

Ancient Rhetoric: From Aristotle To Philostratus (Penguin Classics)

The classic guide to oratorical skill offers discussion of the methods of informal reasoning, an aesthetic evaluation of prose style, and observations on the emotions and character.

Rhetoric Aristotle Translated by W. Rhys Roberts Aristotle's Rhetoric is an ancient Greek treatise on the art of persuasion, dating from the 4th century BC. The English title varies: typically it is titled Rhetoric, the Art of Rhetoric, or a Treatise on Rhetoric. Aristotle is generally credited with developing the basics of the system of rhetoric that "thereafter served as its touchstone", influencing the development of rhetorical theory from ancient through modern times. The Rhetoric is regarded by most rhetoricians as "the most important single work on persuasion ever written." Gross and Walzer concur, indicating that, just as Alfred North Whitehead considered all Western philosophy a footnote to Plato, "all subsequent rhetorical theory is but a series of responses to issues raised" by Aristotle's Rhetoric. This is largely a reflection of disciplinary divisions, dating back to Peter Ramus' attacks on Aristotelean rhetoric in the late 16th century and continuing to the present. Like the other works of Aristotle that have survived from antiquity, the Rhetoric seems not to have been intended for publication, being instead a collection of his students' notes in response to his lectures. The treatise shows the development of Aristotle's thought through two different periods while he was in Athens, and illustrates Aristotle's expansion of the study of rhetoric beyond Plato's early criticism of it in the Gorgias (ca. 386 BC) as immoral, dangerous, and unworthy of serious study. Plato's final dialogue on rhetoric, the Phaedrus (ca.370 BC), offered a more moderate view of rhetoric, acknowledging its value in the hands of a true philosopher (the "midwife of the soul") for "winning the soul through discourse." This dialogue offered Aristotle, first a student and then a teacher at Plato's Academy, a more positive starting point for the development of rhetoric as an art worthy of systematic, scientific study.

This book introduces readers to the ancient rhetorical tradition by investigating key questions about the origins, nature and importance of rhetoric. Explores the role of the orator, especially the two greatest figures of the tradition, Demosthenes and Cicero Investigates the place of rhetoric at the center of ancient education Considers the role of rhetoric since the end of antiquity. Includes a glossary of proper names and technical terms; a chronological table of political events, authors, orators, and rhetorical works; and suggestions for further reading.

Jamie Dow presents an original treatment of Aristotle's views on rhetoric and the passions, and the first major study of Aristotle's 'Rhetoric' in recent years. He attributes to Aristotle a normative view of rhetoric and its role in the state, and ascribes to him a particular view of the kinds of cognitions involved in the passions.

Rhetoric Reclaimed

Landmark Essays on Aristotelian Rhetoric

The Origins of Rhetoric in Ancient Greece

Introduction to Classical Legal Rhetoric

The Rhetoric and Poetics of Aristotle (Hardcover)

What Is Rhetoric?

With the emergence of democracy in the city-state of Athens in the years around 460 BC, public speaking became an essential skill for politicians in the Assemblies and Councils - and even for ordinary citizens in the courts of law. In response, the technique of rhetoric rapidly developed, bringing virtuoso performances and a host of practical manuals for the layman. While many of these were little more than collections of debaters' tricks, the Art of Rhetoric held a far deeper purpose. Here Aristotle (384-322 BC) establishes the methods of informal reasoning, provides the first aesthetic evaluation of prose style and offers detailed observations on character and the emotions. Hugely influential upon later Western culture, the Art of Rhetoric is a fascinating consideration of the force of persuasion and sophistry, and a compelling guide to the principles behind oratorical skill.

Rhetoric gives our words the power to inspire. But it's not just for politicians: it's all around us, whether you're buttering up a key client or persuading your children to eat their greens. You have been using rhetoric yourself, all your life. After all, you know what a rhetorical question is, don't you? In this updated edition of his classic guide, Sam Leith traces the art of argument from ancient Greece down to its many modern mutations. He introduces verbal villains from Hitler to Donald Trump - and the three musketeers: ethos, pathos and logos. He explains how rhetoric works in speeches from Cicero to Richard Nixon, and pays tribute to the rhetorical brilliance of AC/DC's "Back In Black". Before you know it, you'll be confident in chiasmus and proud of your paneygrics - because rhetoric is useful, relevant and absolutely nothing to be afraid of.

