

- Many of the rules governing a sport result from rhetorical interactions about such issues as how much violence to allow on the field of play.
 - Example: the rules of rugby and soccer were formulated in order to transform informal agreements, which has permitted all manner of aggressive play, into defined codes that restricted violence.
- The rules by which athletes compete, came into being through rhetoric.
- Technical Field - Medicine
 - Medical decisions often are made by one doctor in a rhetorical exchange with other doctors.
 - The decision-making exchange often is limited to technical issues
 - such as the interpretation of medical data like the results of a blood test.
 - Example: in medical dialogue we are likely to hear ethical concerns raised, the wishes of family considered and questions of costs evaluated.
 - Patients have to be persuaded to take a particular medication, or allow doctors to perform a surgical procedure.
- Romance - Personal Level
 - Seeking attention or someone in whom you are romantically interested in
 - Might develop a case about own good qualities.
 - Words and actions take on rhetorical quality to build on case for own attractions.
 - Make choices about how to develop appeal
- Efforts at persuasion marks many of our interpersonal activities.
 - We persuade ourselves.
 - The internal rhetoric of "arguing with yourself" accompanies most of life's decisions, big or small.
 - **Persuasion is an important component of our occupational, social, and private lives.**
- The pervasiveness of persuasiveness
 - Recognize that human beings are rhetorical beings.