















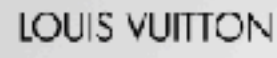





















<p>01 Apple</p> <p>+38% \$322,999m</p> 	<p>02 Amazon</p> <p>+60% \$200,667m</p> 	<p>03 Microsoft</p> <p>+53% \$166,001m</p> 	<p>04 Google</p> <p>-1% \$165,444m</p> 	<p>05 Samsung</p> <p>+2% \$62,289m</p> 	<p>06 Coca-Cola</p> <p>-10% \$56,894m</p> 
<p>07 Toyota</p> <p>-8% \$51,595m</p> 	<p>08 Mercedes-Benz</p> <p>-3% \$19,268m</p> 	<p>09 McDonald's</p> <p>-6% \$42,816m</p> 	<p>10 Disney</p> <p>-8% \$40,773m</p> 	<p>11 BMW</p> <p>-4% \$38,756m</p> 	<p>12 Intel</p> <p>-8% \$36,971m</p> 
<p>13 Facebook</p> <p>-12% \$35,178m</p> 	<p>14 IBM</p> <p>-14% \$34,885m</p> 	<p>15 Nike</p> <p>+6% \$34,388m</p> 	<p>16 Cisco</p> <p>-4% \$34,119m</p> 	<p>17 Louis Vuitton</p> <p>-2% \$31,720m</p> 	<p>18 SAP</p> <p>+12% \$28,011m</p> 
<p>19 Instagram</p> <p>NEW \$26,060m</p> 	<p>20 Honda</p> <p>-11% \$21,684m</p> 	<p>21 Chanel</p> <p>-4% \$21,203m</p> 	<p>22 J.P. Morgan</p> <p>+6% \$20,220m</p> 	<p>23 American Express</p> <p>-10% \$19,458m</p> 	<p>24 UPS</p> <p>+6% \$19,161m</p> 
<p>25 IKEA</p> <p>+3% \$18,870m</p> 	<p>26 Pepsi</p> <p>-9% \$18,803m</p> 	<p>27 Adobe</p> <p>+41% \$18,206m</p> 	<p>28 Hermès</p> <p>0% \$17,961m</p> 	<p>29 GE</p> <p>-30% \$17,961m</p> 	<p>30 YouTube</p> <p>NEW \$17,328m</p> 
<p>31 Accenture</p> <p>+2% \$16,552m</p> 	<p>32 Gucci</p> <p>-2% \$15,675m</p> 	<p>33 Budweiser</p> <p>-3% \$15,606m</p> 	<p>34 Pampers</p> <p>-4% \$15,073m</p> 	<p>35 Zara</p> <p>-13% \$14,862m</p> 	<p>36 Hyundai</p> <p>+1% \$14,295m</p> 

Interbrand Best global brands 2020

History of Rhetoric

Modes of persuasion

Aristotle

384 – 322 BC



“ The function of rhetoric is to deal with things about which we deliberate, but for which we have no systematic rules.”

— Aristotle, *Treatise on Rhetoric*

Rhetoric:

