Richard Weaver

Language is sermonic

“We must never lose sight of the order of values as the ultimate sanction of rhetoric. No one can live a life of direction & purpose without some scheme of values. As rhetoric confronts us with choices involving values, the rhetorician is preacher to us... noble if he tries to direct our passion toward noble ends & base if he uses our passion to confuse & degrade us.”
Rhetoric is sermonic.

Our language is always "a carrier of tendency"; it "is never innocent of intention, but always has as its object the exerting of some kind of compulsion. We have no sooner uttered words than we have given impulse to other people to look at the world, or some small part of it, in our way."
Rhetoric expresses the ultimate values of its users. These values can be observed in their choices regarding

* types of arguments
* grammatical categories
* ultimate terms.

For Weaver, the type of argument a person habitually uses reveals much about that person and "is a surprisingly effective means of reading the character and intentions of the man behind the argument."
Language is the process through which the ultimate truth of the metaphysical dream is conveyed to the individuals of a culture.
Weaver’s metaphysical dream represents the highest level of knowledge … an intuitive feeling about the immanent nature of reality.

Truth, then, resides at the level of the metaphysical dream, not at the level of individual facts. Instead, facts gain meaning only by reference to a higher conceptual scheme of reality.

"Before we can have the idea of relative evaluation at all, we must have a tertium quid, a third essence, an ideal ideal, as it were."
Office arguments are the worst! Can we understand our own rhetorical choices by examining the choices in one of America’s most loved sit-coms, *The Office*? 
*Becca Williams.*

Picturing Race and Sports on the Big Screen. What can we learn from *Remember the Titans* and *Glory Road* using Richard Weaver’s Ideas of the Ideal? 
*Rachel Schramm*

Instagram, social media and the Rhetoric of Kim Kardashian-West. Can the rhetoric of Richard Weaver keep up with the Kardashians? 
*Jazmin Rangel*

Richard Weaver’s Metaphysical Dream as seen through Dystopian Movies *The Hunger Games, Catching Fire, and Mockingjay.* 
*Kaitlyn Altman*
Richard Weaver’s Metaphysical Dream as seen through the Dystopian Movies The Hunger Games, Catching Fire, and Mockingjay.

Kaitlyn Altman
Richard Weaver and The Hunger Games Trilogy

Kaitlyn Altmann
Tyrannizing Image

- Capitol
  - Controlled hope
  - Wealth
  - Fame
  - Power
  - Love
  - Peace
  - Order/Hierarchy

- Districts
  - Hope
  - Fighter
  - Rebellion
  - Fairness
  - Justice
  - Bravery
  - Sacrificial love
Arguments of Circumstance

- Lowest ethical form of argument
- Giving up sense and reason
- Relying on instincts and feelings
Rhetorical vs. Dialectic Language

- https://www.youtube.com/watch?v=OpfgLBxUQE
Instagram, social media and the Rhetoric of Kim Kardashian-West. Can the rhetoric of Richard Weaver keep up with the Kardashians?

Jazmin Rangel
The Rhetoric of Kim Kardashian-West

By: Jazmin Rangel
Picturing Race and Sports on the Big Screen: Richard Weaver’s Idea on the Ideals

Rachel Schramm
Coach Boone (below)
Coach Haskins (right)
Research Question: In what ways can Richard Weaver’s rhetoric of logic and ideals be seen in the movies Remember the Titans and Glory Road?

Both set in Southern United States between 1965-1975, same producer, writer, cinematographer, and production company, listed in top 20 sports movies of all time
Plot overview: Interracial teams coming together for first time to play as a unified group while overcoming racial tensions

Coach Boone replaces white head coach, Coach Yoast, ends up leading the Titans football team to winning a state championship with an undefeated season

Coach Haskins moves from high school girls’ basketball to college (Division I) and recruits first African Americans in Southern region on his team, wins national championship game and played first all black starting lineup in history (almost undefeated season as well)
Ideal set forth in artifact: creating a winning team not based on color but hard work and skill levels

Culture: whites superior to blacks

Tyrannizing Image: White citizens (in sports): White males, white teams, white coaches

Coach Haskins: “I don’t see color. I see quick, I see skill, and that’s what you have. And that’s what I’m putting on the court.

Coach Boone: “The best player will play, color won’t matter.”
God terms: win, winning and winner, undefeated

Devil terms: n*gger, n*gga, cracker

Charismatic terms: respect, intelligence, colored

Key scenes that establish logos, ethos, and pathos

• Both coaches discover they were hired to ulterior motives and receiving threats from public, continue to stay on team as coach
Office arguments are the worst!

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Becca Williams.


Weaver, Richard M.. (1948) Ideas have consequences /Chicago: University of Chicago Press.