Dr. Fee-Alexandra Haase

Rhetoric as a connection of text- and hypertext system.
The ancient rhetoric model and its use for a theory of online-literature genders.

The word *rhetoric* is a derivation from the Greek expression *ρητορικη τεχνη* which meant a scientific discipline and theory for talk. So rhetoric in this early meaning in ancient literature is an art with theoretical background of practical speech (*rhetorica utens et docens*) and several rules. Basis for s speech is the materia which can be structured as words (*verba*) of a speech to illustrate things (*res*). This basic idea of understanding the connection between sign systems, text systems and their interpretation in words as well as the ancient theory of genders are still usefull as a theory for communication processes in modern media communication like email. Both traditional and internet based speech and literature refere to genders which are theoretically analysed in rhetorix and literary science. According to these models this paper forcusses on genders of hypertext literature to build a schema of textual configuration of media. Diane Greco writes about hypertexts: „*Thus hypertext arguably provides a material instantiation of what had been previously only ephemeral analysis, an artifact rather than an academic theory divorced from the material and social conditions of textual production.*"[1] Rhetoric in media communication is in spite of the fact that artifical languages are used for the realisation of communication necessary as well for the programming and the application of the user.[2] This network requires a degree of hierarchy, selection, and topographic organization. The network is not inimical to hierarchy of a kind.

Let´s have a look to the ancient rhetoric system. According to Aristoteles the *genera* are deliberative, forensic and epideictic.[3] Cicero tells in *Orator* to Brutus (VI, 20) *´Tria sunt*

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[1] Greco, Diane: Why Is Literary Theory Important for Hypertext? Program in the History and Social Study of Science and Technology.
Http://65.107.211.207/ht/greco2.html.
[2] Cf. Verjans, S. Computer semiotics as a basis for integrating different views in human-computer interaction. ESPRIT AMODEUS Project, Document TM/WP10
Gurak, Laura. Evaluating the Use of Metaphor in Software Interface Design. A Rhetorical Approach. Proceedings of the International Professional Communication Conference (IPCC) October 30 - November 1, 1991. Orlando Florida.
Aaron Marcus Human Communication. Communications of the ACM, vol 36 no 4. (April 93)
Ehses H. Representing Macbeth: a case study in visual rhetoric. In: Design Discourse ed V. Margolin, the university Chicago Press London 187-199 vol n 187-197
Tyler, A.: Shaping belief: the role of audience in visual communication Design Issues vol IX nb 1 1992. S. 21-32.
Lee, C. (1992): The rhetoric of an on-line document retrieval on system documentation. ACM Tenth International Conference on Document Retrieval Systems, pp. 25-45.
Dormann, C.: From animated icons to animated help for multimedia applications in Proceedings of the East-West International Conference on Multimedia, Hypermedia and Virtual Reality (MHVR'94). Moscow, Russia. September 14-16, 1994.
Durand, J. (1970). Rhetoriue et image publicitaire. Communications, 15, Paris: Editions du Seuil.
Bonsieppe, Gui (1966). Visual-verbal rhetoric. Dot Zero, No. 2, 37-38.
Jamieson, G H. Communication and Persuasion. London: Croom Helm, 1985.
[3] Http://bama.ua.edu/~bbennett/com100/origins/tsld014.htm.

omnino genera dicendi'.[4] The syntagmatic parts of a speech are *inventio, dispositio, elocutio, memoria* und *pronuntiatio.* In *De Inventione* (I, 9) Cicero makes definitions of the parts of rhetoric basing on materia:

„*Quare materia quidem nobis rhetoricae videtur artis ea, quam Aristoteli visam esse diximus; partes autem eae, quas plerique dixerunt, inventio, dispositio, elocutio, memoria, pronuntiatio.*
I n v e n t i o est excogitatio rerum verarum aut veri similium, quae causam probabilem reddant;
d i s p o s i t i o est rerum inventarum in ordinem distributio;
e l o c u t i o est idoneorum verborum [et sententiarum] ad inventionem accommodatio;
m e m o r i a est firma animi rerum ac verborum ad inventionem perceptio;
p r o n u n t i a t i o est ex rerum et verborum dignitate vocis et corporis moderatio."

