

The Five Canons

Communications & Media

The classical production process for a persuasive speech.

In the order the tradition uses them.

1

Invention

Finding the available arguments. What could be said at all?

2

Arrangement

Ordering them: opening, statement, proof, refutation, close.

3

Style

The words themselves, and how plain or heightened they should be.

4

Memory

Holding the structure so you speak to people rather than to paper.

5

Delivery

Voice, pace and body. The same words fail or land on this.

Most modern speech-writing stops after style, which is why so many well-written speeches are badly given.