



Thinking Rhetorically

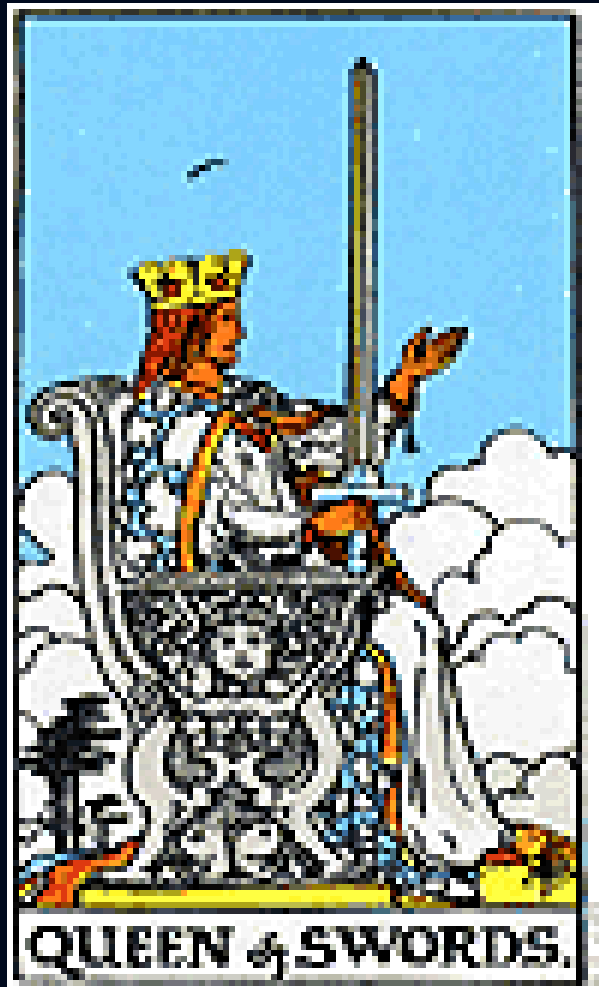
Linda Scott, University of Illinois



That is the biggest
crock of shit
I have ever heard.



Queen of Swords



- Warrior of ideas and words
- Honest, forthright
- Astute, accomplished
- Combative, intimidating
- Sense of humor
- Laughs at herself
- Today's ethos





- Elegance
- Discipline
- Honor
- Attention to form
- Overlap with writing



Thinking Rhetorically
or
The Sword Queen's Song



Making a Life



Prepare Yourself

- Choose your passion
- Read your topic
- Formulate beliefs, principles



Test Yourself

- Make it strange
- Mapping:
 - Across cultures
 - Over time
 - Within cultures
- Noting absences



Sharpen Your Argument

- Break it down
- Look for support
- Create the evidence
- Hone the logic
- Anticipate opposition
- Plan the attack



Theory Wars

A Short Guide to Battle Strategies



Theoretical Battles

■ Brand Name Theories

- Who are your influences?
- The Hammer and the Nail
- *Theory du jour*
- One Shot Syndrome

■ Field Umbrella Theories

- The Accretion Myth
- “Been *there*, done *that*.”
- Sacred Cow Tipping



Theoretical battles *(continued)*

■ Fighting the Fathers

- High risk, high reward
- High barriers to achievement

■ Theories of the Topic

- Tacit Theory
- Folk Theory

■ *Ipsa Facto* Theory



Theoretical battles *(continued)*

■ Label Theory

- New labels
- Problematizing old labels

■ Anti-Theory

- The Unusual Case
- Nibbled to Death by Particulars
- *Mise en Abyme*
- Deconstruction



Moment of Truth

Your argument in 25 words
or less.



Fighting with Form

- War of Words
- Intelligibility, memorability
- Persuasion
- Defense and offense

John Trimble,
Writing With Style
Conversations in the Art of Writing.



Write to be Read



Know Your Audience

- What they believe
- What they have published
- What they have read

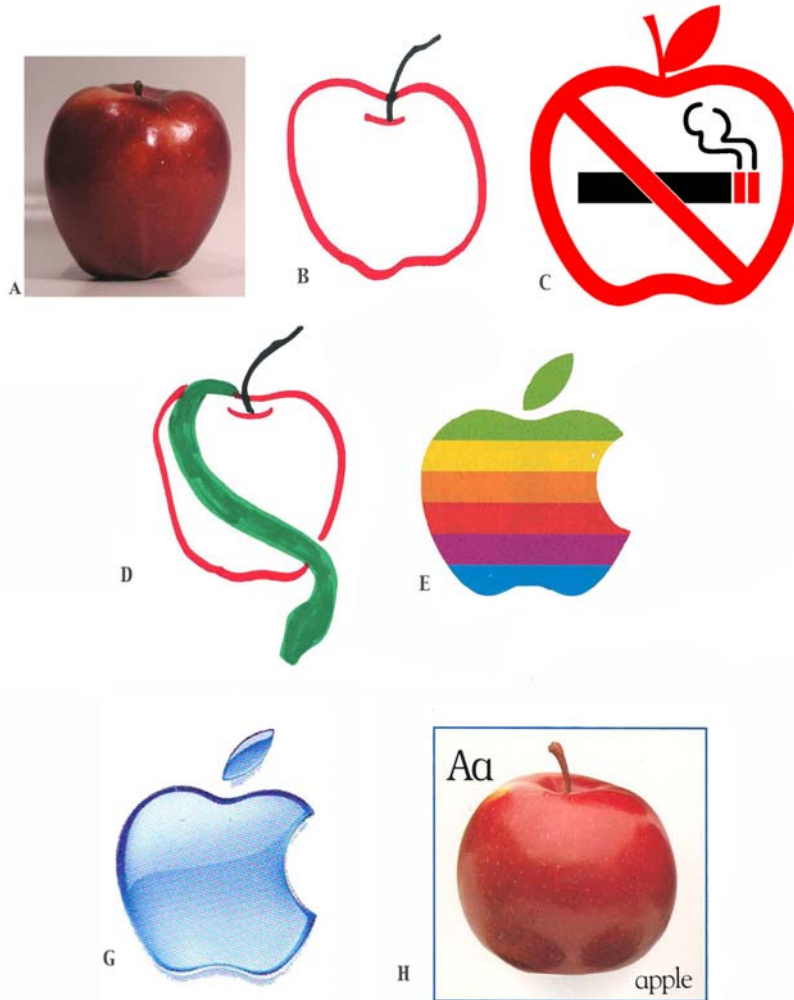


Writing to be read. . .

- Provide a “roadmap”
- Be conversational
- Be clear
- “Sweeten” the proposition
 - Pictures
 - Examples
 - Jokes



FIGURE 1



Writing to be read. . .

■ Limit clichés

- Acronyms

- Models

- Taxonomies

■ Be rigorous about spelling, punctuation

■ Re-read like a reader

■ Choosing the title and the abstract.



For “Foreign” Writers

- Native speaker check
- Copy editing
- Picture examples
- Cultural background.



Writing to Win. . .

- Always salute
- Battle cry
- Knowing your enemies
- Parry and riposte
- Feint, retreat, surrender
- The battle and the war
- Raising the flag



Defending Yourself

■ Reviewers

- Avoiding the familiar file drawer
- Picking your battles
- Standing your ground
- Seeding your ideas

■ Readers

- Big battle; big bang
- Best defense: know your stuff
- Respect your adversaries but look them in the eye.



Living to Fight Again

- Being polite
- Being humble (within limits)
- Being objective
- Being in control
- Finding fellow travelers.