In the disposition (*dispositio*) the material (*materia*) is parted in a scheme of parts: In the *exordium* (*introduction*), narration (*narratio*) and its short description (*propositio*) or argumentation (*argumentatio*), the improvement of the described occurence (*probatio*) and the defence of objections (*refugatio*) and the ending of the speech (*peroratio*) the theme of the speech is discussed. The *propositio* is the statement of the theme or view to be maintained, and often containes a partitio or division of the proposition. Aristoles introduced the idea o three parts of a speech. The arrangement of the *dispositio* is the structure of a speech. Following Aristotle a speech should have the three parts beginning, middle, and end. The *dispositio* is the arrangement in strategic order. In the *dispositio* the material is ordered. *Dispositio* means arrangement of ideas. Following Quintilian (III, 3) the *dispositio* is necessary for a long speech: „*Ac si est brevis et una conclusione finitus, nihil fortasse ultra desideret: at oratio longior plura exigit. Non enim tantum refert quid et quo modo dicamus, sed etiam quo loco: opus ergo est et dispositione.*"
Gellius mentiones in *Attic Nights* (Book VI) the three genders of speech:
„*XIV. De tribus dicendi generibus; ac de tribus philosophis, qui ab Atheniensibus ad senatum Romam legati sunt. 1 Et in carmine et in soluta oratione genera dicendi probabilia sunt tria, quae Graeci charakteras vocant nominaque eis fecerunt hadron, ischnon, meson. 2 Nos quoque, quem primum posuimus, "uberem" vocamus, secundum "gracilem", tertium "mediocrem". 3 Vberi dignitas atque amplitudo est, gracili venustas et subtilitas, medius in confinio est utriusque modi particeps. 4 His singulis orationis virtutibus vitia agnata sunt pari numero, quae earum modum et habitum simulacris falsis ementiuntur. 5 Sic plerumque sufflati atque tumidi fallunt pro uberibus, squalentes et ieiunidici pro gracilibus, incerti et ambigui pro mediocribus.*"[5]

We find as well a discipline of the three styles (low style, medium style and high style) as the discipline of the three *genera.* The *brevitas* is one ofe the stylistic ideas of rhetoric speech. Ancient rhetoric knows three kinds of speech: *genus iudiciale* for an occurence in the courtyard, *genus deliberativum* for political speech of a subject in future times, and the *genus demonstrativum* for happenings in present time. So in the first case the aim is to defend or to accuse a person, in the second case the persuasion of an convention and in the third case persons judging about arts. Memoria in the older theory is a part of the production of speech. Ancient rhetoric literature used this as one of the *officia oratoris* for the memory of the things (*res*) mentioned in the speech. The memory is the part which is necessary for remembering a speech which is held after the works of the invention, disposition and pronunctation. For a sytematic use of memory a topic construction is useful. Things that shall be remembered are

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[4] Http://www.patriot.net/~lillard/cp/cic.orator.html.
[5] Http://www.gmu.edu/departments/fld/CLASSICS/gellius6.html.

organised in a ´virtual´ form with abstracts to which they are belonging to for example by meaning, by tradition or by a gender systeme.

The action (*actio*) is the part which is the demonstration of the speech in front of an audiance. Ethic value of the orator is a fact necessary for the successful speech. Traditionally since Seneca the artes liberales represent the arts a free man is allowed to practise. The trivium´s arts grammar, dialectic and rhetoric are the basis for literary work. In Aristoteles´ philosophy rhetoric is only the art of making meanings in opposite to philosophy´s interest in finding truth. Persuasion is the aim of rhetoric ans dialectic speech in front on an audience of one person or a group of people. There is not only a persuasion based on the good speech. Ancient Roman rhetoric mentions the inner and outer property of a speech (*aptum*) according to the harmonic construction of the parts of a speech and the situation in which a person talks to the audience. Ethic competence is one topic for the person talking in front of an audience. The idea of an ars bene dicendi includes both the technical instructions and the ethic authority. Even the good knowledge of other arts is a basis for a qualification of an orator.

Janice R. Walker mentiones in *Reinventing Rhetoric: The Classical Canon in the Computer* that the five parts of rhetoric need an adaption for 20th century media:
"*The five parts of the classical canon--Invention, Arrangement, Memory, Delivery, and Style-- have been subjects of debate throughout the history of rhetoric, as we moved from an oral "technology" to a written one, and from a written to a print one. […] Now, as we again begin learning to write in a new medium, passing on the torch from orality to literacy to "computeracy" (or post-literacy, or to whatever we may ultimately be headed for), we must reconsider our definitions of rhetoric and look at how we will extend these terms to the new medium of electronic "writing." […] The five parts of the classical canon--Invention, Arrangement, Memory, Delivery, and Style--are one way we might begin thinking about how to apply rhetorical concepts to writing in the twenty-first century and beyond. After all, literacy has undergone many changes in the past--from orality, to writing, to print--and it will likely undergo many more, in ways we cannot even now imagine. The shift to the paperless classroom will not happen overnight, of course, but whether we like it or not, we need to think about how computers and computer writing will impact the future of rhetoric, of composition and composition classes, and of literacy itself.*"[6]

In *The Rhetoric of Hypertext* is mentioned by George L. Dillon: „*Few authors have considered the need for an extended rhetoric in hyperspace. The question here is how hyperbook authors will use the new structural components at their disposal to create an effective presentation. Landow's "The Rhetoric of Hypermedia" stands as a formative article.*"[7] Christopher Keep, Tim McLaughlin and Robin Parmar write about *rhetoric in hyperspace*:„*Few authors have considered the need for an extended rhetoric in hyperspace. The question here is how hyperbook authors will use the new structural components at their disposal to create an effective presentation.*"[8] The first rhetoric rules for successful communication were made in 4th century by Korax and Tisias. For the forensic speeches in front of a court these rules were necessary for the own defead. Because of the oral use the ancient theorie was made for spoken words. But also theoretically aspects of written word we find in Greek language. The classical trias of speech genres are *genus iudicale* for law affairs, *genus demonstrativum* for public affairs and the *genus laudativum* for the arts. In Greece sophists started in Athens and other cities during second part of 4th century to teach rhetoric.

