

8.6. Elements of rhetoric

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E.R. Bookmark.-- The underlined is base chapter.

20 Treatise Theory 1 (Text Treatment) (132/134). (The book of de Saussure :
Cours de linguistique).

21. TL 2 (Topics = platitudes) (135/137).

22. VL 3 (Themes / Problematology) (138/139). (The theme).

23. VL 4 (Problem / Problematology).(The problem). (140/141).

24. VL 5 (Thematics: types) (142/144). (Antepredicative / predicative themata).
25. VL 6 (Places of worship) (145). (Existence / essence.- circumstance.)
26. VL 7 (Enumeration : definition / classification) (146/148) (including algorithm).
27. TL 8 (Existence / essence)(149/153) (M. (head's The Coming of APe)4
28. VL 9 (Development Summit) (154/155). (Heuristics).
29. VL 10 (Chreia) (156/158). (Heuristics : plan of a text).
30. VL 11 (Eristic) (159/160).
31. Theory of description 1 (Description) (161/1654
32. BL 2 (Typology) (166) (Six main types).
33. BL 3 (Models) (167/168). (Painting. Parallel).
34. BL 4 (Models) (169/176). (Realism/Naturalism/Fantasticism/The Bizarre).
35. BL 5 (Fiction/Fictional) (177/179). (Poetry, Poets lie).
36. BL 6 (Landscape View) 180/183) (Topography. Locus amoenus.

Chronography)

37. BL 7 (View View) (184/185). (Prosopoeia).
38. BL 8 (Inner View) (186/187).(Ethopoeia). (Portrait).
39. BL 9 (Parallel) (188/189). (Aron and Sartre).
40. Narrative 1 (Narratology / Narrativism) (190/191).
41. VK 2 (Definition) (192/193).
42. VK 3 (The anecdote) 194/195).
43. VK 4 (Foreboding / continued) (196).
44. VK 5 (Foreboding / continued) (197/200). (Die Lorelei).
45. VK 6 (The logical order of facts) (201/206). (Praxeology).
46. VK 7 (Process thinking) (207).
47. VK 8 (A bizarre little story) (208/209).
48. VK 9 (The court story) (210).
49. VK 10 (The Origin of a Book) (211/214). (Lou von Salome).
50. VK 11 (Cuffs) (215/216). (Patricia Highsmith. Intriguing).
51. VK 12 (The historical narrative) (217/219).

52. VK 13 (The Mixed Story) (220/224) (a.o.: Historical Rev. of the Nazis).
53. VK 14 (Narrativism) (225/228) (Don Cupitt. F.R. Ankersmit).(227/8).
54. Reporter 1 (Reporter) (229/234) s (Brief / circumstantial. Business text report. Report. Digest. Referral.-- The father murderer)
55. VK 2 (Text Contraction) (235/239). (Singular and plural). (Ten classics. in ten minutes.)
56. Treatise doctrine 12 (Definition) (240/243. (The reasoned development of a theme). Note vrl. 243: the proposition.
57. TL 13 (Argumentation theory) (244/21;16 (The logically rigorous proof or credibility of a proposition.-- Direct and indirect proofs, (The probable and the sign).
58. VL 14 The lemmatical-analytical method 246 251 (The data/the requested.-- Analytical method. Lemmatically-analytical mthode.-- of an elaboration).
59. VL 15.1 (Pathetics) (252/257). (Sensitivity Training), (Typology of the sense of value (A.Bettermann) : nefarious / emphatic / appraising / value alienated).
60. VL 15.2 (Pathetics) (252/260). (platitudes.-- The value character of a message.-- Enthymic.)
61. VL 15.3 (Pathetics) (261/264), (The seduction/the outcry.-- The parakuptousa (the temptress).-- Structure of temptation).
62. VL 15.4 (Pathetics) (265/270), (Salesmanship.-- 'Marketing'. Market analysis in depth (E. Dichter: depth psychological a sales experiment in Germany),-- mind (Conscious/subconscious/unconscious)).
63. VL 15.5 (Pathetics) (271/278), (Business Ethics.-- Crooks.-- Lobbies and mafias.-- Paranormal and occult methods.-- Sex in economics.-- Virgins with Attitude. -- "Black Market." -- "Poisoning. temptation (Dewey: human control; Lewin: human modification).

64. VL 16.1 (Ethos) (279/284), Logos / pathos / Ethos.-- Inbreast / temperament / character.-- Appearance (W.A. Mitgutschi Separation (autism). Group Dynamics).
65. VL 16.2 (Ethos) (285/288), (The authority argument.-- Charismatic authority (Premodern/Postmodern).-- Marilyn Monroe (The Resonance of a Star),
66. VL 16.3 (Ethos) (290/291), (La musique qui rend fou.-- Rock' N' Roll music).
67. VL 16.4 (Ethos) (291/294), ('Aura: -- The Stendhal Syndrome (Graziella Magherini, Le syndrome de Stendhal ("Life had sailed out of me". Nikolai Gogol (The Portrait).
68. VL 16.5 (Ethos)(295). (Kant on Rousseau's "Return to Nature").

This second part of the treatise, after the explanation of its components (description/story/report), is organized according to the triad "logos/ pathos/ ethos" (E.R. 279) - reasoning ability/ sense of value/ charisma of the text author. This triad remains current, though it needs updating.