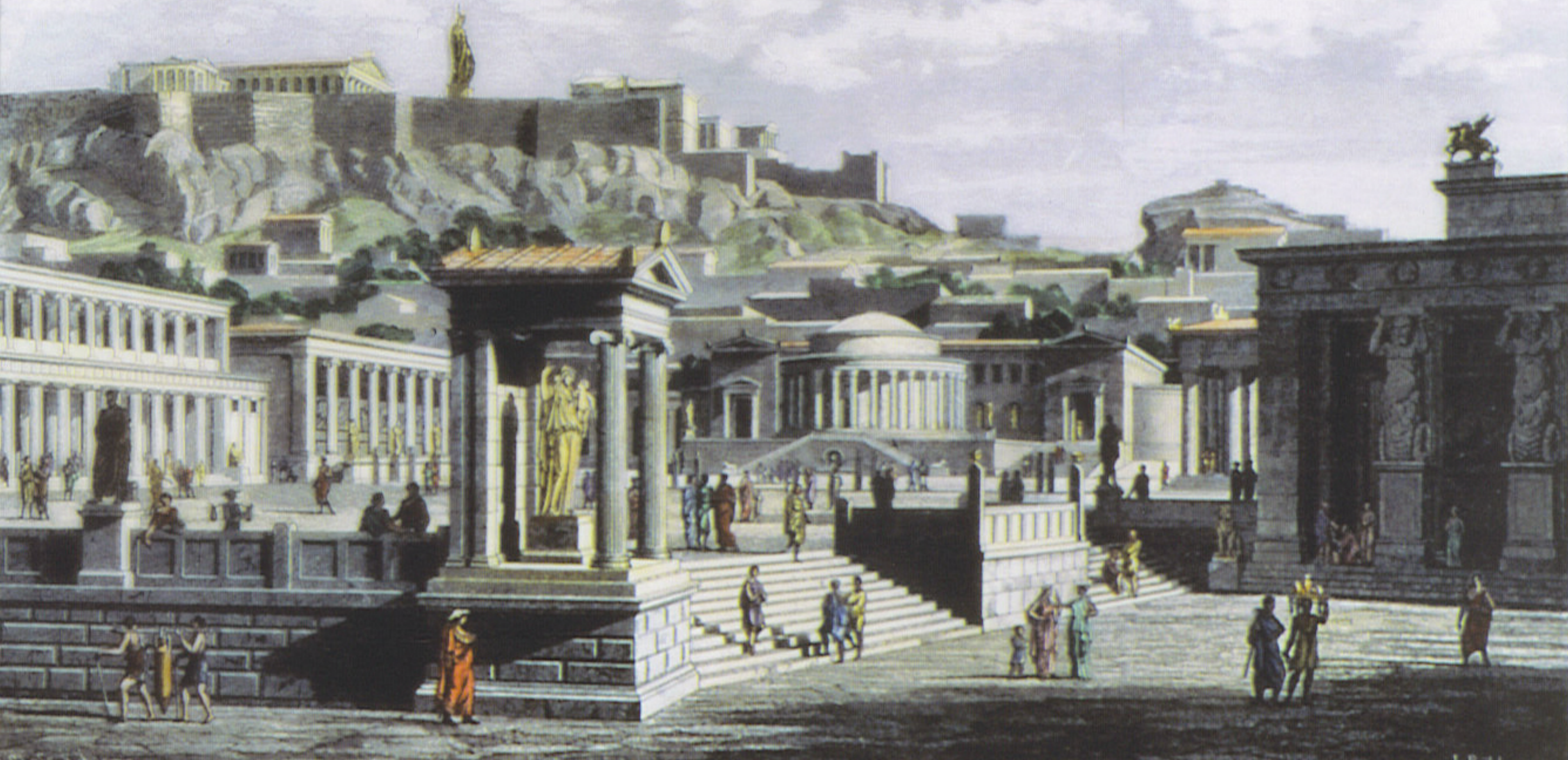
Things about which we **deliberate**, but for which we have no systematic rules.

Rhetoric is a critical skill for every participant in government and commerce.

Aristotle sees knowledge of rhetoric as part of being a good citizen, and defends it against those who see it as just manipulation.

Before print, mechanical reproduction and electronic communication, rhetoric was primarily expressed through public speaking. The agora was a public space for gathering, discussion and commerce.

