Aristotle’s Five Canons of Rhetoric

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1. Overview
   1. The composition and analysis of speeches.
   2. The use of persuasion to achieve goals.
2. Invention
   1. Identify interests of audience.
   2. Find information to persuade audience.
   3. Decide on presentation technique best suited to audience.
   4. Choice when to deliver argument to audience.
3. Arrangement
   1. The compilation of the argument.
   2. Introduce background information.
   3. Get audience’s attention.
   4. State facts neutrally.
   5. State position keeping audience’s goals in mind.
   6. Attack opposite position with respect to opposition.
   7. Conclude with summary.
4. Style
   1. The use of language to stir audience’s attention.
   2. Eloquent Language
      1. Ease of flow
      2. Use of rhetorical devises.
   3. Powerful Language
      1. Grab audience with harsh impacts/images.
      2. Exploit audience’s fears.
5. Memory
   1. The remembrance of certain parts of speech.
   2. Speaking without noticeable pauses.
   3. Generated through use of rehearsal.
   4. Frees rest of body to better communicate message.
6. Delivery
   1. The effective use of body language.
   2. Emphasize certain words/gestures.
   3. Emotion in voice.
   4. Props to add drama.

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