An examination of two seemingly incongruous areas of study: classical models of argumentation and modern modes of digital communication What can ancient rhetorical theory possibly tell us about the role of new digital media technologies in contemporary public culture? Some central issues we currently deal with—making sense of information abundance, persuading others in our social network, navigating new media ecologies, and shaping broader cultural currents—also pressed upon the ancients. Ancient Rhetorics and Digital Networks makes this connection explicit, reexamining key figures, texts, concepts, and sensibilities from ancient rhetoric in light of the glow of digital networks, or, ordered conversely, surveying the angles and tangles of digital networks from viewpoints afforded by ancient rhetoric. By providing an orientation grounded in ancient rhetorics, this collection simultaneously historicizes contemporary developments and reenergizes ancient rhetorical vocabularies. Contributors engage with a variety of digital phenomena including remix, big data, identity and anonymity, memes and virals, visual images, decorum, and networking. Taken together, the essays in Ancient Rhetorics and Digital Networks help us to understand and navigate some of the fundamental communicative issues we deal with today.

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Ancient Rhetoric and Oratory

Rhetoric from Aristotle to Obama

Rhetoric

Classical Rhetoric

An Ancient Greek Treatise on the Art of Persuasion

Readings in Classical Rhetoric

For more than two thousand years, Aristotle's "Art of Rhetoric" has shaped thought on the theory and practice of rhetoric, the art of persuasive speech. In three sections, Aristotle discusses what rhetoric is, as well as the three kinds of rhetoric (deliberative, judicial, and epideictic), the three rhetorical modes of persuasion, and the diction, style, and necessary parts of a successful speech. Throughout, Aristotle defends rhetoric as an art and a crucial tool for deliberative politics while also recognizing its capacity to be misused by unscrupulous politicians to mislead or illegitimately persuade others. Here Robert C. Bartlett offers a literal, yet easily readable, new translation of Aristotle's "Art of Rhetoric," one that takes into account important alternatives in the manuscript and is fully annotated to explain historical, literary, and other allusions. Bartlett's translation is also accompanied by an outline of the argument of each book; copious indexes, including subjects, proper names, and literary citations; a glossary of key terms; and a substantial interpretive essay.

Classical rhetoric is one of the earliest versions of what is today known as media studies. It was absolutely crucial to life in the ancient world, whether in the courtroom, the legislature, or on ceremonial occasions, and was described as either the art of the persuasion or the art of speaking well. This anthology brings together all the most important ancient writings on rhetoric, including works by Cicero, Aristotle, Quintilian and Philostratus. Ranging across such themes as memory, persuasion, delivery and style, it provides a fascinating introduction to classical rhetoric and will be an invaluable sourcebook for students of the ancient world.

Ars Topica is the first full-length study of the nature and development of topoi, the conceptual ancestors of modern argument schemes, between Aristotle and Cicero. Aristotle and Cicero configured topoi in a way that influenced the subsequent tradition. Their work on the topos-system grew out of an interest in creating a theory of argumentation which could stand between the rigour of formal logic and the emotive potential of rhetoric. This system went through a series of developments and transformations resulting from the interplay between the separate aims of gaining rhetorical effectiveness and of maintaining dialectical standards. Ars Topica presents a comprehensive treatment of Aristotle's and Cicero's methods of topoi and, by exploring their relationship, it illuminates an area of ancient rhetoric and logic which has been obscured for more than two thousand years. Through an interpretation which is philologically rooted in the historical context of topoi, the book lays the ground for evaluating the relevance of the classical approaches to modern research on arguments, and at the same time provides an introduction to Greek and Roman theory of argumentation focussed on its most important theoretical achievements.

Anonymous' and Stephanus' commentaries, written in the 12th century AD, are the first surviving commentaries on Aristotle's Rhetoric. Their study, including the environment in which they were written and the philosophical ideas expressed in them, provides a better understanding of the reception of Aristotle's Rhetoric in Byzantium, the Byzantine practice of commenting on classical texts, and what can be called "Byzantine philosophy". For the first time, this book explores the context of production of the commentaries, discusses the identity and features of their authors, and reveals their philosophical and philological significance. In particular, I examine the main topics discussed by Aristotle in the Rhetoric as contributing to persuasion, namely valid and fallacious rhetorical arguments, ethical notions, emotional response and style, and I analyse the commentators' interpretations of these topics. In this analysis, I focus on highlighting the value of the philosophical views expressed, and on creating a discussion between the Byzantine and the modern interpretations of the treatise. Conclusively, the two commentators need to be considered as independent thinkers, who aimed primarily at integrating the treatise within the Aristotelian philosophical system.

