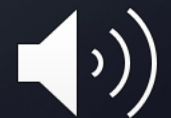




Sandra McGinnis  
ENGL 5383, Rhetorical History  
Dr. Deborah Balzhiser  
April 6, 2023

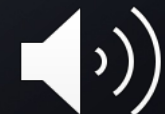
# WALTER J. ONG

1912 - 2003



## ONG'S DEFINITION OF RHETORIC

- Covers a broader range of communication practices:
  - Storytelling
  - Myths
  - Ritualized expressions
- Essential aspect of human culture
- Shapes human consciousness
- Influences social organization
- Helps understand the function of symbolic expression:
  - Cultural contexts
    - Beliefs
    - Attitudes
    - Behaviors



# HOW DOES ONG APPLY RHETORIC?



To understand how culture shapes communication.

To understand how communication shapes culture.

Promote critical thinking.

Create ethical communication practices

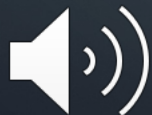
Take responsibility for one's own words.

To navigate complex communication contexts.

# WALTER ONG VS. ANCIENT RHETORIC

## ONG:

- Role of Technology shaped communication practices.
- Writing and printing developed human culture.
- Emphasis on understanding cultural context.



## ANCIENT RHETORIC:

- Did not account for technological changes.
- Focus on public speaking and argumentation.



# HOW HAVE USES OF RHETORIC EVOLVED?



# WHERE DO WE GO FROM HERE?

- **Digital Communication**

- Social Media
- Virtual Reality
- Artificial Intelligence

- **Globalization**

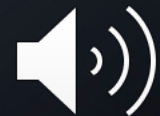
- Cross Cultural Communication
- Overcome Linguistic and Cultural Barriers

- **Ethics**

- Responsible Communication
- Rhetorical Analysis

- **Democratic Participation**

- Civic Engagement
- Public Deliberation
- DEI Participation





# LOGOS ETHOS PATHOS

"THE FUTURE OF RHETORIC IS NOT LIKELY TO LIE IN FURTHER REFINEMENTS OF ITS TRADITIONAL TECHNIQUES OR IN THE DISCOVERY OF THE NEW DEVICES, BUT RATHER IN INCREASED AWARENESS OF THE NATURE AND FUNCTIONS OF LANGUAGE ITSELF, BOTH AS A MEANS OF COMMUNICATIONS AND AS A FORCE THAT SHAPES OUR PERCEPTIONS OF REALITY"

- WALTER J. ONG





Click here for  
Walter Ong's  
audio clip

# THE VOICE OF WALTER J. ONG

- **"TECHNOLOGY IS A SPIRITUAL ACHIEVEMENT"**
- **"TECHNOLOGY IS A TREMENDOUS GOOD TO MAN"**



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