

**Halloran's "Rhetoric in the American College Curriculum"**  
**Ramage, Ch. 15, "Proposal Arguments"**  
**Ramage, Ch. 12, "Moving your Audience: *Ethos, Pathos* and *Kairos*"**

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### Objectives

1. Students will recognize the evolution of rhetoric in the United States.
2. Students will identify characteristics specific to a century.
3. Students will examine the significance of public discourse in the United States.
4. Students will recognize how modern rhetoric applies to their current university classes and world circumstances (election year, politicians, special interest groups, newspapers, news, editorials).
5. Students will apply principles of proposal argument to magazine proposals.
6. Students will review three principal argument schemata: classical, Toulminic, and Rogerian.
7. Students will review communication triangle and pyramid highlighting the role of *kairos*.

### Materials

- Halloran PowerPoint
- *Logos, ethos, pathos, & kairos* PowerPoint

### Methods

- Halloran's "Rhetoric in the American College Curriculum"
  - As a class, set up Halloran's definitions/thesis statements—what does he mean?
  - What does Halloran mean by *public discourse*?
  - Divide the class into five groups, each group representing a century—17<sup>th</sup>, 18<sup>th</sup>, 19<sup>th</sup>, 20<sup>th</sup>, and 21<sup>st</sup>.
    - Identify characteristics of rhetoric in that century.
    - Which characteristics are still evident, different, or significant today?
    - Report characteristics to class.
  - Where is modern rhetoric most evident today?
    - Print rhetoric
    - Non-print rhetoric
    - Virtual rhetoric
    - Personal rhetoric
    - Public rhetoric
    - Visual rhetoric
    - Professional rhetoric
    - Pedagogical rhetoric?
      - Why am I teaching them this?
      - What skills are they supposed to learn?
      - What is the purpose and what do I want them to learn through this assignment?
    - Spiritual rhetoric?
- Ramage's "Proposal Arguments"
  - How can we apply Halloran's concepts to proposal writing?
  - The nature or proposal arguments

- Call for action
    - Audience make a decision and act
  - Structure of proposal arguments
    - Description of problem
    - Proposed solution
    - Justification for the proposed solution
  - Special concerns for proposal arguments
    - Need for presence—grip readers’ hearts, imaginations, intellect
    - Need to overcome people’s natural conservatism
    - Need to predict future consequences
    - Need to evaluate consequences
  - How does all this fit with rhetoric? Claims/warrants? *Logos, pathos, ethos, kairos*?
- **Argumentation review: *Logos, ethos, pathos, & kairos* PowerPoint**
  - Review
    - Aristotlean or Classical argumentation
    - Toulminic argumentation
    - Rogerian Argumentation
      - Make a claim
      - Consider opposition
      - Present evidence
      - Promote mutual learning and communication
        - Avoid confrontational stance
        - Present your character as someone who understands and can empathize with opposition
        - Establish common ground with the opposition
        - Be willing to change your views
        - Direct your argument toward a compromise or workable solution.
  - My dream activity here—but never any time. Have students outline an argument to adhere to each of the approaches.

### Assignment

- Ramage, Ch. 8 Accommodating your Audience
- Britton, “Shaping at the Point of Utterance”