A Synoptic History of Classical Rhetoric

The Cambridge Companion to Ancient Rhetoric

Aristotle and Confucius on Rhetoric and Truth

The Enthymeme

Interpreted from Representative Works

Aristotle's Principles of Persuasion

Logos and Power in Isocrates and Aristotle presents Isocrates' vision of discourse as a worthy rival, rather than a mere precursor, of Aristotle's Rhetoric. It argues that much of what Aristotle said about the status of rhetoric and the role of discourse may have been a reaction to Isocrates.

The current study argues that different cultures can coexist better today if we focus not only on what separates them but also on what connects them. To do so, the author discusses how both Aristotle and Confucius see rhetoric as a mode of thinking that is indispensable to the human understanding of the truths of things or dao-the-way, or, how both see the human understanding of the truths of things or dao-the-way as necessarily communal, open-ended, and discursive. Based on this similarity, the author aims to develop a more nuanced understanding of differences to help foster better cross-cultural communication. In making the argument, she critically examines two stereotyped views: that Aristotle's concept of essence or truth is too static to be relevant to the rhetorical focus on the realm of human affairs and that Confucius' concept of dao-the-way is too decentered to be compatible with the inferential/discursive thinking. In addition, the author relies primarily on the interpretations of the Analects by two 20th-century Chinese Confucians to supplement the overreliance on renderings of the Analects in recent comparative rhetorical scholarship. The study shows that we need an in-depth understanding of both the other and the self to comprehend the relation between the two. Here, for the first time in one volume, are all the extant writings focusing on rhetoric that were composed before the fall of Rome. This unique anthology of primary texts in classical rhetoric contains the work of 24 ancient writers from Homer through St. Augustine, including Herodotus, Thucydides, Plato, Aristotle, Cicero, Quintilian, Tacitus, and Longinus. Along with many widely recognized translations, special features include the first English translations of works by Theon and Nicolaus, as well as new translations of two works by important sophists, Gorgias' encomium on Helen and Alcidasmas' essay on composition. The writers are grouped chronologically into historical periods, allowing the reader to understand the scope and significance of rhetoric in antiquity. Introductions are included to each period, as well as to each writer, with writers' biographies, major works, and salient features of excerpts.

George Kennedy's three volumes on classical rhetoric have long been regarded as authoritative treatments of the subject. This new volume, an extensive revision and abridgment of The Art of Persuasion in Greece, The Art of Rhetoric in the Roman World, and Greek Rhetoric under Christian Emperors, provides a comprehensive history of classical rhetoric, one that is sure to become a standard for its time. Kennedy begins by identifying the rhetorical features of early Greek literature that anticipated the formulation of "metarhetoric," or a theory of rhetoric, in the fifth and fourth centuries b.c.e. and then traces the development of that theory through the Greco-Roman period. He gives an account of the teaching of literary and oral composition in schools, and of Greek and Latin oratory as the primary rhetorical genre. He also discusses the overlapping disciplines of ancient philosophy and religion and their interaction with rhetoric. The result is a broad and engaging history of classical rhetoric that will prove especially useful for students and for others who want an overview of classical rhetoric in condensed form.

Aristotle's "Art of Rhetoric"

Ancient Rhetoric and Poetic

An Introduction to Classical Rhetoric

A Lost Heritage

You Talkin' To Me?

