
RHETORICAL PRINCIPLES: THE CANON

Use the following principles to help you think through how you will design and assess a writing assignment. In some cases you will incorporate the answer to these questions into the assignment's design; in other instances you will want students to be responsible for answering these questions about their own texts?

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

- What type of text do the students need to produce?
- What is the purpose of the text?
- Where should the students 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?
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2) **Arrangement** (Strategies for organizing a text)

- What genres are available for this type of text? Which one is the most appropriate for this text? (**5¶ Essay?** IMRAD?)
- What are the expectations of genre? How does it help the audience understand the text? What happens if I violate the audience's expectations for this text is arranged?

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

- **Linguistic**
 - **Is the student using proper descriptive grammar? Prescriptive grammar?**
 - **What publication format should the text be written in?**
 - What words are most appropriate for this discourse community?
 - What words and punctuations will support the students desired effect on her/his audience?
- **Visuals**
 - What visuals help support or convey the text's message?

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

- How does one make stylistic choices to make the text memorable?
- With new media, how does one 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)

- What media best supports the message?
- What media will be accepted by the audience? especially specific discourse communities?
- What media does one's audience have access to (consider both space, time and logistics)?