Failure modes

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From The Encyclopedia of Arabic Rhetoric

Failure Modes are the identifiable ways in which an intentional linguistic rhetorical action, or an attempt to instantiate one, may fail to realise its intended Communicative Enhancement.

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Relationship to the Model for Rhetorical Action

The Model for Rhetorical Action distinguishes three categories of Failure Modes:

- **Linguistic Operation Failure:** failure to select or execute a Linguistic Operation appropriate to the Communicator Intent.
  - **Selection Failure:** the selection of a Linguistic Operation unsuitable for realising the intended communicative effect.
  - **Execution Failure:** failure to realise the linguistic properties required by the selected Linguistic Operation.
- **Activation Failure:** failure of the Linguistic Operation to engage the cognitive resources required for the intended Communicative Enhancement.
- **Enhancement Failure:** failure of Cognitive Activation to produce the intended Communicative Enhancement.

Selection Failure, Activation Failure, and Enhancement Failure do not negate the presence of an otherwise identifiable intentional linguistic rhetorical action. Execution Failure, however, may result in the absence of the intended Linguistic Operation.

The identification of potential Failure Modes provides an understanding of the conditions upon which the rhetorical functioning of a Linguistic Operation depends. It does not constitute an assessment of the actual effectiveness or success of an individual rhetorical action.

For further discussion, see Failure Modes of Rhetorical Action in the Model for Rhetorical Action.

See also

- Communicator Intent
- Linguistic Operation
- Cognitive prerequisites
- Cognitive Activation
- Communicative Enhancement
- Model for Rhetorical Action

Categories: Glossary of Terms Related to Arabic Rhetoric | General Terms

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