An Art of Character

Aristotle's Rhetoric is an ancient Greek treatise on the art of persuasion, dating from the 4th century BC. In Greek, it is titled TEXNH PHTOPIKH, in Latin Ars Rhetorica. In English, its title varies: typically it is titled Rhetoric, the Art of Rhetoric, or a Treatise on Rhetoric. Aristotle is generally credited with developing the basics of the system of rhetoric that "thereafter served as its touchstone", influencing the development of rhetorical theory from ancient through modern times. The Rhetoric is regarded by most rhetoricians as "the most important single work on persuasion ever written." Gross & Walzer concur, indicating that, just as Whitehead considered all Western philosophy a footnote to Plato, "all subsequent rhetorical theory is but a series of responses to issues raised" by Aristotle's Rhetoric. This is largely a reflection of disciplinary divisions, dating back to Peter Ramus's attacks on Aristotelean rhetoric in the late 16th century and continuing to the present.(wikipedia.org)

Recent archaeological discoveries, coupled with long-lost but now available epigraphical evidence, and a more expansive view of literary sources, provide new and dramatic evidence of the emergence of rhetoric in ancient Greece. Many of these artifacts, gathered through onsite fieldwork in Greece, are analyzed in this revised and expanded edition of GREEK RHETORIC BEFORE ARISTOTLE. This new evidence, along with recent developments in research methods and analysis, reveal clearly that long before Aristotle's Rhetoric, long before rhetoric was even stabilized into formal systems of study in Classical Athens, nascent, pre-disciplinary "rhetorics" were emerging throughout Greece. These newly acquired resources and research procedures demonstrate that oral and literate rhetoric emerged not only because of intellectual developments and the refinement of technologies that facilitated communication but also because of social, political and cultural forces that nurtured rhetoric's growth and popularity throughout the Hellenic world. GREEK RHETORIC BEFORE ARISTOTLE offers insights into the mentalities forming and driving expression, revealing, in turn, a great deal more about the relationship of thought and expression in Antiquity. A more expansive understanding of these pre-disciplinary manifestations of rhetoric, in all of their varied forms, enriches the history and the nature of classical rhetoric as a formalized discipline. RICHARD LEO ENOS is Professor and holder of the Lillian Radford Chair of Rhetoric and Composition at Texas Christian University. His research concentration is in classical rhetoric with an emphasis in the relationship between oral and written discourse. He is past president of the American Society for the History of Rhetoric (1980-1981) and the Rhetoric Society of America (1990-1991). He received the RSA George E. Yoos Award Distinguished Service and was inducted as an RSA Fellow in 2006. He is the founding editor of ADVANCES IN THE HISTORY OF RHETORIC and the editor (with David E. Beard) of ADVANCES IN THE HISTORY OF RHETORIC: THE FIRST SIX YEARS (2007, Parlor Press). He is also the author of ROMAN RHETORIC: REVOLUTION AND THE GREEK INFLUENCE, Revised and Expanded Edition (2008, Parlor Press). LAUER SERIES IN RHETORIC AND COMPOSITION, edited by Catherine Hobbs, Patricia Sullivan, Thomas Rickert, and Jennifer Bay.

This book offers a critique of traditional conceptions of the liberal arts, exploring the challenges posed by cultural diversity to the aims and methods of a humanist education through the lens of a neglected classical tradition of rhetoric.

Rhetoric thoroughly infused the world and literature of Graeco-Roman antiquity. This Companion provides a comprehensive overview of rhetorical theory and practice in that world, from Homer to early Christianity, accessible to students and non-specialists, whether within classics or from other periods and disciplines. Its basic premise is that rhetoric is less a discrete object to be grasped and mastered than a hotly contested set of practices that include disputes over the very definition of rhetoric itself. Standard treatments of ancient oratory tend to take it too much in its own terms and to isolate it unduly from other social and cultural concerns. This volume provides an overview of the shape and scope of the problems while also identifying core themes and propositions; for example, persuasion, virtue, and public life are virtual constants. But they mix and mingle differently, and the contents designated by each of these terms can also shift.

Essential Readings

The Rhetoric of Aristotle

A New History of Classical Rhetoric

Problems, Volume II

Logos and Power in Isocrates and Aristotle

Aristotle and the Liberal Arts Tradition

Interest in ancient rhetoric and its relevance to modern society has increased dramatically over recent decades. In North America, departments of speech and communications have experienced a noticeable renaissance of concern with ancient sources. On both sides of the Atlantic, numerous journals devoted to the history of rhetoric are now being published. Throughout, Aristotle's central role has been acknowledged, and there is also a growing awareness of the contributions made by Theophrastus and the Peripatetics. Peripatetic Rhetoric After Aristotle responds to this recent interest in rhetoric and peripatetic theory. The chapters provide new insights into Peripatetic influence on different periods and cultures: Greece and Rome, the Syrian- and Arabic-speaking worlds, Europe in the Middle Ages and the Renaissance, and the international scene today. Contributors to this volume include Maroun Aouad, Lucia Calboli Montefusco, Thomas Conley, Tiziano Dorandi, Lawrence D. Green, Doreen C. Innes, George A. Kennedy, Michael Leff, and Eckart Schutrumpf. This comprehensive analysis of the history of rhetoric ranges from the early Hellenistic period to the present day. It will be of significant interest to classicists, philosophers, and cultural historians.

