

Richard Weaver

Language is sermonic

“We must never lose sight of the order of values as the ultimate sanction of rhetoric. No one can live a life of direction & purpose without some scheme of values. As rhetoric confronts us with choices involving values, the rhetorician is preacher to us... noble if he tries to direct our passion toward noble ends & base if he uses our passion to confuse & degrade us.”

Rhetoric is sermonic.

Our language is always "a carrier of tendency"; it "is never innocent of intention, but always has as its object the exerting of some kind of compulsion. We have no sooner uttered words than we have given impulse to other people to look at the world, or some small part of it, in our way."

Rhetoric expresses the ultimate values of its users. These values can be observed in their choices regarding

- *types of arguments
- *grammatical categories
- *ultimate terms.

For Weaver, the type of argument a person habitually uses reveals much about that person and "is a surprisingly effective means of reading the character and intentions of the man behind the argument."

Language is the process through which the ultimate truth of the metaphysical dream is conveyed to the individuals of a culture.

Truth resides at the level of the philosophical dream – in the knowledge of the ideal.

Weaver's metaphysical dream represents the highest level of knowledge ...an intuitive feeling about the immanent nature of reality.

Truth, then, resides at the level of the metaphysical dream, not at the level of individual facts. Instead, facts gain meaning only by reference to a higher conceptual scheme of reality.

"Before we can have the idea of relative evaluation at all, we must have a *tertium quid*, a third essence, an ideal ideal, as it were."



Office arguments are the worst!

Can we understand our own rhetorical choices by examining the choices in one of America's most loved sit-coms, *The Office*?

Becca Williams.

Picturing Race and Sports on the Big Screen. What can we learn from *Remember the Titans* and *Glory Road* using Richard Weaver's Ideas of the Ideal?

Rachel Schramm

Instagram, social media and the Rhetoric of Kim Kardashian-West. Can the rhetoric of Richard Weaver keep up with the Kardashians?

Jazmin Rangel

Richard Weaver's Metaphysical Dream as seen through Dystopian Movies *The Hunger Games*, *Catching Fire*, and *Mockingjay*.

Kaitlyn Altman



Richard Weaver's
Metaphysical Dream as
seen through the
Dystopian Movies *The*
Hunger Games, Catching
Fire, and Mockingjay.

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Richard Weaver and The Hunger Games Trilogy

Kaitlyn Altmann

Tyrannizing Image

○ Capitol

- Controlled hope
- Wealth
- Fame
- Power
- Love
- Peace
- Order/Hierarchy

○ Districts

- Hope
- Fighter
- Rebellion
- Fairness
- Justice
- Bravery
- Sacrificial love

Arguments of Circumstance

- ◉ Lowest ethical form of argument
- ◉ Giving up sense and reason
- ◉ Relying on instincts and feelings

Rhetorical vs. Dialectic Language

- ◎ https://www.youtube.com/watch?v=Op_fgLBxUQE



**Instagram, social media and
the Rhetoric of
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Can the rhetoric of
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Jazmin Rangel



