

Formal Rhetoric

1867 | On a New List of Categories | W 2:57; CP 1.559

We come, therefore, to this, that logic treats of the reference of symbols in general to their objects. In this view it is one of a trivium of conceivable sciences. The first would treat of the formal conditions of symbols having meaning, that is of the reference of symbols in general to their grounds or imputed characters, and this might be called formal grammar; the second, logic, would treat of the formal conditions of the truth of symbols; and the third would treat of the formal conditions of the force of symbols, or their power of appealing to a mind, that is, of their reference in general to interpretants, and this might be called formal rhetoric.

nd | Fragments [R] | MS [R] 839

...the Theory of the general conditions under which one representamen may produce another [...] may be called *Formal Rhetoric*, or objective logic.