An expert in rhetoric offers a new perspective on the ancient concept of sophistry, exploring why Plato, Isocrates, and Aristotle found it objectionable. In Sophistical Rhetoric in Classical Greece, John Poulakos argues that a proper understanding of sophisticated rhetoric requires a grasp of three cultural dynamics of the fifth century B.C.: the logic of circumstances, the ethic of competition, and the aesthetic of exhibition. Traced to such phenomena as everyday practices, athletic contests, and dramatic performances, these dynamics defined the role of sophisticated rhetoric in Hellenic culture and explain why sophistry has traditionally been understood as inconsistent, agonistic, and ostentatious. In his discussion of ancient responses to sophisticated rhetoric, Poulakos observes that Plato, Isocrates, and Aristotle found sophistry morally reprehensible, politically useless, and theoretically incoherent. At the same time, they produced their own version of rhetoric that advocated ethical integrity, political unification, and theoretical coherence. Poulakos explains that these responses and alternative versions were motivated by a search for solutions to such historical problems as moral uncertainty, political instability, and social disorder. Poulakos concludes that sophisticated rhetoric was as necessary in its day as its Platonic, Isocratean, and Aristotelian counterparts were in theirs.

In this major contribution to philosophy and rhetoric, Eugene Garver shows how Aristotle integrates logic and virtue in his great treatise, the Rhetoric. He raises and answers a central question: can there be a civic art of rhetoric, an art that forms the character of citizens? By demonstrating the importance of the Rhetoric for understanding current philosophical problems of practical reason, virtue, and character, Garver has written the first work to treat the Rhetoric as philosophy and to connect its themes with parallel problems in Aristotle's Ethics and Politics. Garver's study will help put rhetoric at the center of investigations of practice and practical reason.

Rhetoric -- the theory of oral discourse -- affected and indeed pervaded all aspects of classical thought. Bearing the stamp of its impact were the Homeric hymns, the Iliad and the Odyssey, Aeschylus' Eumenides, the great dramatic tragedies, the elegiac and lyric poetry, and the literature of the Romans, often formed in the Greek image. The rhetorical notion of probability had direct implications for the classical philosopher and mathematician as it does today. Departments of speech, English, philosophy and classics provide the key centers of interest in the new and the classical rhetorics. Despite the considerable enthusiasm for the study of rhetoric, no single work provides large selections of primary materials written by the classical rhetoricians themselves. Until now, only secondary sources containing tiny excerpts, or entire and expensive translations of the ancient rhetorical writings were available. This large anthology of primary readings of the classical rhetoricians in translation fills this large gap. The continuity and coherence of ancient rhetorical traditions is emphasized by organizing large excerpts into the topical divisions that later classical writers agreed upon. The first unit of this anthology sets forth major issues in the definition and scope of rhetoric, and its appropriate place among other modes of thought and discourse. Parts 2 through 5 are organized according to the traditional canons of oratory -- invention, disposition, style, memory, and delivery. In organizing the readings this way, the editors represent both the philosophical and theoretical issues in rhetoric and its pragmatic functions as a craft for making effective discourse. Selecting excerpts that illustrate the major conflicts within the unfolding tradition enables a sampling of not only the major points of view, but also the arguments supporting them. This volume includes selections not only from writings of the standard classical rhetoricians but also from less typical works which have special value. The editors have utilized the best accessible translations while remaining absolutely faithful to their texts.

Encyclopedia of Rhetoric and Composition

Ars Topica

Anonymous and Stephanus, >In Artem Rhetoricam Commentaria

Aristotle's Rhetoric

From Aristotle to Philostratus

Ancient Rhetorics and Digital Networks

An anthology of primary texts in translation, An Introduction to Classical Rhetoric offers an overview of the social, cultural, and intellectual factors that influenced the development and growth of rhetoric during the classical period. Uses primary source material to analyze rhetoric from the Sophists through St. Augustine Provides an in-depth introduction to the period, as well as introductions to each author and each selection Includes study guides to help students develop

multiple perspectives on the material, stimulate critical thinking, and provide starting points for dialogue Highlights include Gorgias's Palamedes, Antiphon's Truth, Isocrates' Helen, and Plato's Protagoras Each selection is followed by suggested writing topics and a short list of suggested additional readings.

