

Issue	Weaver	Augustine
Goal of audience adaptation	Directly speaking to his audience, actually addressing them in his writing	- Augustine uses the scripture to adapt to his audience by using emotions such as fear and eternal happiness. "We made bad use of immortality, and so we died; Christ made good use of mortality, and so we live" He adapts to the audience by showing them what they do not understand.
Sources of premise	Weaver feels a need to have his audience feel inspired and have a sense of understanding from what speakers have said	Augustine wants to be able to translate the scripture to those who he feels does not understand it. He does this by connecting to their emotions. He also says he needs to instruct the audience while delighting them at the same time.
Reason for Truth	-	Augustine feels the need to speak truth to his audience by connecting to their emotions. He doesn't mean to scare the audience on purpose but it happens. "-So in this mortal life we are like travellers away from our Lord, if we wish to return to the homeland where we can be happy we must use this world, not enjoy it, in order to discern 'the invisible attributes of God" Page 10
How he inspires Audience	Inspires his audiences by his view of Truth	Inspires his audiences through emotion such as the fear of God and what happens if you don't believe. Fear, eternal happiness.

Proposition: Augustine's theory of adapting to the audience is better than Weaver's theory.

Adapting to the audience according to Augustine:

Augustine uses emotion to connect to the audience. He believes that it is his duty to teach the scripture to those who don't know or understand it and he uses emotion to grab and hold their attention.

On page 7 Augustine states "the teacher who teaches how to understand scripture is like the teacher of the alphabet, one who teaches how to read".

This quote shows how much Augustine felt like he was helping the audience. He was opening a new world to them and adapted to them through teaching of the scripture.

Augustine also feels the need to speak truth to his audience by connecting to their emotions. He doesn't mean to scare the audience on purpose but it happens to catch their attention.

- "So in this mortal life we are like travellers away from our Lord, if we wish to return to the homeland where we can be happy we must use this world, not enjoy it, in order to discern 'the invisible attributes of God' section 9 [Cor 7:31] page 10

He uses the scripture directly to connect to the audience and tell them how they should live if they ever want to return to the Promised Land. Some people experience happiness when they hear this and some experience fear, but no-one wants to be left behind. It is a scary thing to think about and he easily adapts to the audience when he uses this in his rhetoric.

Fear of not believing connects Augustine to his audience

Augustine tells the audience how great God is and the things he has done, he also sends a message without actually saying it that if you don't believe and follow in his footsteps you will suffer the consequences. He explains God to be merciful and forgiving but also says if don't follow the scripture and believe in it there will be no eternal happiness for you.

"You shall love the Lord your God with all of your heart and with all of your soul and with all of your mind." [Matt.22:37-40]

Augustine uses this quote in his rhetoric to tell the audience how strong their love for the Lord has to be. He tells that you cannot be halfway and that you have to love and follow him with everything you have.

This is easily adaptable to the audience because just the fear of not believing and following him would convince some of them to listen and believe what he's saying. He tells the audience how strong God's love for them is, and in return just says that they need to love God with everything they have.

Augustine also says speakers need to instruct and delight the audience-"section 79"

Augustine believes that you need to be able to teach your audience things that they do not know.

One quote Augustine said that relates to this is when he says "We exist because he (God) is good, and we are good to the extent that we exist" Section 75

This not only instructs the audience on what Augustine believes, it delights them because they know that God is good and is watching over them. Which allows Augustine to speak to their feelings.

Speakers need to clarify things that need to be learnt, and not those that have already been learnt.-"section 69"

Weaver has the tendency to repeat things that people already know about while Augustine believes you should just focus on what hasn't been learned by the audience already.

“A soul which is rightly affected calls that good which is good; but a soul which is wrongly turned calls that good which is evil” page 17

Augustine likely would not have disagreed with this quote from Weaver but it is something that the Audience already knows. It is pretty self-explanatory and the audience would already know this.

Speakers need to not cloud the audiences understanding or bore them

-“While we would expound the truth in such a way as to bore our listeners, cloud their understanding” section 4

Weaver speaks truth in his rhetoric but he bores his audiences