

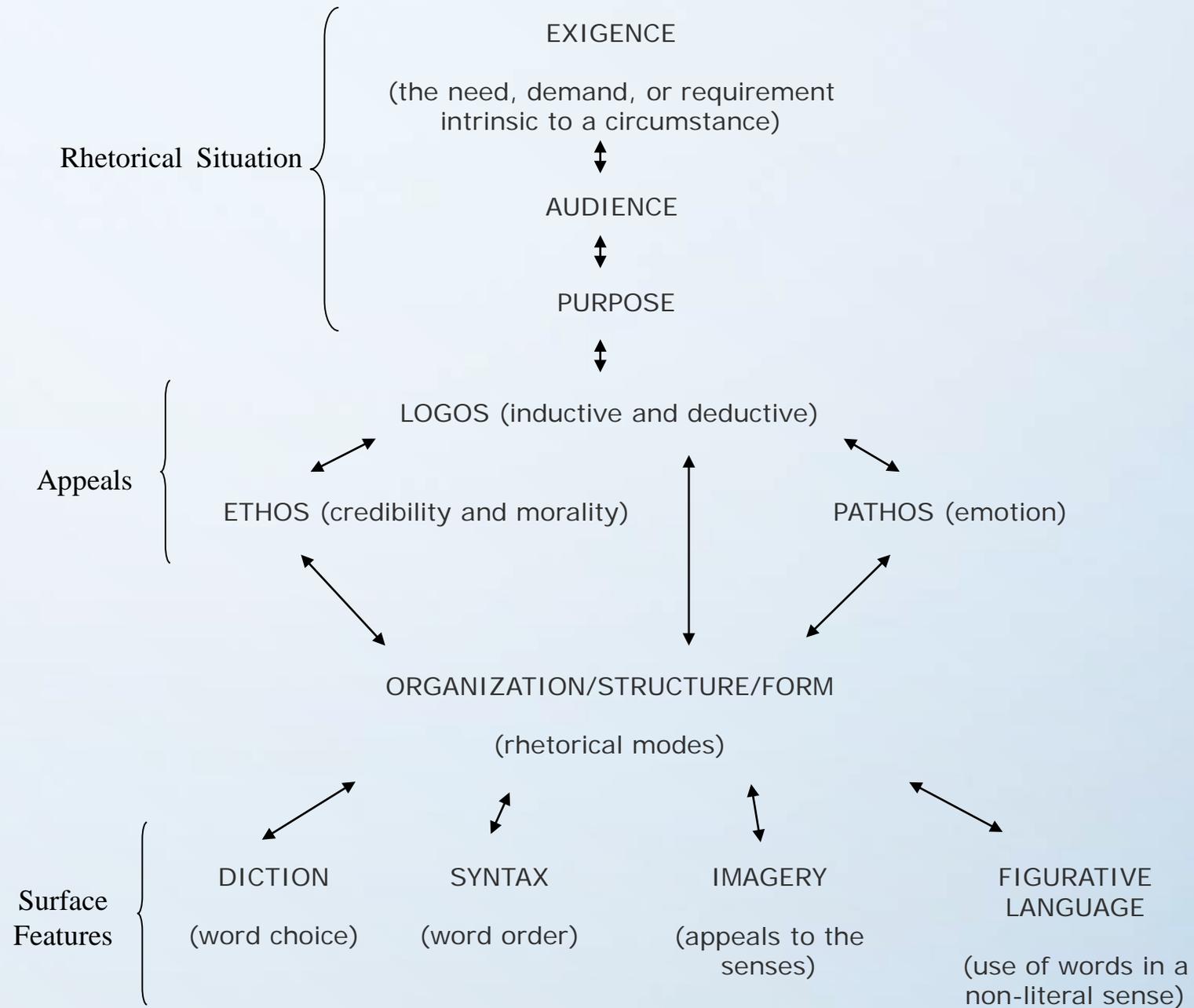


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A Tool Kit for Developing Great Writers

The Joliffe Framework ©



Joliffe's Rhetorical Framework Diagram ©

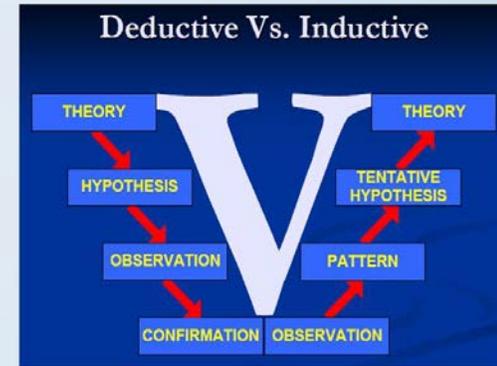
The Rhetorical Situation

- The Uncontrollable
 - Exigence: the time, place, and circumstances surrounding a piece of writing or a speech
 - Audience
- The Controllable
 - Purpose: the thesis or message of a piece; all other components of the Joliffe Framework converge upon the purpose; any controllable element that does not contribute to the purpose should be removed