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[6] Http://www.cas.usf.edu/english/walker/papers/rhetoric.html.

[7] Http://www.faculty.washington.edu/dillon/rhethtml/rhethtml.html.

[8] Http://www.iath.virginia.edu/elab/hfl0100.html.

Rhetoric was one of their subjects as well as laws, politics, grammar, logic, ethics and literature criticism. Sokrates was considered by contemporary persons as a sophist. Socrates and his scholars were interested in rhetorics. Gorgias was one of the sophists with which Socrates had a dialogue entitled *Gorgias*. Sophistic knowlegde is there interpreted as pseudo-knowledge responsable for meanings without reasons. In his dialogue *Phaedrus* there is the rhetoric a theme. Speeches of Demothenes were examples for classic prosa style and classic composition. As one of the most important discourses of ancient European times is a text from the Lyceum written by Aristoteles. Aristoteles established rhetoric in front of poetic and behind politics and oeconomy. Epicur and his scholars also used criticism. Rhetorik was taught in all Greek cities during Hellenism. A strong influence on rhetoric was the Aristotelian model. Aristotle described a number of topoi, or topics, for discovering ideas and the search for arguments. These topics for a way of analyzing, evaluating, and extending virtually any subject (res) constitute a heuristic method of systematic inquiry .[9]

Marion Walton mentiones for writing for the web a *Hypertext rhetoric*:

„*Hypertext makes new demands on both readers and writers. Although individual 'blocks' of text in hypertext can be read in a linear fashion, hypertext should be written to facilitate non-linear navigation. While you should certainly be writing journalistic style introductory paragraphs and designing tables of contents or overview pages, you should never assume that readers have encountered these pages. Rather than relying on the usual (linear) textual rhetorical markers of sequence, the design of your site should assist navigation and development of coherence by clearly indicating:*

> *1. The purpose, main sections and subsections of the site;*
> *2. The current location of the reader in the site.*

Web constraints and possibilities
The web offers unique constraints and possibilities to writers. The major constraint for web writing is the somewhat fickle scanning behaviour of most web readers. A major possibility of the web as medium is the vast universe of discourse which is potentially related to your hypertext through linking."[10]

Also Alysson Troffer focusses on the special rhetoric of internet textes in her thesis *Writing Effectively Online: How to Compose Hypertext* with her demand „*Hypertext Requires Its Own Rhetoric*": „*Many have argued that hypertext is a communication medium that requires its own rhetoric. According to Karen Schriver (1997), the conventions of such a rhetoric are currently under construction. As a result, document designers are "groping through the design space and inventing as we go*".[11] Traditional ideals of ancient rhetoric´s vir bonus finds an equivalent in modern universities´ conception of the use of internet resourses. So the University of South Australia mentiones for its *Electronic newsgroup COMMA* that a certain netiquete is necessary für the participating person:

„*Remember that all staff and students have access to these messages. Do not use COMMA to carry on private conversations, and please exercise the usual standards of 'netiquette' you would use with all e-mailing: that is, adopt a cool, calm, professional approach, with no personal attacks or comments, and nothing else you may be ashamed of in future for having*

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[9] Lebrave, Jean-Louis: Hypertextes - Mémoires – Ecriture. In: Genesis, No.5. Paris 1994. S. 9-24.
Lebrave, Jean-Louis: L'hypertexte et l'avant-texte. In: Sentieri della creazione. S. 171-190.
Lachmann, Renate: Intertextualität. In: Fischer Lexikon Literatur. Hrsg. von Ulfert Ricklefs. Bd. 2. Frankfurt am M. 1996. S. 794-809.
Landow, George P.: Hypertext. The Convergence of Contemporary Critical Theory and Technology, Baltimore und London 1992.
[10] Http://www.writing.uct.ac.za/user/writing1.htm.
[11] Http://corax.cwrl.utexas.edu/cac/online/01/troffer/htrhet.html.

posted. Electronic submission of assignments. This web site has a function which allows you to send assignments electronically, as a form of e-mail. Work submitted via the web site will not automatically go to your tutor, but to the site coordinator. Also, most formatting is lost in assignments submitted this way, as the function is not based on word-processing software. Thus an assignment may be too large or too heavily formatted to be suitable for electronic submission."[12] Gideon O. Burton notices about the internet use of rhetoric:

„The world wide web provides a unique environment for discovering, organizing, teaching, and publishing academic information. These conventionally separated activities can be pursued simultaneously on a website due to the flexibility of this nascent medium, creating both opportunities and pitfalls. This paper relates the account of one scholar/teacher/webmaster's experience in developing an academic website devoted to the history and terminology of rhetoric, Silva Rhetoricae: The Forest of Rhetoric."[13]