The Rhetoric
of
Kim Kardashian-West

By: Jazmin Rangel



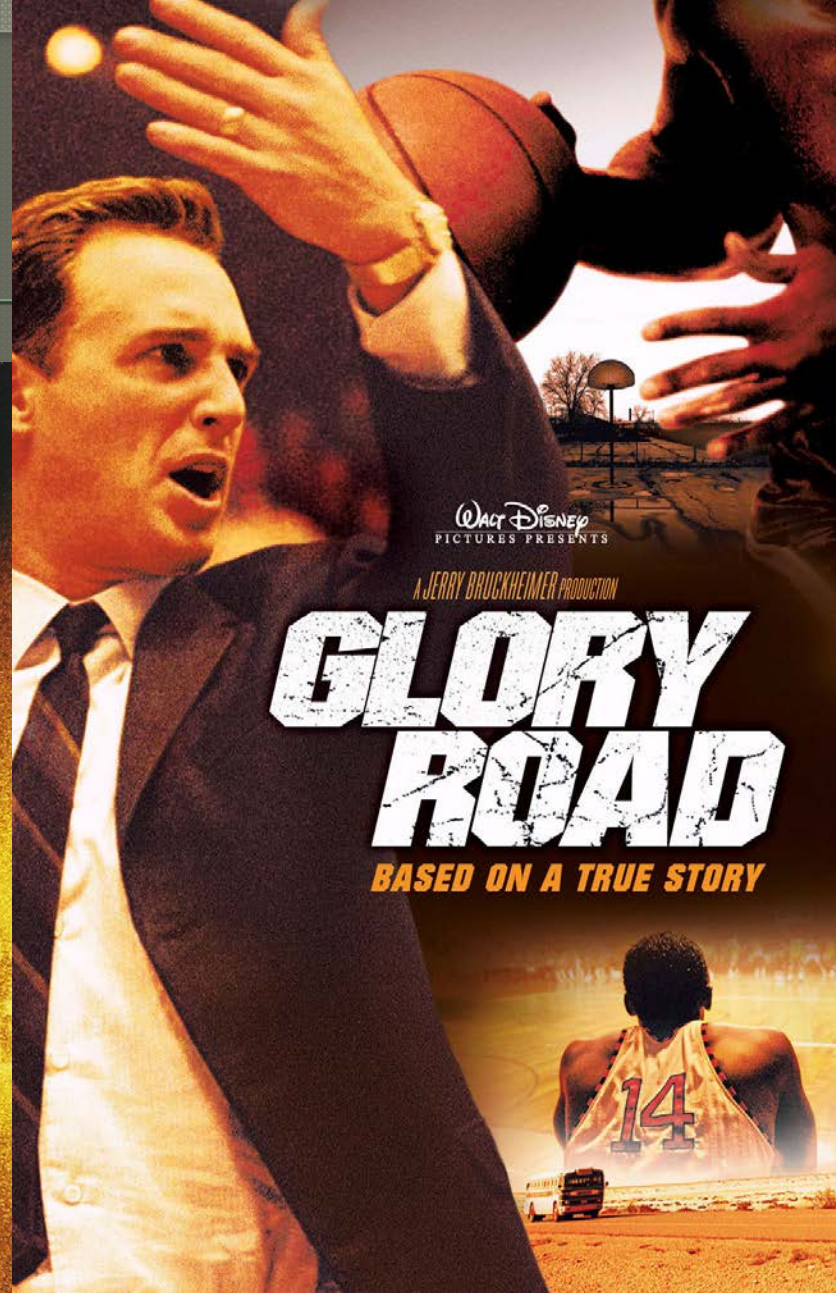




Picturing Race and Sports on
the Big Screen: Richard
Weaver's Idea on the Ideals

Rachel Schramm

Coach Boone (below)
Coach Haskins (right)



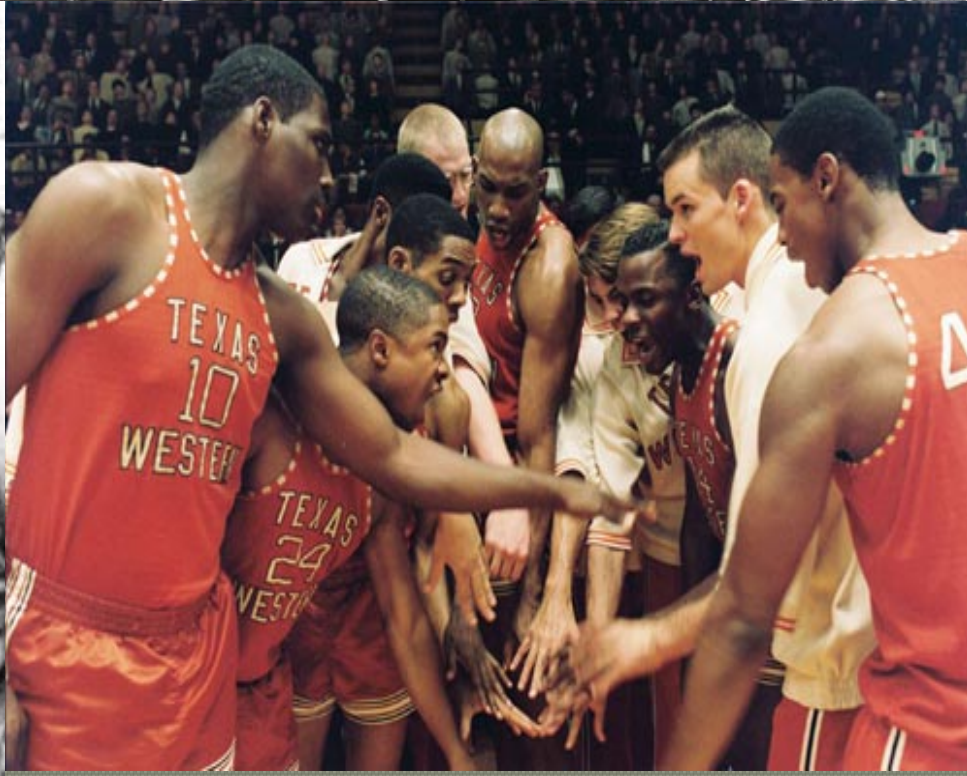
⦿ Research Question: In what ways can Richard Weaver's rhetoric of logic and ideals be seen in the movies *Remember the Titans* and *Glory Road*?

⦿ Both set in Southern United States between 1965-1975, same producer, writer, cinematographer, and production company, listed in top 20 sports movies of all time

- Plot overview: Interracial teams coming together for first time to play as a unified group while overcoming racial tensions
- Coach Boone replaces white head coach, Coach Yoast, ends up leading the Titans football team to winning a state championship with an undefeated season
- Coach Haskins moves from high school girls' basketball to college (Division I) and recruits first African Americans in Southern region on his team, wins national championship game and played first all black starting lineup in history (almost undefeated season as well)

- Ideal set forth in artifact: creating a winning team not based on color but hard work and skill levels
- Culture: whites superior to blacks
- Tyrannizing Image: White citizens (in sports): White males, white teams, white coaches
- Coach Haskins: “I don’t see color. I see quick, I see skill, and that’s what you have. And that’s what I’m putting on the court.
- Coach Boone: “The best player will play, color won’t matter.”

- God terms: win, winning and winner, undefeated
- Devil terms: n*gger, n*gga, cracker
- Charismatic terms: respect, intelligence, colored
- Key scenes that establish logos, ethos, and pathos
 - Both coaches discover they were hired to ulterior motives and receiving threats from public, continue to stay on team as coach





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