Agora



Hollywood Mall



Marcus Tullius Cicero

106 – 43 BC



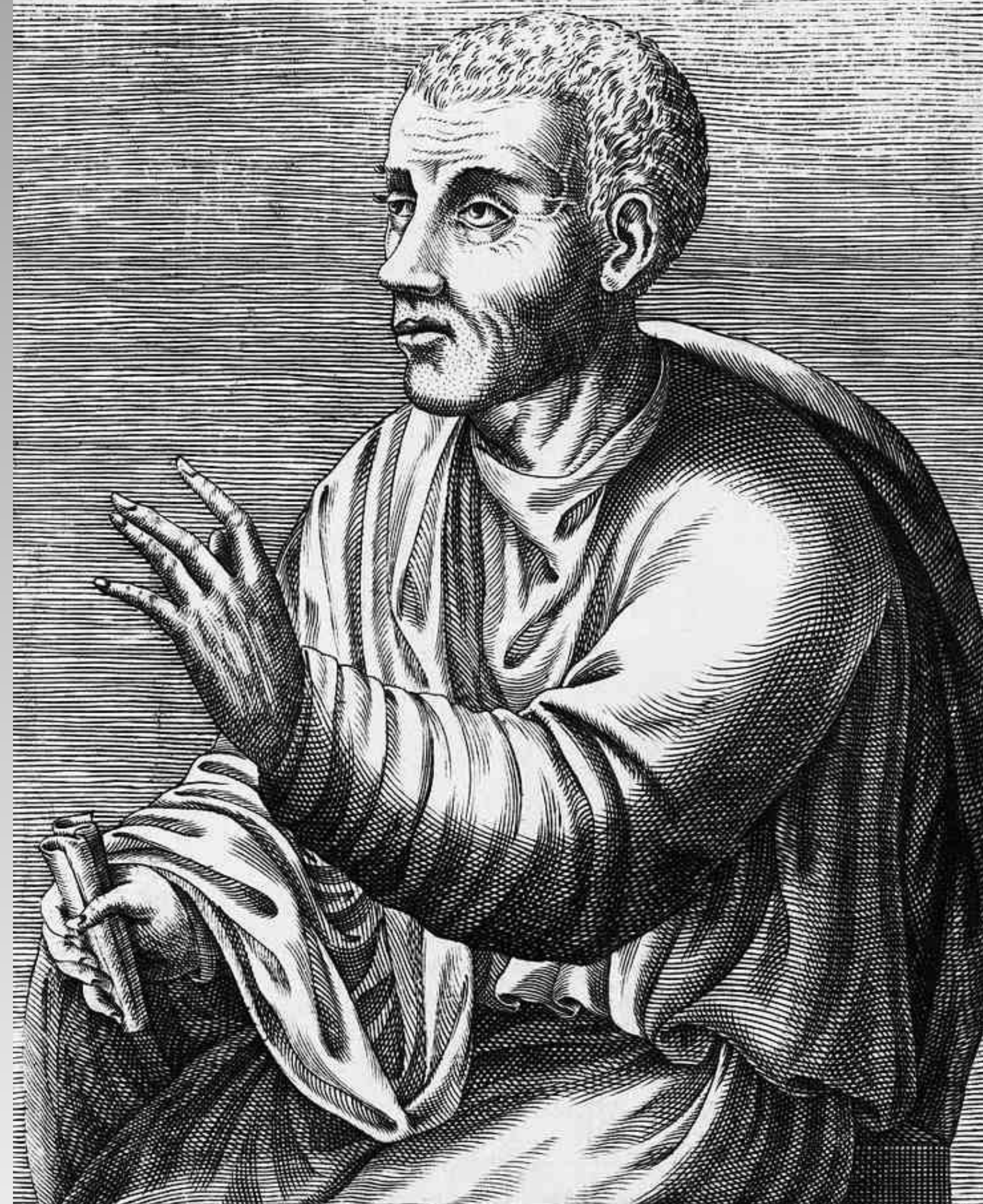
Cicero

- Roman politician, speaker, thinker and writer
- Considered the greatest speaker of Classical era
- Most of the Latin literature that survives was written by him
- A great influence on the Renaissance and beyond
- Assassinated on Marc Anthony, a political opponent
- Wrote *Canons of Rhetoric*

Quintilian

(Marcus Fabius Quintilianus)

35 – 100 AD



Quintilian

- Opened a public school of rhetoric
- Taught rhetoric to the sons of the nobility
- Wrote *Institutio Oratoria* - the *Institutes of Oratory*
 - *12 volumes on rhetoric, from a practical and theoretical perspective*
 - *believes that a good orator must be a good person first, and rhetoric should serve the common good*
 - *one of the first to give a detail account of the techniques of rhetoric*