Rhetoric is the art of good talking, *ars bene dicendi*, in ancient times. The terminology of rhetoric is based on the ancient greek words which were added and translated into Latin vocabulary. This rhetoric vocabulay was used till 18th century. The syntagmatic parts are *inventio, dispositio, elocutio, memoria* und *pronuntiatio*. The invention of the speech is the first part of a speech. In this invention the first ideas are collected as topics. The invention (*inventio*) is based on a topic methode of *loci a persona* and *loci a re*. The disposition of a speech is the part in which the order of the speech is made. Rhetoric developes formulars for argumantative structures of arguments (*topoi, loci*) from the art dialectic art as examples for the disposition (*taxis; dispositio*) and expression (*lexis; elocutio*).[14] Elements of the pre-theoretical ars oratoria are also inside of the ancient Greek poerty. Sophistic scholars developed the systeme of rhetoric. The Platonis school criticised as well sophistic as rhetoric scholarship. Aristoteles analyses rhetoric as a phemenen which is a part of dialectic scholarship. Peripatetic and stoic scholarship imploved rhetoric theory. In the disposition (*dispositio*) the material (*materia*) is parted in a scheme of parts: In the *exordium* (*introduction*), narration (*narratio*) and its short description (*propositio*) or argumentation (*argumentatio*), the improvement of the described occurence (*probatio*) and the defence of objections (*refugatio*) and the ending of the speech (*peroratio*) the theme of the speech is discussed. The pronunctation of the speech is the part in which the stilistic elements are organized. Rhetoric has tree parts of style. Simple style, middle style and high style. Asianism was created in Rhodos, the first manieristic style which was in opposition to Atticism. For the history of rhetoric the transposition of the Greek terminology into Latin by Cicero was very important. The Greek *pathe* became *affectus*, *ethe* became *mores*. Basic aims of rhetoric are moving (*movere*), teaching (*docere*) and joy (*delectare*). Part of the *elocutio* are figures like word figures, figures of sentences and thought figures, tropes like metonymia, synekdoche, hyperbel and metaphora. They are parts of the decoration of a speech (*ornatus*). [15]

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[12] Http://www.roma.unisa.edu.au/07118/guidest.htm.

[13] Burton, Gideon O.: The Rhetoric of a Rhetoric Website: Inquiry, Pedagogy, and Scholarship.
Http://www-jime.open.ac.uk/00/burton-rev/burton-paper.html.

[14] *Inventio* in the parts of construction of a speech ´ and *argumentatio* innerhalb the partes oratoriae are for Quintilian parts of the topica: Cf. Quintilianus, Marcus Fabius: *Institutio oratoria.* Ausbildung des Redners. 12 Bücher. Ed. and transl. by Helmut Rahn. Bd. I u. II. Darmstadt 1972 u. 1975. 5, 10, 20 und 5, 10, 103.

[15] Cf. for the systematic order of the *partes oratoriae* in ancient literature: Lausberg, Heinrich: Handbuch der literarischen Rhetorik. Eine Grundlegung der Literaturwissenschaft. Stuttgart ³1990. S. 148ff.

Aristotle mentiones in his *Rhetoric* (section 1391b) the different ends of kinds of speech:
„Now, since each kind of Rhetoric, as was said, has its own special end, and in regard to all of them we have gathered popular opinions and premises whence men derive their proofs in deliberative, epideictic, and judicial speeches, and, further, we have determined the special rules according to which it is possible to make our speeches ethical, it only remains to discuss the topics common to the three kinds of rhetoric.“ Aristotle mentiones also in his *Nicomachean Ethics* (1181a, Book 10) the similarity between science and rhetoric: *„In fact they are absolutely ignorant of the very nature of the science and of the subjects with which it deals; otherwise they would not class it as identical with, or even inferior to, the art of rhetoric.“* Aristotle definies in his *Rhetoric* (1355b) as *the faculty of discovering the possible means of persuasion in reference to any subject whatever.* Cicero takes Aristoteles as the authority for genders in *De Inventione* (I, 7) which can be changed into each other by the art of the orator (*oratoris ars*) and the faculty (*facultas*) in using the material (*materia*). The *genus iudicale* is used for accusations, defensions, petitions and recrusations:
„Aristoteles autem, qui huic arti plurima adiumenta atque ornamenta subministravit, tribus in generibus rerum versari rhetoris officium putavit, d e m o n s t r a t i v o, d e l i b e r a t i v o, i u d i c i a l i. Demonstrativum est, quod tribuitur in alicuius certae personae laudem aut vituperationem; deliberativum, quod positum in disceptatione civili habet in se sententiae dictionem; iudiciale, quod positum in iudicio habet in se accusationem et defensionem aut petitionem et recusationem. Et, quemadmodum nostra quidem fert opinio, oratoris ars et facultas in hac materia tripertita versari existimanda est.“

