Reference Guides to Rhetoric and Composition

Series Editor, Charles Bazerman

REFERENCE GUIDES TO RHETORIC AND COMPOSITION Series Editor, Charles Bazerman

The Series provides compact, comprehensive and convenient surveys of what has been learned through research and practice as composition has emerged as an academic discipline over the last half century. Each volume is devoted to a single topic that has been of interest in rhetoric and composition in recent years, to synthesize and make available the sum and parts of what has been learned on that topic. These reference guides are designed to help deepen classroom practice by making available the collective wisdom of the field and will provide the basis for new research. The Series is intended to be of use to teachers at all levels of education, researchers and scholars of writing, graduate students learning about the field, and all who have interest in or responsibility for writing programs and the teaching of writing.

Parlor Press and The WAC Clearinghouse are collaborating so that these books will be widely available through low-cost print editions and free digital distribution. The publishers and the Series editor are teachers and researchers of writing, committed to the principle that knowledge should freely circulate. We see the opportunities that new technologies have for further democratizing knowledge. And we see that to share the power of writing is to share the means for all to articulate their needs, interest, and learning into the great experiment of literacy. Invention in Rhetoric and Composition

Invention in Rhetoric and Composition

Janice M. Lauer

Parlor Press West Lafayette, Indiana www.parlorpress.com

The WAC Clearinghouse http://wac.colostate.edu/

Parlor Press LLC, West Lafayette, Indiana 47906

© 2004 by Parlor Press and The WAC Clearinghouse All rights reserved. Printed in the United States of America

SAN: 254-8879

Library of Congress Control Number: 2003115230

Lauer, Janice. M.

Invention in rhetoric and composition / Janice M. Lauer

p. cm. — (Reference guides to rhetoric and composition)

Includes bibliographical references, glossary, and index.

ISBN: 1-932559-06-X (paper)

1. Invention (Rhetoric) 2. English language—Rhetoric—Study and teaching 3. English language—Writing. I. Title. II. Series.

ISBN 1-932559-06-X (Paper) ISBN 1-932559-07-8 (Cloth) ISBN 1-932559-08-6 (Adobe eBook) ISBN 1-932559-09-4 (TK3)

Series logo designed by Karl Stolley. This book is printed on acid-free paper.

Parlor Press, LLC is an independent publisher of scholarly and trade titles in print and multimedia formats. This book is also available in cloth, as well as in Adobe eBook and Night Kitchen (TK3) formats, from Parlor Press on the World Wide Web at http://www.parlorpress.com. For submission information or to find out about Parlor Press publications, write to Parlor Press, 816 Robinson St., West Lafayette, Indiana, 47906, or e-mail editor@parlorpress. com.

The WAC Clearinghouse supports teachers of writing across the disciplines. Hosted by Colorado State University's Composition Program, it brings together four journals, two book series, and resources for teachers who use writing in their courses. This book will also be available free on the Internet at The WAC Clearinghouse (http://wac.colostate.edu/) one year from the date of print publication. In memory of my husband, David Hutton (1928-1999)

Contents

Foreword, Charles Bazerman	xv
Acknowledgments	xvii
1 Introduction and Overview	1
Issues in Rhetorical Invention 2	
Differences over the Nature, Purpose, and	
<i>Epistemology of Rhetorical Invention</i> 3	
The Nature of Invention 3	
The Purposes of Invention 3	
Invention's Epistemology 3 Arguments over Inventional Pedagogy 4	
0 0 0	
Organization and Scope of the Text 4	
$2_{\text{Definitions}}$	6
Classical Terms 6	
Modern Terms 8	
Terms from Poststructuralism, Postmodernism, and Cultural Studies 10	
3 HISTORICAL REVIEW: ISSUES IN RHETORICAL	
Invention	11
Part 1: Theoretical Issues 13	
Greek Views 13	
Interpretations of Sophistic Invention 13	
Interpretations of Plato's Views of Invention 17	
Inventional Issues in Aristotle's Rhetoric 19	

Contents

Subject Positions 22 Review: Greek Rhetorical Invention 22 Roman Views 22

Invention in Rhetorica ad Herennium 23 Cicero's Conceptions of Invention 24 Inventional Issues in Quintilian's Rhetoric 27 Subject Positions 28 Review: Roman Rhetorical Invention 28

Inventional Issues in Second Sophistic, Medieval, and Renaissance Rhetorics 29

Second Sophistic Issues 30 Inventional Issues in Medieval Rhetoric 31 Renaissance Conceptions of Invention 34 Subject Positions 36 Review: Invention in Second Sophistic, Medieval, and Renaissance Rhetorics 37

