

## Exam #2

### Chapter 10

#### 1) How are symbols parts of Burke's definition of rhetoric?

- a. For rhetoric as such is not rooted in any past condition of human society. It is rooted in an essential function of language itself, a function that is wholly realistic, and is continually born anew; ***the use of language as a symbolic means of inducing cooperation in beings that by nature respond to symbols.***
- b. He saw humans as symbol users.
- c. He claimed that symbols separate us from nature and that the moralizing that symbols allow can have a negative effect if we fail in the drive for perfection.
  - i. \*\*\*He defined rhetoric as "***symbolic inducement,***" the attempt to move others in desired directions through manipulation of symbols.
    1. This use of symbols is a tactic of persuasion in rhetoric
    - ii. "Because human communication is symbolic- that is, because it represents or stands for something- it is also "dramatics."
    - iii. The 'drama' is the ways humans as symbols users manage society.

#### 2) What is Burke's definition of the human? What is the rhetorical significance of each clause?

- a. Burke's definition of the human: What his work is about (5 parts)
  1. ***Man is the symbol creating and symbol misusing animal.***

- a. Unique- Tongue allows you to form words (use, create, misuse)
- 2. Inventor of and invented by the “Negative.”**
  - a. Negative: word → “no” → “not” (Thou shall not...)”)
    - b. Invented by: We live our lives based on what we should not do.
- 3. Goaded by the spirit of the hierarchy.**
  - a. Get rid of “guilt” with VICTIMAGE (scapegoat)
  - b. Guilt: Self mortification
    - i. GUILT:
      - 1. Victimage: Scapegoat
      - 2. Self-mortification: naming
- 4. “We are separated from nature by instruments of our own making.”**
  - a. We lose a lot when we follow our noses with technology
    - i. Ex: Cell phones, headphones etc
- 5. Rotten with perfection**
  - a. Many people are perfectionists

### **3) What are the Marxian influences on Burke?**

- a. BURKE WAS FACINATED WITH MARX’S ANALYSIS OF HISTORY.
- b. Marx’s critique of society and the hidden forces that lie behind it *inspired Burke to uncover buried dialects in the discourse he examined.*
  - i. Burke fused Freud’s psychological insights with the dialectical approach of Marx.
- c. Marx’s wanted to show how “false consciousness” influenced the conscious life of the individual.

- i. People who were instructed by Burke found him much more tolerable than Marx because dramatism is open to more possibilities than pure, rational truth.

#### 4) What are the Freudian influences on Burke?

- a. BURKE WAS FACINATED WITH FREUD'S INSIGHTS INTO THE HUMAN PSYCHE.
- b. The term "*identification*" was first termed by Freud.
  - i. Burke took the theory of identification to help explain why some speakers, playwrights, and artists are so effective.
- c. Burke fused Freud's psychological insights as he tried to extract the best from this synthesis. He established a **dramatistic frame**.
  - i. Dramatistic: That which is propelled by intentional action as opposed to scientism, which is concerned with nonintentional motion.
  - ii. Dramatism- an interpretive communication studies theory, was developed by Kenneth Burke as a meta-method for **analyzing human relationships**
- d. Also, Freud's works found that ego is synonymous with the "self."
  - i. Ego = self
- e. Burke claimed that individuals externalize their ego ideals by identifying with the egos of others.

\*\*\*\*\* Kenneth Burke merged two brilliant theories of human nature to create a potent rhetorical arsenal of theory building and textual criticism.