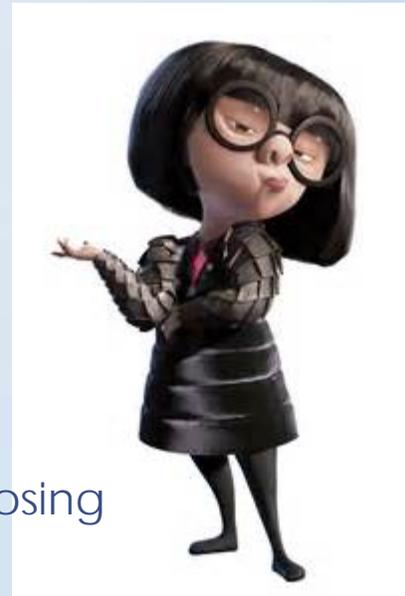
The Appeals

- Logos: the use of common sense; the presence of data; syllogistic reasoning
 - Inductive: moving from specific to general, from evidence to principle or conclusion; a more subtle means of convincing the audience because it eases them towards the purpose; dominant within non-academic writing
 - Deductive: moving from general to specific, from principle or conclusion to evidence; an expectation of academic writing
- Ethos: drawing out moral or ethical implications; leveraging case law; establishing the writer or speaker's credibility
- Pathos: triggering emotions (anger, pity, enthusiasm, joy . . .)



The Rhetorical Modes

- Exposition (6 sub-sets): the deceptively informative conveying of facts
 - Cause/effect: explaining how and why one fact leads to other facts
 - Classification/division: placing a data pool into categories of the author's choosing
 - Compare/contrast: creating a hierarchy between two subjects
 - Definition: stating what something is and is not
 - Example: illuminating a topic through scenarios, both real and imagined
 - Process analysis: delineating a sequence
- Description: expressing the sensory experience of a place in time
- Narration: creating or recreating an event with a message through plot and characterization
- Argument (1 sub-set): winning agreement to an idea
 - Persuasion: winning agreement to an idea to the point of action



Manipulating Diction: Tropes

○ Metaphor: Reference to one thing as another, implying a comparison. Example: “For ever since that time you went away / I've been a rabbit burrowed in the wood” —Maurice Sceve

○ Simile: Explicit comparison of one thing to another. Example: “You are like a hurricane: there's calm in your eye, but I'm getting blown away” —Neil Young

○ Synecdoche: A whole is represented by naming one of its parts. Example: “The rustler bragged he'd absconded with five hundred head of longhorns.”

○ Metonymy: Reference to something or someone by naming one of its attributes. Example: “The IRS is auditing me? Great. All I need is a couple of suits arriving at my door.”

○ Personification: Reference to abstractions or inanimate objects as though they had human qualities or abilities. Example: “The insatiable hunger for imagination preys upon human life” - Samuel Johnson

○ Paronomasia: Using words that sound alike but that differ in meaning (punning). Example: “A pun is its own reword.”

○ Syllepsis: Using a word differently in relation to two or more words that it modifies or governs (sometimes called zeugma). Example: “You held your breath and the door for me” - Alanis Morissette

Manipulating Diction: Tropes

- Onomatopoeia: Use of words whose sound correspond with their semantic value. Example: "The buzzing of innumerable bees"
- Anthimeria: Substitution of one part of speech for another. Example: "Did you see the way those blockers defenced on that last play?" (Noun used as verb)
- Periphrasis: Substitution of a descriptive word or phrase for a proper name or of a proper name for a quality associated with the name. Example: "In the TV show "Dinosaurs" the infant dino called his father, "Not-the-Mama.""
- Hyperbole: Use of exaggerated terms for emphasis or effect. Example: "I've told you a million times not to exaggerate."
- Auxesis: Reference to something with a name disproportionately greater than its nature (a kind of hyperbole). Example: "Said of a scratch: 'Look at this wound!'"
- Litotes: Understatement used deliberately. Example: "It isn't very serious. I have this tiny little tumor on the brain." —J.D. Salinger, *The Catcher in the Rye*
- Meiosis: Reference to something with a name disproportionately lesser than its nature (a kind of litotes). Example: "Said of an amputated leg.: "It's just a flesh wound"" - *Monty Python and the Holy Grail*

Manipulating Diction: Tropes

O Rhetorical Question: Asking a question for a purpose other than obtaining the information requested.