Rhetoric vs Logic

Persuasion vs reasoning

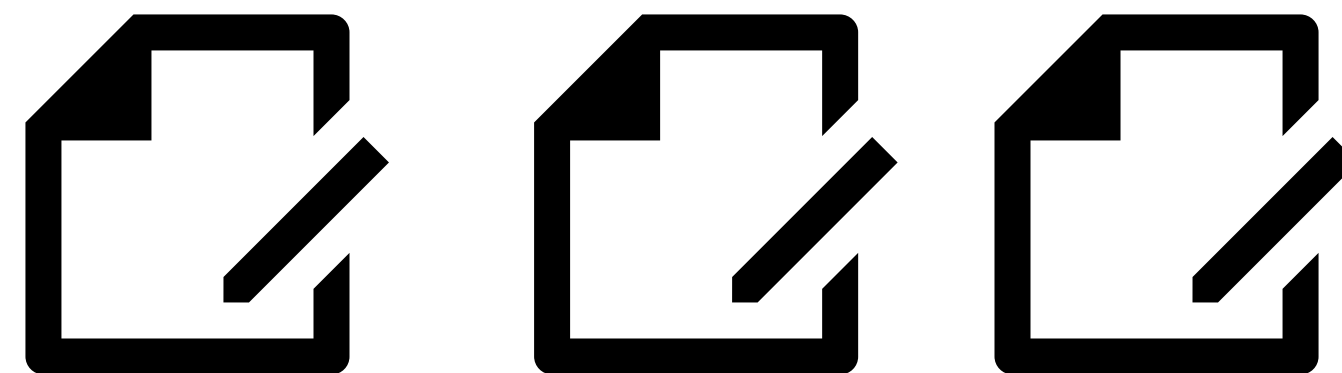
Canons of Rhetoric

Cicero

- Invention
- Disposition
- Elocution
- Memory
- Delivery

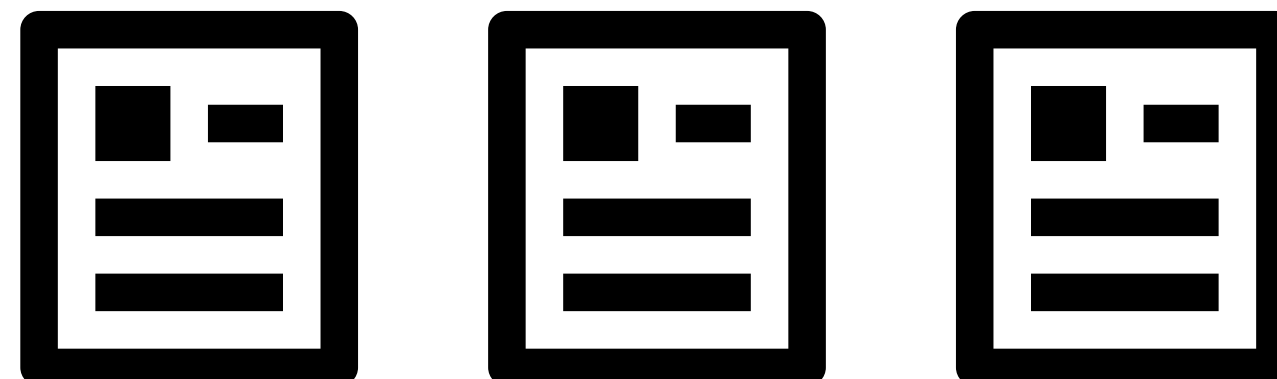
Invention

- Collecting arguments and supporting material



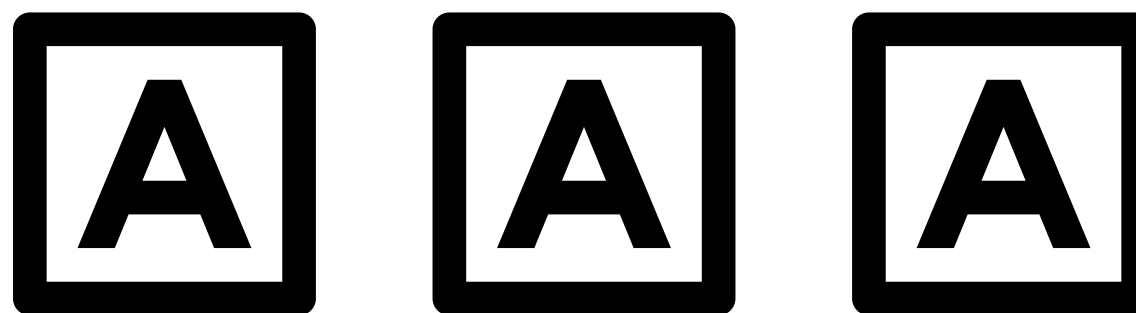
Disposition

- Arrangements of arguments



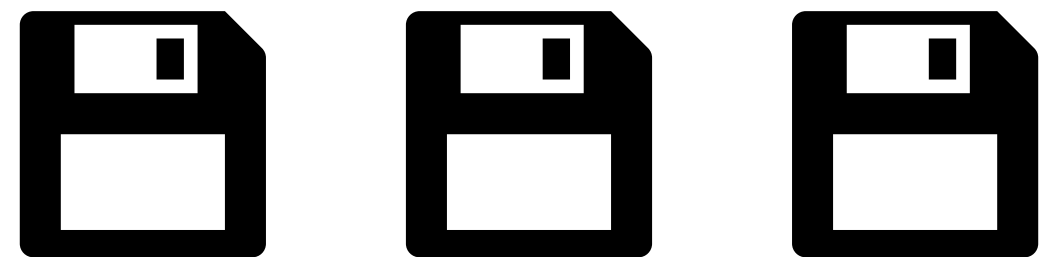
Elocution

- Choice of proper language and style



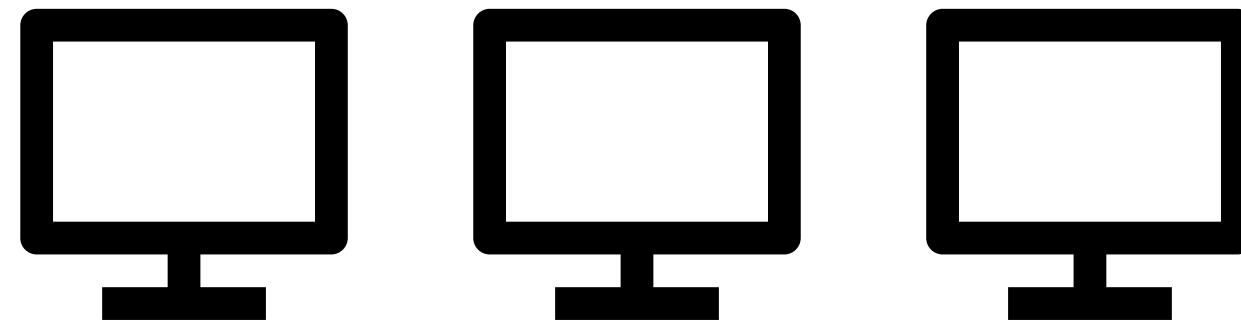
Memory

- Understanding and recalling the material



Delivery

- Use of voice and body for maximum effect

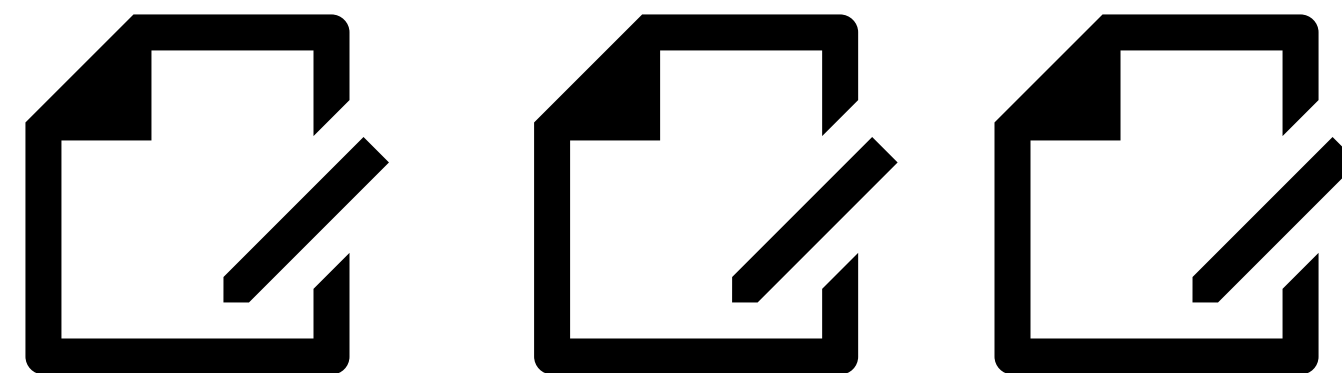


Rhetoric applied to design



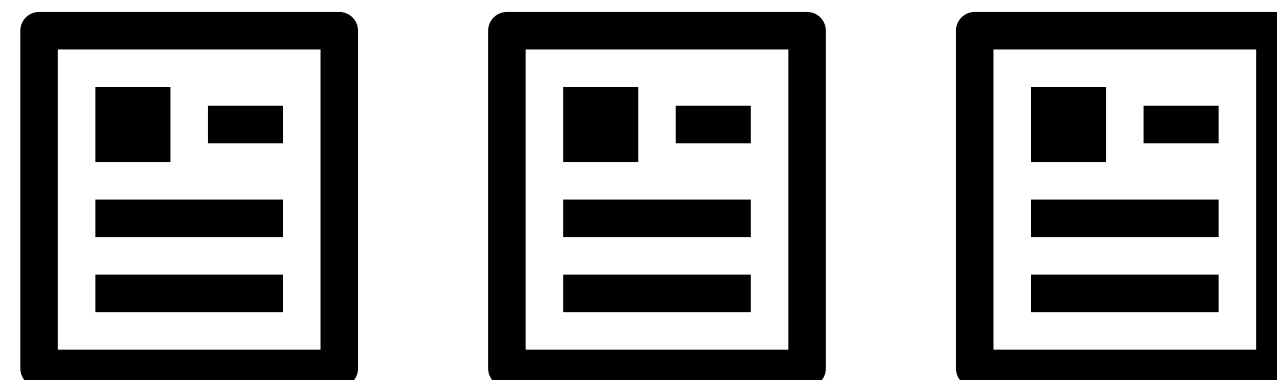
Invention

