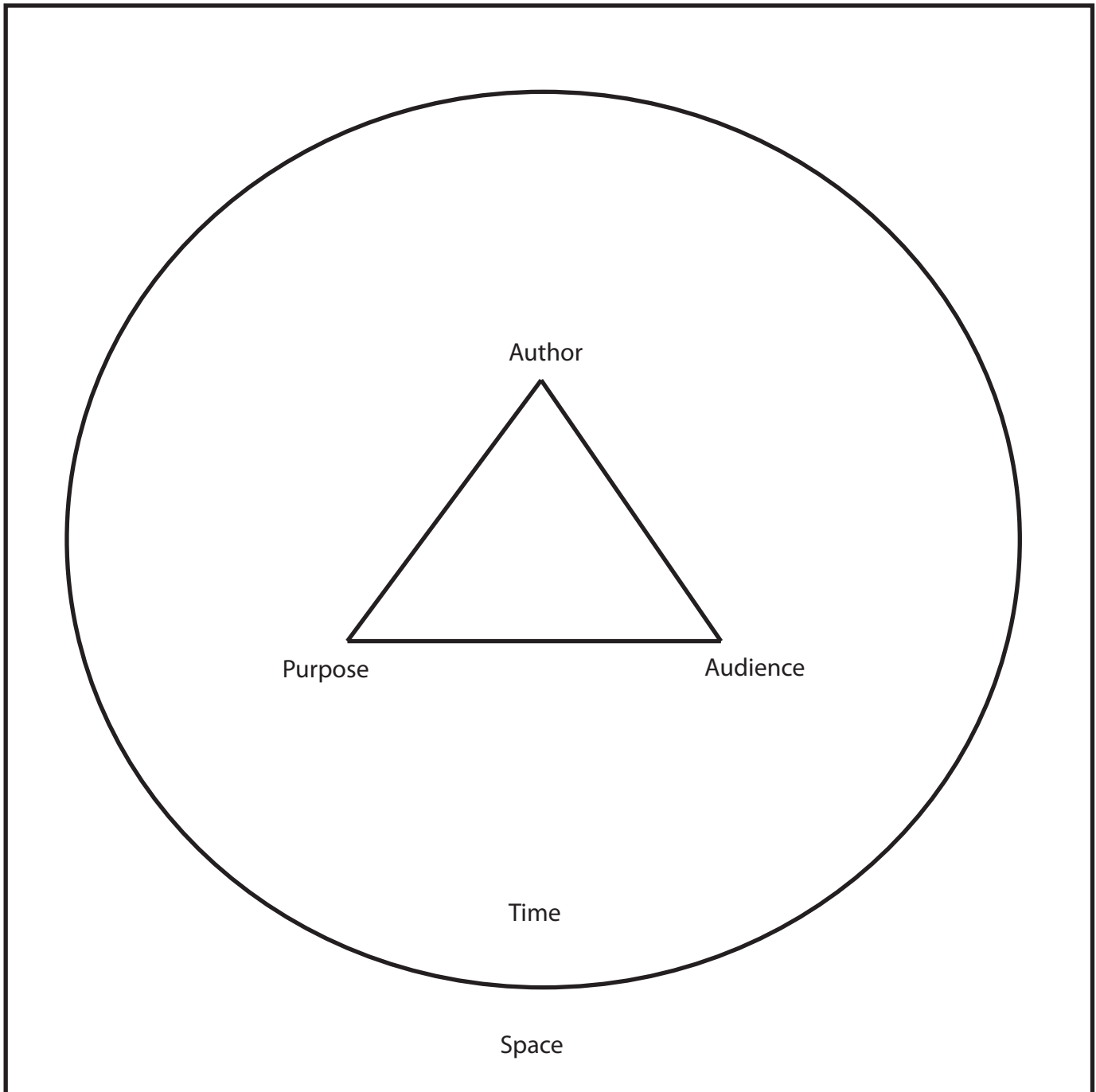


CONTEXTUALIZING RHETORIC



Aristotle claimed that to understand rhetoric was to understand the available means of persuasion. In order to understand rhetoric, we must contextualize an action (such as writing, designing, etc.). Moreover, rhetoric, when contextualized, is dependent on a few things: the author-audience-purpose relationship as well as the time of the action and the space (location/place) of the action. For example, only particular forms of language may be available at a particular time or a certain space; likewise, they may only be appropriate in a particular time and space, given consideration of one's audience.