O Irony: Using language in such a way as to convey a meaning opposite of what the terms used denote (often by exaggeration).

O Oxymoron: Placing two ordinarily opposing terms adjacent to one another. A compressed paradox.

O Paradox: An apparently contradictory statement that contains a measure of truth. Example: "Whosoever loses his life, shall find it." – Matthew 16:25

Manipulating Syntax: Schemes

- **Antanaclasis** -- Repetition of a word in two different senses. Example: ““If you aren't fired with enthusiasm, you will be fired with enthusiasm.” —Vince Lombardi
- **Anaphora** -- Repetition of the same word or group of words at the beginning of successive clauses.
- **Epistrophe** -- Repetition of the same word or group of words at the ends of successive clauses. Example: “What lies behind us and what lies before us are tiny compared to what lies within us.” —Emerson
- **Epanalepsis** -- Repetition at the end of a clause of the word that occurred at the beginning of the clause. Example: ““In times like these, it is helpful to remember that there have always been times like these. ” — Paul Harvey
- **Anadiplosis** -- Repetition of the last word of one clause at the beginning of the following clause. Example: “The love of wicked men converts to fear,
That fear to hate, and hate turns one or both
To worthy danger and deserved death.
—Shakespeare, Richard II 5.1.66-68
- **Antimetabole** -- Repetition of words, in successive clauses, in reverse grammatical order. Sometimes mistaken as chiasmus. Example: “Ask not what your country can do for you; ask what you can do for your country.” —John F. Kennedy.
- **Chiasmus** -- Repetition of grammatical structures in reverse order in successive phrases or clauses, not to be mistaken with antimetabole. Example: “It is boring to eat; to sleep is fulfilling.”

Manipulating Syntax: Schemes

- **Parallelism** -- Similarity of structure in a pair or series of related words, phrases, or clauses.
- **Antithesis** -- Juxtaposition of contrasting ideas (often in parallel structure). Example: "It has been my experience that folks who have no vices have very few virtues." —Abraham Lincoln.
- **Climax** -- Generally, the arrangement of words, phrases, or clauses in an order of increasing importance, often in parallel structure. Example: Miss America was not so much interested in serving herself as she was eager to serve her family, her community, and her nation.
- **Anastrophe** -- Inversion of natural word order. Example: "Troubles, everybody's got."
- **Parenthesis** -- Insertion of a verbal unit that interrupts normal syntactical flow.
- **Apposition** -- Addition of an adjacent, coordinate, explanatory element. Example: "Albert Einstein, perhaps the greatest of scientists, seemed not to have mastered the physics of hair combing."
- **Asyndeton** -- Omission of conjunctions between a series of clauses.
- **Polyptoton** -- Repetition of words derived from the same root. Example: "With eager feeding food doth choke the feeder." —John of Gaunt in Shakespeare's *Richard II* 2.1.37

Advice for Young Writers



- Question your “to be” verbs
 - We tend to settle for “to be” verbs – am, are, is, was, were, been, being, be – because we use them so often in conversation. Instead, look for verbs in disguise as nouns and adjectives that can take the place of verbs.
- Figure out if you are a deductive or inductive thinker
 - Deductive thinkers must begin an essay at, well, its beginning; inductive thinkers need to start with the body paragraphs and come back to the introduction/thesis
- Remember to refute
 - Only around five percent of my students refute (consider the other side of the argument and limit its power) – JOIN THE FIVE PERCENT
- Determine a few surface features you will use in every essay
 - Style shows a sense of mastery and humanity

Five Tips for Parents of Reluctant Writers

1. Writing is self-instructive, so any writing is beneficial
2. Broaden a writer's definition of the craft – there are nine modes, not one
3. Read across the modes in order to inspire
4. Imitation becomes innate ability
5. Replace rules with rhetorical function



Getting the Most Out of the Classroom Experience

- Ask questions about the why, not just the what
- Meet with the teacher to learn more about comments on assignments, not just to haggle over a grade
- Read on related topics outside of the prescribed readings
- Take risks that keep with the teacher's instruction
- Create a system for organized notes; meet with the teacher for such a system if it eludes you





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