- Research, concept development



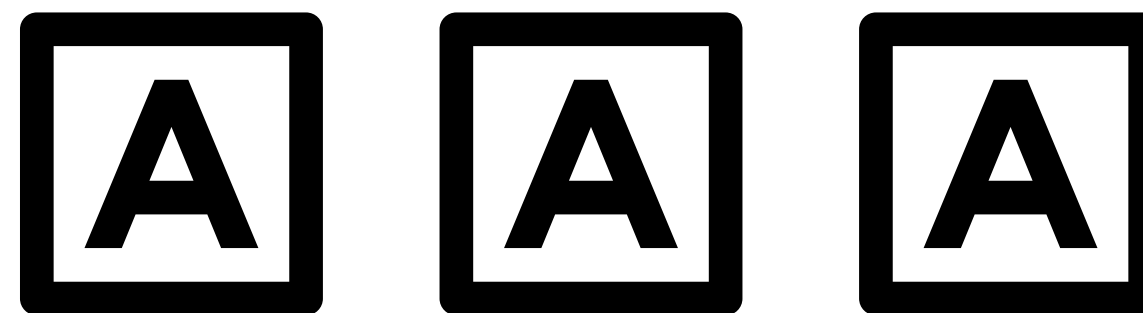
Disposition

- Organization, planning



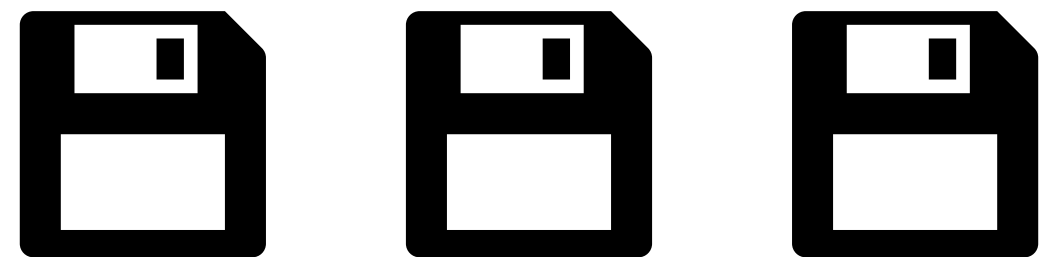
Elocution

- Style and visual design



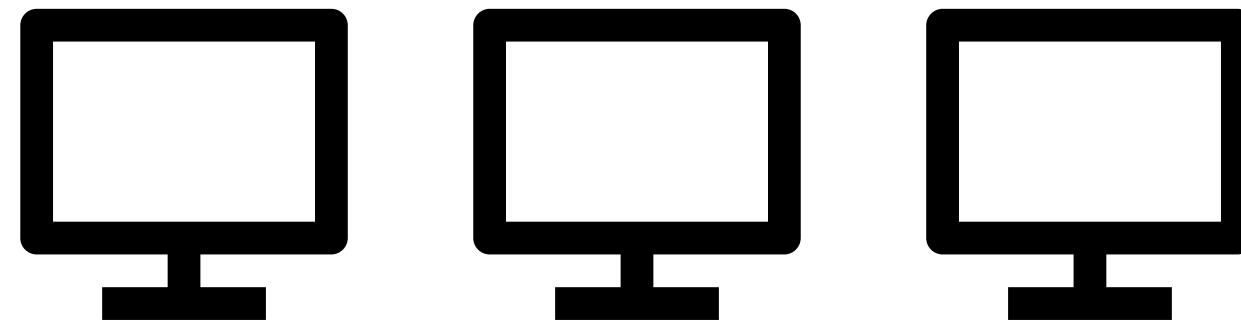
Memory

- “Skill and decisiveness of presentation”



Delivery

- “execution and choice of media”



Visual Rhetoric

Using all the tools of visual communication - images, text, colour, motion and more - to persuade an audience

Visual design that aims to **convince** is a form of **rhetoric**.

The vast majority of design aims not to **inform** but to **convince**.



Rhetorical Appeals

- Ethos
- Pathos
- Logos

“ Of the modes of persuasion furnished by the spoken word there are three kinds.

