1.4: Elements of the Rhetorical Situation

When composing, every writer must take into account the conditions under which the writing is produced and will be read. It is customary to represent the three key elements of the rhetorical situation as a triangle of writer, reader, and text, or, as they are represented on this image, as "communicator," "audience," and "message."

The three elements of the rhetorical situation are in a constant and dynamic interrelation. All three are also necessary for...
communication through writing to take place. For example, if the writer is taken out of this equation, the text will not be created. Similarly, eliminating the text itself will leave us with the reader and writer, but without any means of conveying ideas between them, and so on.

Moreover, changing one or more characteristics of any of the elements depicted in the figure above will change the other elements as well. For example, with the change in the beliefs and values of the audience, the message will also likely change to accommodate those new beliefs, and so on.

In his discussion of rhetoric, Aristotle states that writing’s primary purpose is persuasion. Other ancient rhetoricians’ theories expand the scope of rhetoric by adding new definitions, purposes, and methods. For example, another Greek philosopher and rhetorician Plato saw rhetoric as a means of discovering the truth, including personal truth, through dialog and discussion. According to Plato, rhetoric can be directed outward (at readers or listeners), or inward (at the writer him or herself). In the latter case, the purpose of rhetoric is to help the author discover something important about his or her own experience and life.

The third major rhetorical school of Ancient Greece whose views have profoundly influenced our understanding of rhetoric were the Sophists. The Sophists were teachers of rhetoric for hire. The primary goal of their activities was to teach skills and strategies for effective speaking and writing. Many Sophists claimed that they could make anyone into an effective rhetorician. In their most extreme variety, Sophistic rhetoric claims that virtually anything could be proven if the rhetorician has the right skills. The legacy of Sophistic rhetoric is controversial. Some scholars, including Plato himself, have accused the Sophists of bending ethical standards in order to achieve their goals, while others have praised them for promoting democracy and civic participation through argumentative discourse.

What do these various definitions of rhetoric have to do with research writing? Everything!

If you have ever had trouble with a writing assignment, chances are it was because you could not figure out the assignment’s purpose. Or, perhaps you did not understand very well whom your writing was supposed to appeal to. It is hard to commit to purposeless writing done for no one in particular.

Research is not a very useful activity if it is done for its own sake. If you think of a situation in your own life where you had to do any kind of research, you probably had a purpose that the research helped you to accomplish. You could, for example, have been considering buying a car and wanted to know which make and model would suit you best. Or, you could have been looking for an apartment to rent and wanted to get the best deal for your money. Or, perhaps your family was planning a vacation and researched the best deals on hotels, airfares, and rental cars. Even in these simple examples of research that are far simpler than research most writers conduct, you as a researcher were guided by some overriding purpose. You researched because you had a purpose to accomplish.