Analyses of a text was one of the methodes of rhetoric use. In the near east culture rhetoric was a subject during Alexanders reign and the following reign of diadochs. In Egypte the Alexandrian library was founded when the rhetor Demetrius visited the city. In the late ancient times rhetoric was considered sine gusto and artificial. In Asia this kind of rhetoric flourished in the first century b. C. Only a few names and textes of this *asianism* are known. In 1. century b. C. *atticism* started as a classicistic reaction on theory and pragmatism of rhetoric. Examples were attic rhetors as well as Plato, Xenophon and Thukydides. Exemples od attic theory and literature criticism are textes of Dyonysos of Halikarnass. In the first century so called second sophistic phase started. This second phase was famous for epideictic rhetoric of travelling rhetors, e. g. Dio of prusa, Aristides, Libanius. This free art of rhetoric was based on intersive lessons of theory and examples. Hermogenes composed some teaching books of new and old rhetoric textes. In late ancient times political conditions put a stress on rhetorical pragmantism and theory from court rhetoric and political speech to the genus laudativum. A special theme were historical speech and the art of writing letters (*ars epistolaria*). For poets there was a literature for poetic, which was influenced by rhetoric and formed the style of later Greek poetics.

The parts *exordium*, *narratio*, *divisio*, *confirmatio*, *confutatio* and *conclusio* are elements of rhetoric introduced by the *Rhetorica ad Herennium*. The paradigmatic parts are *initium*, *narratio*, *argumentatio*, *refutatio* and *conclusio*. The beginning of the speech includes the greeting and talk to the audience. After die formular of the auditorem benevolo the person holding the speech introduces the audience into the theme af the speech. The narration is the part of the speech in which the things that happened, the state of the affair and the basic facts in a description. After the narration the argumantation starts with arguments which are ordered after a topic system. Argumentation (*argumentatio*) is one part of a speech and also tge main instrument for the act of persuasion. The arguments (*argumenti*) are placed in a *topos* or *locus*. If one uses such *loci* he has the ability to find the arguments for persuasive speech. This Topic is one of the most efficient disciplines in rhetoric literature.   The

repeatition is the part where the most important parts of the argumantation are told again. The conclusion is the last part in which the talking person makes a result of the argumentation.

The vocabulary of latin rhetoric was influenced by Greek rhetoric. Greek rhetoric came in second century to Rome when greek messengers held speches in front of the senat. At the beginnung of the first century the Greek philosopher Philo of Larissa and the orator Molo were in Rome where the young Cicero heard them. Cicero used rhetoric in his political speeches and wrote textes about rhetoric. Latin rhetoric based on the fact that Greek terms were translated into Latin. His later rhetoric writings like *De oratore, Brutus* and *Orator* are no teaching books for scholars but descritions of an orator as a personality of science and knowledge. This ideal of a literary and philosophic orator is later to be found in Roman literature of Quintilian and Tacitus.

In ancient times the pathetic style with an affective discription of an impressive occurance and the etcic style for a description of beautiful and delightful happenings are used for a speech. Cicero promotes the idol o an *orator perfectus* connecting rhetorical ability, knowledge and ethic faculties. Quintilian is a teacher of rhetoric using also this ideal of ethic and pragmatic dualism for an orator. [16] For Quintilian there are differences between the arts. While all the other ancient arts have a limit (*finis*), rhetoric has no end: „*Et pictor, cum vi artis suae efficit ut quaedam eminere in opere, quaedam recessisse credamus, ipse ea plana esse non nescit. Aiunt etiam omnes artes habere finem aliquem propositum ad quem tendant: hunc modo nullum esse in rhetorice, modo non praestari eum qui promittatur.*“ [17] After the end of Roman Republic political climate changed. Later commentaries of Cicero´s De inventione made by Marius Victorinus and Grillius illustrate the importance of this work as a teaching book. Also the ars epistolaria was composed in writings. Some rhetoric discourses of the late periode started to draw attention to the letter as well as to speeches. By the influence of the Christians a new object of rhtoric literature theory and criticism became the bible. Christian scholars used the art of rhetoric. The churchs´ fathers were the ideals for Christian rhetoric and literature during 3th century. Up to 14th century this tradition of spiritual and mundane speech. All over the latin speaking provinces of the Roman Empire there were schools for rhetoric as an institution of higher education. Rhetoric was a part of the seven free arts (*septem artes liberales*) in the trivium of grammar, dialectic and rhetoric. According to the development of the Christians the latin Christian writers had an grammatical and rhetorical education for their studies in bible and Christian theologues´ preaching.

Therefor the bible had to be translated from Greek into Latin. At the end of the Roman Empire most political institutions und places for education were destructed by Germanic and other invaders. Education was a gift to the monks in the monasteries. In ancient times the discipline of the good speech was established in theory of speeches. A systeme of the rhetorical elements of a speech was constructed. Disciplines with rhetorical elements were the art of letter writing and literature criticism. Influenced were historical stodies, popular philosophy and poetics. Augustinus work *De doctrina christiana* shows the importance of rhetoric for theological schools. The work *Etymologiae* of Isidor of Sevilla in the middle ages was used as a encylopaedic information media. Alcuin introduced with his *Disputatio de*

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[16] Vol. 1. 1972. 2, 1, 4. S. 162.
Cf. auch: Bonell, Eduard: Lexicon Quintilianeum. Leipzig 1834. S. 190.
[17] Quintilian, Marcus Fabius: Instititio oratoria. Ausbildung des Redners.
Herausgegeben und übersetzt von Helmut Rahn. Darmstadt 1972. Bd. 1. 2, 17, 21.
S. 254-256.

