
RHETORICAL PRINCIPLES: THE CANON

Use the following principles to help you think through how you will design and assess a writing assignment.

Which applications should be taught in the composition class? Why? Which applications should be prioritized?

1) **Invention** (Strategies for gathering what you are going to say → Textual Research, Experience, Experimental Research)

- Understand the purpose of a text
- Learning about the type of text one should produce for a purpose
- Learning where to draw the content of the text from. What will the students' audience find credible? entertaining? informative? (and so on). Do students have access to necessary sources?

2) **Arrangement** (Strategies for organizing a text)

- Learning the genres are available for this type of text
- Understanding which one is the most appropriate for the purpose and audience (5¶ Essay? IMRAD? Blog?)
- Learning the expectations of a specific genre. How do they help the audience understand the text? What happens if one violates the audience's expectations for how this text is arranged?

3) **Style** (Strategies for deciding what 'signs' to use to convey your message)

- **Linguistic**
 - Knowing proper descriptive grammar. Knowing proper prescriptive grammar
 - Knowing the publication format the text should be written in
 - Learning the most appropriate vocabulary for this discourse community?
 - Experimenting with what words and punctuations will support the students desired effect on her/his audience?
- **Visuals**
 - Learning how to use visuals to help support or convey the text's message

4) **Memory** (Strategies for making the text or features of the text memorable)

- Understanding how to make stylistic choices that make the text memorable
- With new media, learning how to help the audience experience the text the same way more than once

5) **Delivery** (Strategies for getting the text from one person's mind to another's → the media used to convey the text)

- Understanding the affordances of different media
- Understanding which media best supports certain types of messages
- Understanding which media will be accepted by the target audience, especially specific discourse communities.
- Understanding and learning which media one's audience has access to (consider both space, time and logistics)