First Published in 1996. Routledge is an imprint of Taylor & Francis, an informa company.

There is little doubt that Aristotle's Rhetoric has made a major impact on rhetoric and composition studies. This impact has not only been chronicled throughout the history of rhetoric, but has more recently been contested as contemporary rhetoricians reexamine Aristotelian rhetoric and its potential for facilitating contemporary oral and written expression. This volume contains the full text of Father William Grimaldi's monograph studies in the philosophy of Aristotle's Rhetoric. The eight essays presented here are divided into three rubrics: history and philosophical orientation, theoretical perspectives, and historical impact. This collection provides teachers and students with major works on Aristotelian rhetoric that are difficult to acquire and offers readers an opportunity to become active participants in today's deliberations about the merits of Aristotelian rhetoric for contemporary teaching and research.

This superb edition contains two of Aristotle's greatest writings in authoritative translations. The Rhetoric is translated by Cambridge scholar John Henry Freese, and The Poetics is translated by Oxford scholar of classics Ingram Bywater. Aristotle's legendary treatise on speech explains and instructs on the powers of oratory to move and persuade people. Composed amid the popular Greek culture, in which aspiring and reigning politicians would perfect the oratorical arts to influence voting and their subjects, Rhetoric is a summation of an art whose poignancy and power could change the face of an entire society. The Poetics of Aristotle sets out the essential nature of drama and the performing arts. Each chapter deals with a different element of drama and its composition, discussing the process by which Greek society had come to define its written literature.

Sophistical Rhetoric in Classical Greece

Books 20-38. Rhetoric to Alexander

Rhetoric by Aristotle

Ancient Rhetoric

Byzantine Commentaries on Aristotle's >Rhetoric

The Classical Technique of Constructing Arguments from Aristotle to Cicero

This book offers a new approach to the principles and functioning of rhetoric. In everyday life, we often debate issues or simply discuss questions. Rhetoric is the way in which we answer questions in an interpersonal context, when we want to have an effect on those with whom we are communicating. They can be convinced or charmed, persuaded or influenced, and the language used can range from reasoning to the sharing of narratives, literary or otherwise. What is Rhetoric? provides a breakthrough in the field, offering a systematic and unified view of the topic. The book combines the social aspects of rhetoric, such as the negotiation of distance between speakers, with the theory of emotions. All the principal authors from Plato and Aristotle to contemporary theorists are integrated into Michel Meyer's 'problematological' conception of rhetoric, based on the primacy of questioning and answering in language and thought.

Lawyers, law students and their teachers all too frequently overlook the most comprehensive, adaptable and practical analysis of legal discourse ever devised: the classical art of rhetoric. Classical analysis of legal reasoning, methods and strategy is the foundation and source for most modern theories on the topic. Beginning with Aristotle's Rhetoric and culminating with Cicero's De Oratore and Quintilian's Institutio Oratoria, Greek and Roman rhetoricians created a clear, experience-based theoretical framework for analyzing legal discourse. This book is the first to systematically examine the connections between classical rhetoric and modern legal discourse. It traces the history of legal rhetoric from the classical period to the present day and shows how modern theorists have unknowingly benefited from the classical works. It also applies classical rhetorical principles to modern appellate briefs and judicial opinions to demonstrate how a greater familiarity with the classical sources can deepen our understanding of legal reasoning.