Aristotle, On Rhetoric

“ The first kind depends on the **personal character of the speaker**; the second on putting the audience into a **certain frame of mind**; the third on the **proof, or apparent proof**, provided by the words of the speech itself.

Aristotle, On Rhetoric

Ethos

Appeal to moral character

“delivered in such a manner as to render him worthy of confidence”

— Aristotle

“ We believe good men more fully and more readily than others: this is true generally whatever the question is, and absolutely true where **exact certainty is impossible and opinions are divided.**

Pathos

Appeal to *emotion*

The arousing of prejudice, pity, anger, and similar emotions has nothing to do with the essential facts, but is merely a personal appeal to the man who is judging the case.

— *Aristotle*

**“ Persuasion may come through the hearers,
when the speech stirs their emotions.**

“ The judgements we deliver are not the same when we are influenced by joy or sorrow, love or hate.

Logos

Appeal to *reason*

“putting the hearer into a certain frame of mind”

— Aristotle

Not rhetoric



bp

Family Fare

regular	299 ⁹
silver	309 ⁹
diesel	270 ⁹

Amoco Fuels



ConocoPhillips

Regular	256 ⁹
Plus	266 ⁹
Premium	276 ⁹



\$2.99.9 > \$2.56.9

Reason, not rhetoric.

I buy gas based on a systematic rule: I go to the station with the lowest price.

**bp is committed to our
values of safety, respect,
excellence, courage and
one team.**

Rhetoric.