Rhetorica et Virtutibus the tradition of ancient literature. A new partition between the parts of speech is made by Donatus in the 4th century in his book *Ars grammatica*:

de partibus orationis	*de partibus orationis ars minor*
de nomine	*de nomine*
de pronomine	*de pronomine*
de verbo	*de verbo*
de adverbio	*de adverbio*
de participio	*de participio*
de coniunctione	*de coniunctione*
de praepositione	*de praepositione*
de interiectione	*de interiectione*[18]
de barbarismo	
de soloecismo	
de ceteris vitiis	
de metaplasmo	
de schematibus	
de tropis	

Ancient rhetoric was during the Middle Ages known by certain textes and theories. Ancient knowledge was used in different areas, times and interests of scholars. A new way of interpretation of the ancient textes started. After the 5th cenury exspecially in Ireland and England classical studies were made. In schools of west Europe we find teaching concepts of the ancient seven arts. During aronic Renaissance in 7th and 8th century a reformation of literature, an increasement of libraries and school education started. Alcuin was one of the most important scholars wrote about rhetoric and other liberal arts. Alcuin decribes in seinem Werk *De Disputatio de Rhetorica et de virtutibus sapientissimi regis Karli et Albini Magistri* Rhetoric at the court of Karl the Great.

> *Qui rogo civiles cupiat cognoscere mores,*
> *Haec praecepta legat, quae liber iste tenet.*
> *Scripserat haec inter curas rex Karulus aulae*
> *Albinusque simul: hic dedit, ille probat.*
> *Unum opus amborum, dispar sed causa duorum:*
> *Ille pater mundi, hic habitator inops.*
> *Neu temnas modico lector pro corpore librum:*
> *Corpore praemodico mel tibi portat apis.* [19]

Rhabanus Maurus also described the art of rhetoric in his encyclopaedic work. Martianus Capella wrote a boob about rhetoric which was used in school. During 9th and 10th century only a few developements were made on rhetoric. 9th century was often considered as a time of descendence of rhetoric. During late 10th and 11th century the seven liberal arts became more and more popular. New aspects of rhetoric came from the literature of Arabia and Asia in the 11th century. Propaedeutic methodes werde the seven liberal arts for philosophy, theology, Roman and canonic right and medicine. During the Middle Ages the ars dictaminis, the ars notaria, the ars praedicandi became popular. Notaries used these arts for making documents by imitating formulars and exemples for analphabetic clients and provate and public letters.

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[18] Http://www.fh-augsburg.de/~harsch/don_ag20.html.
[19] Http://www.gmu.edu/departments/fld/CLASSICS/alcuin.rhetorica.html.

The *Rhetoric* of Aristoteles, the pseudo-aristotelic *Rhetorica ad Alexandrum, De elocutione* of Demetrius and the speech *Ad Demonicum* of Pseudo-Ikocrates were translated from the Greek original into Latin. Basic of the rhetoric of the Middle Ages is the Roman and Greek literature. During the middel ages in Europe there are only the textes of acient authors which are copied by Christian monks. Cicero was the first Roman who transferred the rhetoric terminology of Greek language into Latin words. The terminology of rhetoric in Europe is transferred into national languages since ending of ancient culture and improves since 15th century. During Middle Ages only the incomplete text of Quintilians *Institutio oratoria* was available. Petrarch wrote a letter to the dead Quintilian. In Germany Martin Luthers speeches were influenced by Quintilians education. The *vis bonus* idea including all branches of knowledge, literary theory and criticism was still powerfull.

During Renaissance in Europe there are a lot of authors which are translating ancient textes or writimg textes which are inspired by ancient literature. In the Renaissance the ancient Greek textes were invented by scholars. In European Barock times the local literature in its countries developes new instructive literature of the art of rhetoric. In Renaissance the influence of rhetoric is more important than in the middle ages. Rhetoric increases in all parts of contenpory culture next to scholastic philosopy, theology, laws, medicine and mathematics. The imitation of arts and sciences in ancient times was one of the main ideas in this time. Main genres were genus deliberalivum and genus iudicale. But also in poetic literature rhetoric theory influences the European literature and humanistic scholarship of rhetoric, grammar, poetry and philosophy. In 14th century Quintilians *Institutio oratoria* was known to contempory scholars. The works of Aristoteles were known and translated by scholars of rhetoric. In 15th century also Greek literature was translated from codices of the middle ages. There were collections of fictive speeches and letters. Collections of examples for the beginnings (*exordia*) of a speech and for adresses of letters (*salutationes*) were used for public and private letters. Style is the main topic of literature that was used by poetry and rhetoric. Aristoteles was the basic ancient author for both kinds of art. In 15th century rhetoric was a methode to inprove style, imitation and literature criticism. The influence of the ancient rhetoric is also part of the contempory national languages imitating the ancient styles. Dante and Bocaccio are influenced by ancient and Christian literature. The humanistic scholarship is influenced by contempory rhetoric.