Central to rhetorical theory, the enthymeme is most often defined as a truncated syllogism. Suppressing a premise that the audience already knows, this rhetorical device relies on the audience to fill in the missing information, thereby making the argument more persuasive. James Fredal argues that this view of the enthymeme is wrong. Presenting a new exegesis of Aristotle and classic texts of Attic oratory, Fredal shows that the standard reading of Aristotle's enthymeme is inaccurate—and that Aristotle himself distorts what enthymemes are and how they work. From close analysis of the Rhetoric, Topics, and Analytics, Fredal finds that Aristotle's enthymeme is, in fact, not syllogistic and is different from the enthymeme as it was used by Attic orators such as Lysias and Isaeus. Fredal argues that the enthymeme, as it was originally understood and used, is a technique of storytelling, primarily forensic storytelling, aimed at eliciting from the audience an inference about a narrative. According to Fredal, narrative rather than formal logic is the seedbed of the enthymeme and of rhetoric more broadly. The Enthymeme reassesses a fundamental doctrine of rhetorical instruction, clarifies the viewpoints of the tradition, and presents a new form of rhetoric for further study and use. This groundbreaking book will be welcomed by scholars and students of classical rhetoric, the history of rhetoric, and rhetorical theory as well as communications studies, classical studies, and classical philosophy.

This complete guide to ancient Greek rhetoric is exceptional both in its chronological range and the breadth of topics it covers. Traces the rise of rhetoric and its uses from Homer to Byzantium Covers wider-ranging topics such as rhetoric's relationship to knowledge, ethics, religion, law, and emotion Incorporates new material giving us fresh insights into how the Greeks saw and used rhetoric Discusses the idea of rhetoric and examines the status of rhetoric studies, present and future All quotations from ancient sources are translated into English

A Companion to Greek Rhetoric

The Art Of Rhetoric

Syllogism, Reasoning, and Narrative in Ancient Greek Rhetoric

Peripatetic Rhetoric After Aristotle

The Art of Rhetoric

The Form and the Way

Continuing its tradition of providing students with a thorough review of ancient Greek and Roman rhetorical theory and practices, A Synoptic History of Classical Rhetoric is the premier text for undergraduate courses and graduate seminars in the history of rhetoric. Offering vivid examples of each classical rhetor, rhetorical period, and source text, students are led to understand rhetoric's role in the exchange of knowledge and ideas.

Completley updated throughout, Part I of this new edition integrates new research and expanded footnotes and bibliographies for students to develop their own scholarship. Part II offers eight classical texts for reading, study, and criticism, and includes discussion questions and keys to the text in Part I.

In The Art of Rhetoric, Aristotle demonstrates the purpose of rhetoric—the ability to convince people using your skill as a speaker rather than the validity or logic of your arguments—and outlines its many forms and techniques. Defining important philosophical terms like ethos, pathos, and logos, Aristotle establishes the earliest foundations of modern understanding of rhetoric, while providing insight into its historic role in ancient Greek culture. Aristotle's work, which dates from the fourth century B.C., was written while the author lived in Athens, remains one of the most influential pillars of philosophy and has been studied for centuries by orators, public figures, and politicians alike. HarperTorch brings great works of non-fiction and the dramatic arts to life in digital format, upholding the highest standards in ebook production and celebrating reading in all its forms. Look for more titles in the HarperTorch collection to build your digital library.

A new and original anthology that introduces the use of rhetoric in the classical world, from Aristotle to Cicero and beyond Classical rhetoric is one of the earliest versions of what is today known as media studies. It was absolutely crucial to life in the ancient world, whether in the courtroom, the legislature, or on ceremonial occasions, and was described as either the art of persuasion or the art of speaking well. This anthology brings together all the most important ancient writings on rhetoric, including works by Cicero, Aristotle, Quintilian, and Philostratus. Ranging across such themes as memory, persuasion, delivery, and style, it provides a fascinating introduction to classical rhetoric and will be an invaluable sourcebook for students of the ancient world. For more than seventy years, Penguin has been the leading publisher of classic literature in the English-speaking world. With more than 1,800 titles, Penguin Classics represents a global bookshelf of the best works throughout history and across genres and disciplines. Readers trust the series to provide authoritative texts enhanced by introductions and notes by distinguished scholars and contemporary authors, as well as up-to-date translations by award-winning translators.

This book argues that it is not fair to judge early Greek rhetoric by the standards of Plato and Aristotle... it should be seen, rather, as a series of largely unsystematic efforts to explore, more by example rather than by precept, all aspects of discourse. As artistic prose came to be disseminated in written texts and so available in a form that could be analyzed, evaluated and imitated, the forms of the early texts evolve into treatises such as Aristotle's Rhetoric .

Passions and Persuasion in Aristotle's Rhetoric

Greek Rhetoric Before Aristotle

Readings from Classical Rhetoric

Communication from Ancient Times to the Information Age