**All grades of bp gasoline
have Invigorate[®] – a cleaning
agent that helps defend your
engine against dirt**

Rhetoric

**Through our partnership with Hiring Our Heroes,
we support veterans, transitioning service
members, and military spouses seeking
meaningful employment.**



Rhetoric

The planet's favourite hybrid.



www.toyotaprius.co.in

Leading the hybrid revolution, and shaping the future of cars, the new Prius is unlike any other. Its Hybrid Synergy Drive gives you three independent driving modes – Eco, Electric, and Power. Advanced features like Head-Up and Touch Tracer Displays, Electronic shift lever, Smart entry with a push-start, Traction control, 7 airbags, High fuel efficiency, Low CO₂ emissions and many more. No wonder the planet loves it.



NEW
PRIUS



Pasta maker Barilla under fire for anti-gay comments

by [Blake Ellis](#) @blakeellis3

September 26, 2013: 5:08 PM ET



Consumers are protesting pasta maker Barilla after controversial comments from the company's CEO.

Italian pasta maker Barilla is in hot water for anti-gay remarks its president made in an interview this week.

Guido Barilla, president of Barilla, said on an Italian radio program Wednesday that he wouldn't feature same-sex couples in his company's commercials because he prefers the "traditional" family.

Soon after, LGBT advocates began calling for a boycott of the company. Many flocked to Twitter using the hashtag #BoicottaBarilla.

"Sigh. I'd like my pasta without the side of homophobia, thanks," one Twitter user wrote.




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Personal Finance

Mortgage

Credit Cards

Rate	APR
2.28%	2.41%

**There are rational arguments
for buying a new Porsche, but we
won't bore you with them.**





354 CHANGES IN THE 1969 VOLVO. 353 MAKE IT WORK BETTER. ONE MAKES IT LOOK WORSE.

The "B-20" emblem on the grill is the only exterior change in this year's Volvo.

Some people think we should have left well enough alone.

Perhaps.

But while our new emblem may not do much for the way a Volvo looks, it says a lot about the way a Volvo works.

WHAT WE CHANGED.

When you see a Volvo with "B-20" on the front, you know that a lot has gone on behind it.

353 changes to be exact. (Note: By change, we mean a new part. It might take 30 new parts to make one improvement. Don't be disappointed. There are more than enough improvements to go around.)

The first major improvement is a new engine.

It isn't any stronger than our old one. (A leading automotive magazine once called it: "...one of the most, if not THE most reliable, rugged and unbreakable car

engines being built today.")

But it is bigger. So Volvos now go even faster. (Volvo had already been dubbed "the family sedan for the frustrated racing driver.")

And since Volvo's new engine puts out more power, you can pay the price of air conditioning and automatic transmission, without paying the penalty of sluggish performance.

To the new engine, we added a thermostatically controlled air-injection system. Never mind what it is. What it means is that on a cold morning, the engine warms up in less than one minute.

We replaced our old radiator fan with a new one that's automatically limited to 3000 rpm. It's quieter and soaks up less power.

Both our automatic and manual transmissions have been beefed-up—to accommodate our beefed-up engine.

Inside, we changed the upholstery to a synthetic fabric that won't hold cold in

the winter or heat in the summer. It's as tough and easy-to-clean as the stuff they use on airplane seats. But it's a lot less ugly.

We changed the rear-axle ratios for better acceleration.

We strengthened our clutch. And on. And on. Until everything that could be improved, was improved.

ONE THING WE COULDN'T MESS WITH.

We didn't change the way Volvos are put together. Volvos, as you may have heard, are put together to stay together.

Which is why Road & Track Magazine named Volvo one of the seven best-made cars in the world.

And why 9 out of every 10 Volvos registered in the United States in the last eleven years are still on the road.

Probably even more telling, though, is a comment by one of our engineers who, when asked to sum up the 1969 Volvo, said...

"Behind that emblem, is an otherwise perfect car."



Logical operations

Deviations from a norm

Addition

adiectio

Omission

detractio

Permutation

immutatio
(substitution)

Transposition

transmutatio
(inversion)



Omission



Permutation



Addition



Transposition

