

Rhetoric

01 CURRENT STATE OF RESEARCH

“the art of making persuasive speech” with the use of **emotion**
“to pursue its aim of **intentional effectiveness**”

(Joost & Scheuermann 2006, 3 & 9).

rhetorical communication is the **intentional** production of **effective impact** on the target public

(Joost & Scheuermann 2006, 5).