During Reformation rhetoric is useful for religious and political discourses. In Renaissance rhetorical books a written by famous scholars. Erasmus of Rotterdam writes the *Dialogus cui Titulus Ciceronianus* and *De conscribendis epistolis*. Melanchthon writes *Elementa rhetorices* with a theory of the *genos didaskalikon* for preaching. Rudolf Agricolas *Inventio dialectica* is basis for an early scientific systeme that was used during Barock. A new ideal of barock science is the *polyhistoricus*. The emblematic art uses pictures and textes for a persuasion between two media. During the 17th century there is a change in the theory and use of arts. One the one hand we find exspecially in the secons part of the century the classic sholarship of ancient literature. On the other hand there is the European Romantic culture which uses a criticism to keep distance to the ancient literature. The ideas of original genius put a stress on the opposition of this culture to the ancient literature. During Barock in Germany the reformation of language was influenced by ancient rhetoric literature. Theoretical Literature in German languages is influenced by the *ars poetica* and *ars rhetorica* in Latin writings. In England Alexander Pope introduces *criticism* as a methode to analyse literature in 17th century. Rhetoric was connotated with a negative meaning. Only a few universities continued in teaching rhetoric themes. Rhetoric themes becames part in other disciplines like aesthetic, ancient classical scholarship and philosophy.

The Englightenment´s rhetoricians believed that rhetorical invention is not new knowledge (discovery) but heurisitic to improve and shape knowledge. Criticism was an often used methode in combination with rhetoric. As exemplified in the popular classical textbooks of Donatus, grammar means not simply the study of correct constructions but also the analysis of style. The study of grammar thereby shaded over into the medieval study of rhetoric, which emphasized style. In the end of 18th century in Europe the enlightening provokes criticism which is a scientific methode. The rhetoric literature is now available as well in traditional latin language and in contempory local language. Studies in charcteristics of human nature have an influence on dramatic literature theory of 18th century and the idea of enlightening. In 19th century rhetorical literature is written in local languages. The *Sententiarum Quatuor Libri* written by Petrus Lombardus, the Archbishop of Paris were publicated in 1882. In 20th century in Europe there is as well rhetoric literarure as well as media like radio, television and internet for rhetoric themes. As ancient works were *Rhetorica ad Herennium* and Ciceros *De inventione* used during Renaissance. In 20th century rhetoric became a part in new medias. Rhetoric took part in literature criticism.[20] Practic rhetoric influences all over the world politic public relation works, advertisement, journalism and information systeme. New media and hyper media informations have rhetorical aims. Multi media concepts use a mixture of media for resulting rhetorical effects. In the use of hypertextual links rhetoric is one of the efficient methodes which are in combination with images a key to the text. Since the reader can choose the links, rhetoric following the old *genus laudativum* is most wanted wo attract the reader. Invention, arrangement, style, memory, and delivery in the context of HTML, with reference to ancient texts, are still important parts for communikation with new media. Following the five parts of a speech there are actions concerning hypertexts, which are represention the *partes rhetoricae.* A basic text can be changes into a hypertext by making typical hypertextual processes:

basic text   --►   hypertext

▲

inventio

recieving,
editing,
transfer of data

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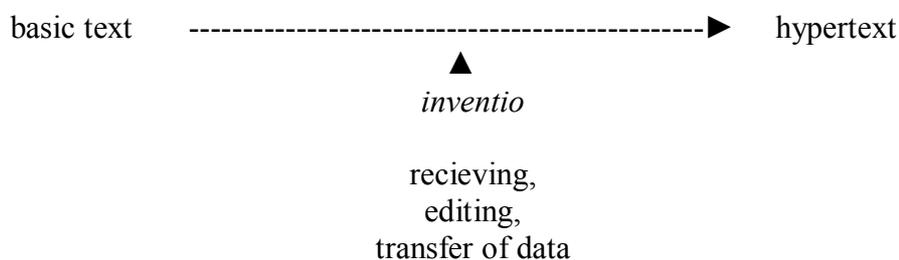
[20] Cf. for German rhetoric history and theory:
Buelow, George J.: Music, Rhetoric, and the Conception of the Affections. A Selected Bibliography. In: Notes 30. 1973/74. S. 250 ff.
Betts, J. C.: The Marriage of Music and Rhetoric. Diss. Minnesota 1972.
Perelman, Chaim: Das Reich der Rhetorik. Rhetorik und Argumentation. München 1980.
Kopperschmidt, J.: Quintilian ›De Argumentis‹. Oder: Versuch einer argumentationstheoret. Rekonstruktion der antiken R. In: Rhetorik. Volume 2. Darmstadt 1991. Edited by J. Kopperschmidt. S. 59-74.
Ueding, Gert; Steinbrink, Bernd: Grundriß der Rhetorik. Geschichte, Technik, Methode. Stuttgart 1986.
Introduction into rhetoric by Ueding, G.:
Http://www.teachsam.de/deutsch/d_rhetorik/rhe_3_2.htm.
Lausberg, H: Elemente der literarischen Rhetorik. Bd. 1 a 2. München 1960.
Mur phy, James J.: Medieval Rhetoric. A Selected Bibliography. Toronto 1971.
Ueding, Gert (ed.): Historisches Wörterbuch der Rhetorik. Bd. 1ff. Tübingen 1992ff.

