) some action.
   - always advises about things to come." Political oratory and debate fall under the category of deliberative rhetoric.
   - The deliberative rhetor must exhort or persuade his audience,
   - His/her speech is addressed to a judge of the future, and its end is to promote the good and avoid the harmful.
   - Deliberative rhetoric concerns contingencies within human control.
   - The deliberative orator addresses topics such as war and peace, national defence, trade and legislation, in order to assess what is harmful and beneficial. Accordingly, he must grasp the relationships between various means and the ends of Expedience and happiness."
2. **Judicial /forensic rhetoric**

- Judicial (or forensic) rhetoric is primarily concerned with past events.
- Police investigations
- Courts cases
- Disciplinary hearings
- Judgement
- Forensic rhetoric deals with the accusation (kategoria) or defense (apologia) of someone.
- Usually in seen in court settings in contemporary times. Aristotle believed that someone using forensic rhetoric must be keenly aware of justice versus injustice, and the use of words to achieve an understanding of both sides of the argument.
- A detective is questioning a suspect in the holding room, and he says, “When you saw your boyfriend with another woman, you were mad and you wanted revenge. Didn’t you?” The detective is presenting facts in the past tense and coming to the accusatory end of his argument. He hopes the end result will be the suspect confessing to the crime. This is a simplified example of how forensic rhetoric works.
- A detective is questioning a suspect in the holding room, and he says, “When you saw your boyfriend with another woman, you were mad and you wanted revenge. Didn’t you?” The detective is presenting facts in the past tense and coming to the accusatory end of his argument. He hopes the end result will be the suspect confessing to the crime. This is a simplified example of how forensic rhetoric works.

3. **Epideictic rhetoric**

- According to Aristotle, one of the three major branches of rhetoric: speech or writing that praises or blames.
- Also known as ceremonial discourse
- Epideictic rhetoric includes funeral orations, obituaries, graduation and retirement speeches, letters of recommendation, and nominating speeches at political conventions. Interpreted more broadly, epideictic rhetoric may also include works of literature.

You were expected to demonstrate knowledge of how it is used in selected work places in Namibia.

**Conclusion**

In conclusion you could have highlighted the relevance of knowledge of three types of rhetoric as evidenced by how rhetoric is used in real life situations.

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