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THE ESSENTIAL TO RHETORIC PDF -

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Rhetoric is the counterpart of Dialectic. Both

alike are concerned with such things as

come, more or less, within the general ken of

all men and belong to no definite science.,

Rhetoric (from the Greek $\acute{\alpha}\rho\eta\tau\acute{\iota}\kappa\eta$, $\acute{\alpha}\rho\eta\tau\acute{\iota}\kappa\eta$

$\rho\eta\tau\acute{\iota}\kappa\eta$, "oratorical," from $\acute{\alpha}\rho\eta\tau\acute{\iota}\kappa\eta$

$\rho\eta\tau\acute{\iota}\kappa\eta$, "public speaker," related to

$\acute{\alpha}\rho\eta\tau\acute{\iota}\kappa\eta$ $\rho\eta\tau\acute{\iota}\kappa\eta$, "that which is said or

spoken, word, saying," and ultimately derived

from the verb $\acute{\alpha}\rho\eta\tau\acute{\iota}\kappa\eta$ $\rho\eta\tau\acute{\iota}\kappa\eta$, "I say, I speak")

is the art of using speech to convince or

persuade. Aristotle defines rhetoric as "the

faculty of observing in any given case the ...,

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composition and rhetoric, rhetoric and

composition, writing studies, or simply

composition) is the professional field of

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