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Media Rhetoric
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Seminar Paper – Jamieson

The author's examples and judgments all centered around political eloquence, particularly how much it has changed since the advent of television. Based upon the evidence presented, I would guess that the author assumes that, yes, eloquence has changed over the years, especially since the speaker is now addressing a much larger audience.

In addition, Jamieson presented evidence in relation to others. For example, under the subhead *Eloquence and an Education in the Liberal Arts* (ch.1, I think), the author compared Cicero, Quintilian and Rapin's philosophy – that it's possible for the speaker to assume he/she and the audience share knowledge about the particular subject – with one of Aristotle's, which creates an enthymeme by 'suppressing premises in an argument on the assumption that the audience will invest the argument with [the speaker].' I believe the author related these as examples of enthymemes and their effects on American students' education practices, which she subtly suggests that the more one is educated, the less likely one is to be persuaded by a public speaker. [If this sounds confusing, I apologise; I know what I want to say, but it's just not coming out right. Ugh!]

I found this book rather intriguing because it addressed several other points of view without constantly quoting/citing them every other line. Also, I thought the progression of eloquence in politics throughout the years was effective, as it showed not only how politics and eloquence evolved but changes in technology as well.