Aristotle’s definition of rhetoric: Ehninger, Gronbeck and Monroe: One of the earliest definitions of communication came from the Greek philosopher-teacher Aristotle (384-322 B.C.).

a. “Rhetoric” is “the faculty of observing in any given case the available means of persuasion” (Rhetoric 1335b).

b. Aristotle’s speaker-centered model received perhaps its fullest development in the hands of Roman educator Quintilian (ca. 35-95 A.D.), whose *Institutio Oratoria* was filled with advice on the full training of a “good” speaker-statesman.

Aristotle’s Model of Communication
from Ehninger, Gronbeck and Monroe

A Speaker . . .

discovers rational (logos), emotional (pathos) and ethical (ethos) proofs (pistis),

arranges those proofs strategically,

clothes the ideas in clear and compelling words

delivers the product appropriately

Invention Arrangement Style Delivery

Memory