

# What is Professional Writing & Rhetoric?

The Basics To Help You Survive ENG 110

## What is Professional Writing & Rhetoric?

Rhetoric is the use of specific devices, such as pathos, ethos, and logos, to appeal to, to persuade, or to optimize content for a specified audience. It is the use of linguistic devices intended to be interpreted both symbolically and based on both social and cultural circumstances by a specified audience.

Rhetoric is a mechanism used in professional writing, as well as in daily life in both spoken and written engagements with others. Professional Writing is specified writing or other methods of communication in the workplace that allow the individual to create documents, presentations, etc. based on information gathered about a specific audience in order to develop content that will effectively influence the audience. This applies to written articles, speeches, meetings, and visual content, as well.



Knowing your audience is crucial in both Professional Writing and the use of Rhetoric. By knowing your audience, you gain knowledge on what form of appeal you should make, how to make it, and when to make it.

### Why is Audience So Important?

While there have been many important figures that have contributed to the field of Professional Writing & Rhetoric, you will want to be familiar with Corax, the Sophists, Aristotle, Gorgias, Plato, Cicero, & Quintilian.

### What Scholars Should you know?

Everyone uses Rhetoric, whether it be in casual conversation or more professional contexts. It has nearly an unlimited scope, for with the proper use, it has the potential to reach every demographic, including every ethnic, racial, and cultural group.

### Who Uses Rhetoric?

The Fun  
**FACTS**

### When is Professional Writing Used?

Professional Writing is used in many fields of study. It is used when developing presentations, speeches, brochures, newsletters, advertisements, and other methods of communication.

### What are the Five Canons of Rhetoric?

Designed by Aristotle, the Five Canons of Rhetoric outline a process in order to best deliver the intended message to the specific audience. The Five Canons include invention, arrangement, style, memory, and delivery, and are used when attempting to build the most efficient argument or rhetorically influenced document or speech.

#### Works Cited:

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