▲

dispositio

deviding and connecting of data

▲

elocutio

stilistic constructions of data,
images

▲

memoria

making links,
making paths

▲

actio

construction data,
sending or copy data,
editing

Today there are courses and hand books for buisiness letters as well as exemples for love letters, letters for congratulation or recommendation. Ghostwriting is one of the popular featunres of rhetoric writing. The practical works in rhetoric accord to the historical tradition of rhetoric without atheoretical background. The structure if these different kinds of literasry genres still bases on the interest of the orator to introduce his speech y the acceptation of the audience. The performance of a speech – either in spoken or in written words – is the result of the parts of its construction.
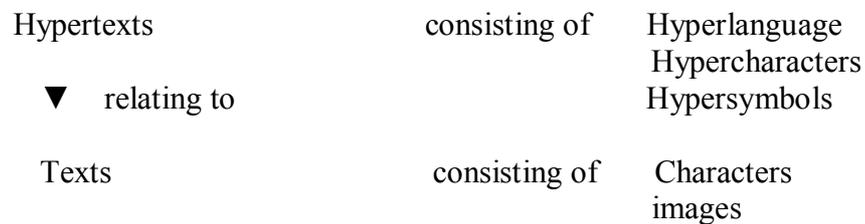
In written and spoken language there are expressions which one can classify concerning to their time of use. One part of these expressions is called archaism referring to the Greek word archaios, old. Another part is called neologism following the Greek word neos for new. Neologisms and archaisms are expansions of a language concerning their lexicalic and semantic value. Classifications of terms or expressions of this kind one can find in natural and technical languages. In technical languages there are expressions of different states of a language. The Extensible Markup Language (XML) is a part of SGML. The aim of XML is the possibility to recieve, send and edit SGML in the internet like HTML. XML was designed for an easy implementation and collaboration with both SGML and HTLM.[21] In artificial or technical languages there is also a syntax. Abstracts for the decription of XML are:

1. Terminology 2. Documents	17. Physical structures of sign- and entity-references,

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[21] Cf.: http://www.mintert.com/xml/trans/REC-xml-19980210-de.

3. Signs
4. Syntactic Structure
5. Signdata and Markup
6. DATA-parts
7. Prolog and Documenttyp-
   Declaration
8. Standalone-Document declaration
9. Free spaces
10. Ends of lines
11. Identification of language
12 Logic structurs
   Start-Tags, End-Tags und free-
   Element-Tags
14. Elementtyp-declarations
15. Element-value
16. Attribut-declaration of types,
   prefiguration and values
	entity-declarations,
	intern entities, extern entities,
	analysed entities
	18. Text-declarations
	19. Analysed entities
	20. Codification of signs
	21. Entities and references through
	   XML-Processor
	a) Nopt recognized
	b) Included
	c) included
	d) Forbitten
	e) In literal included
	f) Giving Information
	g) Passed througt
	h) As PE included
	i) Construction of text of interne
	   entities
	j) predefininated entities
	k) Notation-Declarations
	l) Document-entity
	22) Notations

The structures of texts and hypertexts are both determinated by a certain treasure of words. But finally there is a reference structure between both types of languages.

Hypertexts	consisting of	Hyperlanguage Hypercharacters
▼ relating to		Hypersymbols
Texts	consisting of	Characters images

Relation between text and hypertext

Structures of text and hypertext are like a cell both related to each other. Texts and hypertexts in the internet are structured in different ways. Surface of text and hypertext is the WWW, Word Wide Web. Hypertexts have the function of realisation of a text by a image copy in the internet.

WWW

Text	Copy realised by hypertext
Hypertext	Medium of the original text
Text	Original Text

Linear Texts are the documents in the internet. So there are documents like email or homepages as an unit of an document. Non-linear structures are realised as a feature of hypertextuality by

a) the connection of documents
b) the connection of hypertext language with the document
c) the connection of different media and caracter typs

A hypertext language like XML or HTML declares even the literary typ of a document and so continues with the tradition of literary and oral genera. There are two types of literature:

Literary hypertext-literature
Non-literary hypertext-literature

Hypertext and new media changed rhetoric of scholarship by its new media. Search maschines use technics for the analyses of texts. Until now there are just a few places where documents put to as a place of documentation. Functions that change the space of a mail are destruction, addition, mailing and copying of a message. Emailing is so an offer in the internet which makes it possible to communicate in the internet in the tradition of writing and sending ´real´ letters. The basic structure for the *message* is the written text inside of a text document file. The structures of hypertext are determinated by tecnicalls realized data and their connection chosen by the reader. The canon of rhetoric is in texts in hypertext sourraoundings like emails in use for the construction of the text. By communication based on email the use of letters refers to the use of written rhetoric.