

The Art of Rhetoric

Many people have a hard time understanding the definition and importance of rhetoric in all types of communication or arts. Rhetoric is quite simply the art of persuasion. In a more focal point, communication represents some kind of message or interpretive art. The stronger a message is conveyed, the more effective the message will be to your audience. Many aspects play a role apart of a persuasive message, such as gestures, symbols, tone, logic, will, etc. Several aspects fall under Rhetoric and make up its definition to show it as a whole being “the art of persuasion.”

Francis Bacon identifies four different idols that play a role in rhetoric, as each affects how humans see the world around us. These idols are tribes, caves, marketplaces, and theaters. The idols of tribe and cave discuss how due to the basic human nature of tendencies, experience, education, etc. change how people see or understand a message and the world around us. On the other hand, the idols of marketplace and theater show how human mistakes in grammatical and philosophical systems can create confusion or wrong widespread messages/ beliefs.

The idols of Cave stood out to me as the most useful approach to understanding rhetoric. Idols of the Cave dives into how each individual's experience, education, beliefs, etc., affects the way they see the world around us. Through experience comes specific knowledge of things many may not know and/or shape someone's understanding of a specific topic or belief. Idols of the cave provide a more emotional connection for both the audience and the speaker. Imagine trying to tell a romantic love story right after a heartbreak. It would be hard not to let your experience add or change the idea of love. Adding this emotional experience connection to communication overall creates a more persuasive and engaging message. This provides the best understanding as experience and beliefs are what makes a human unique and allow people to be more emotionally

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connected to form a more persuasive message. It can clearly be seen the importance rhetoric has on communication and how much it really can affect messages in communication today.