General Rhetoric

1865 | Harvard Lectures on the Logic of Science. Lecture VIII: Forms of Induction and Hypothesis | W 1:258

The science of the general laws of relations of symbols to logoi is general grammar. The science of the general laws of their relations to objects is logic. And the science of the general laws of their relations to other systems of symbols is general rhetoric.

1865 | Teleological Logic | W 1:304

The science of the general conditions to which every symbol is subjected in so far as it is related to a logos is General Grammar
to a language is General Rhetoric
to an Object is General Logic.