Eighteenth- and Nineteenth-Century Discussions of Invention 38 Eighteenth-Century Invention 38 Nineteenth-Century Invention 41 Subject Positions 43 Review: Eighteenth- and Nineteenth-Century Invention 44

PART II: PEDAGOGICAL ISSUES 45

Greek Discussions of Inventional Pedagogy 46 Art (techne) 46 Sophists 47 Plato 49 Aristotle 50 Roman Discussions of Inventional Pedagogy 51 Rhetorica ad Herennium 51 Cicero 52 Quintilian 53 Review: Roman Inventional Pedagogy 55 Inventional Pedagogy in the Second Sophistic and Medieval Periods 56
Second Sophistic Period 56
Medieval Period 57
Inventional Pedagogy from the Renaissance through the Nineteenth Century 58
Renaissance 58

Eighteenth Century 59 Nineteenth-Century Britain 60 Nineteenth-Century United States 61 Women's Rhetorical Education 62 Current-Traditional Pedagogy 63 Review: Pedagogy from the Renaissance through the Nineteenth Century 64

4 Issues over the Nature, Purpose, and Epistemology of Rhetorical Invention in the Twentieth Century

Interdisciplinary Contexts for the Revival of Invention 66 *Philosophical StudiesSemiotics and Tagmemic LinguisticsPsychological StudiesLiteracy Studies*

The State of Invention at Mid-Twentieth Century 72

Awakening Interest in Invention 73

Early Studies of Invention: Mid-1960s to Mid-1970s 76 *Rhetoric as Epistemic* 76 *New Invention Theories in Rhetoric and Composition* 78 Prewriting 78 Classical Invention 79 Tagmemic Invention 80 *Research on Invention* 81 *Review: Early Studies of Invention* 83

65

New and Elaborated Theories of Invention: Mid-1970s to Mid-1980s 84 Cognitive Invention 84 Nonrational Invention and Shaping, Imagining, Forming 86 Burkean Invention 87 More on Classical Invention and Tagmemic Invention 88 Further Discussions on Rhetoric as Epistemic 88 Rhetorical Invention as Hermeneutics 91 Critiques, Cautions, and Rejoinders 93 Overviews of Inventional Theories 94 Review: Elaborated Theories of Invention 95 Diversified Invention: Mid-1980s to the New Millennium 96 Invention in the Disciplines 96 Social Construction and Invention 100 Counterstatements and Socio-Cognitive Invention 101 Further Cognitive and Creativity Studies 103 Deconstruction, Poststructuralism, Postmodernism, and Invention 104 Critical Rhetoric 107 Epistemic Rhetoric: The Third Discussion 109 Cultural Critique 110 Invention and Civic Discourse 111 Feminist Invention 112 Inventional Diversity 114 More on Hermeneutics 114 Review: Diversified Invention 115 Invention in the New Millennium 116 Chapter Synopsis 118 5 Issues over Invention Pedagogies 120 Issues 120 The Relative Importance of Four Formative Factors 120

The Merits of Different Inventional Strategies 121

The Social Nature of Invention 122	
Invention as Interpretive or Productive 123	
Rhetoric as Constructing or Conveying Knowledge	123
Issues over Inventional Pedagogies 123	
Prewriting Pedagogy 123	
Pedagogy for Classical Invention 124	
Textbooks 124	
Collections of Essays 125	
Specific Pedagogies: The Enthymeme 126	
Specific Pedagogies: Topics 127	
Tagmemic Inventional Instruction 128	
Freewriting 129	
Burkean Invention 131	
Larson's Heuristic 132	
The Double-Entry Notebook, the Uses	
of Chaos, and Shaping 133	
Journals 134	
Inquiry Strategies 134	
Problem-Solving Strategies 136	
Invention in Writing Across the Curriculum 137	
Online Inventional Practices 139	
Visual Rhetoric and Invention 141	
Feminist Inventional Practices 142	
Pedagogies of Deconstruction, Cultural	
Studies, and Postmodernism 142	
Deconstruction Pedagogies 142	
Cultural Studies Pedagogies 143	
Postmodernism Pedagogies 144	
Evaluations of Inventional Pedagogies 146	
Chapter Synopsis 148	
6 GLOSSARY, Kelly Pender	149
7 ANNOTATED BIBLIOGRAPHY, Kelly Pender	164
Bibliography and Works Cited	200
Index	241