

Redrawing Delivery: A Recycled
Sketch of Rhetoric's Fifth
Canon

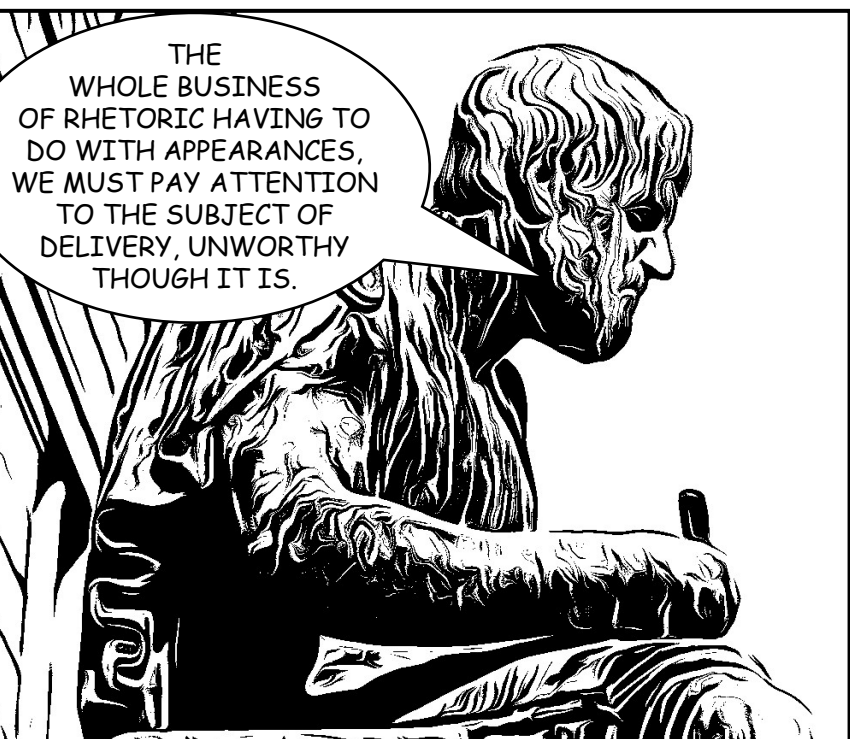
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IN THE CLASSICAL TRADITION, DELIVERY, ACCORDING TO BIZZELL AND HERZBERG (2001) IS "THE USE OF EFFECTIVE GESTURES AND VOCAL MODULATION TO PRESENT THE SPEECH" (P. 3).



IT IS A "SYSTEM OF NONVERBAL SIGNS THAT HAS ENORMOUS POWER" (P. 7).

THE WHOLE BUSINESS OF RHETORIC HAVING TO DO WITH APPEARANCES, WE MUST PAY ATTENTION TO THE SUBJECT OF DELIVERY, UNWORTHY THOUGH IT IS.



"FOR ARISTOTLE, DELIVERY IS AN ART AKIN TO ACTING, WHICH HE DESPISES. LIKE MEMORY, DELIVERY HAS OFTEN RECEIVED RATHER PERFUNCTORY TREATMENT" (P. 7).

BY THE MID-NINETEENTH CENTURY, THE STUDY OF RHETORIC HAD NEARLY BECOME EXTINCT IN AMERICAN COLLEGES -- BEFORE IT WAS PRECARIOUSLY AND FORTUITOUSLY REKINDLED BY THE FLEDGLING FIELD OF COMPOSITION STUDIES IN THE NEXT CENTURY (CROWLY, 1998).

COMPOSITIONISTS SOUGHT TO RECOVER THE CANONS RAMUS HAD DISMISSED. REACTING AGAINST CURRENT-TRADITIONALISM'S FOCUS ON STYLE, THIS NEW WAVE OF RHETORICIANS PRIORITIZED INVENTION AND ARRANGEMENT.

BECAUSE COMPOSITIONISTS WERE CONCERNED PRIMARILY WITH **WRITING**, DELIVERY (WHICH IN CLASSICAL RHETORIC PERTAINED ONLY TO **SPEAKING**) SEEMED IRRELEVANT -- OR WORSE, ONLY APPLICABLE TO A TEXT'S SURFACE FEATURES, SOMETHING THE FIELD WAS TRYING TO MOVE BEYOND.



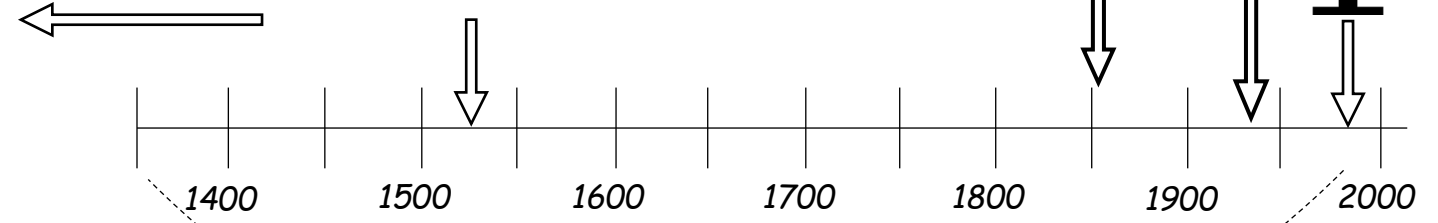
DURING THE SIXTEENTH CENTURY, PETRUS RAMUS DIVIDED UP RHETORIC'S CANONS, PLACING **INVENTION, ARRANGEMENT, AND MEMORY** UNDER THE AUSPICES OF DIALECTIC, PAWNING OFF WHAT MANY HAVE CONSIDERED THE LESSER CANONS OF **STYLE AND DELIVERY** ON RHETORIC. THIS MOVE HAS MADE A LOT OF RHETORICIANS PRETTY BITTER ABOUT IT EVER SINCE.



ARISTOTLE



RAMUS



DELIVERY WAS AGAIN SIDELINED.

UNTIL SOMETHING HAPPENED THAT MADE IT IMPOSSIBLE TO IGNORE IT.