

## Classical Rhetoric For The Modern Student

Examines the entirety of Giambattista Vico's oeuvre and demonstrates his significance as a theorist who adapted the discipline of rhetoric to modern conditions.

The global reach of the Spanish and Portuguese empires prompted a remarkable flourishing of the classical rhetorical tradition in various parts of the early modern world. Empire of Eloquence is the first study to examine this tradition as part of a wider global renaissance in Europe, the Americas, Asia and Africa, with a particular focus on the Iberian world. Spanning the sixteenth to the early nineteenth centuries, the book argues that the classical rhetorical tradition contributed to the ideological coherence and equilibrium of this early modern Iberian world, providing important occasions for persuasion, legitimation and eventual (and perhaps inevitable) confrontation. Drawing on archival collections in thirteen countries, Stuart M. McManus places these developments in the context of civic, religious and institutional rituals attended by the multi-ethnic population of the Iberian world and beyond, and shows how they influenced public speaking in non-European languages, such as Konkani and Chinese.

Classical Rhetoric for the Modern StudentOxford University Press, USA

The Rhetorical Tradition, the first comprehensive anthology of primary texts covering the history of rhetoric, examines rhetorical theory from classical antiquity through today. Extensive editorial support makes it an essential text for the beginning student as well as the professional scholar.

Narrative I - Student Edition - a One Semester Course for Grades 3 Or 4 and Up

Politics and Rhetoric

Style and Statement

With a New Preface and Annotated Bibliography

Essays on Classical Rhetoric and Modern Discourse

Classical Rhetoric and Its Christian and Secular Tradition from Ancient to Modern Times

The first comprehensive discussion of the history, theory, and practice of kairos: that is of the role “timeliness” or “right-timing” plays in human deliberation, speech, and action.

Responding to the reassertion of orality in the twentieth century in the form of electronic media such as the telegraph, film, video, computers, and television, this unique volume traces the roots of classical rhetoric in the modern world. Welch begins by changing the current view of classical rhetoric by reinterpreting the existing texts into fluid language contexts -- a change that requires relinquishing the formulaic tradition, acquiring an awareness of translation issues, and constructing a classical rhetoric beginning with the Fifth Century B.C. She continues with a discussion of the adaptability of this material to new language situations, including political, cultural, and linguistic change, providing it with much of its power as well as its longevity. The book concludes that classical rhetoric can readily address any situation since it focuses not only on critical stances toward discourse that already exists, but also presents elaborate theories for the production of new discourse.

Back in print after 17 years, this is a concise history of rhetoric as it relates to structure, genre, and style, with special reference to English literature and literary criticism from Ancient Greece to the end of the 18th century. The core of the book is a quite original argument that the figures of rhetoric were not mere mechanical devices, were not, as many believed, a "nuisance, a quite sterile appendage to rhetoric to which (unaccountably) teachers, pupils, and writers all over the world devoted much labor for over 2,000 years." Rather, Vickers demonstrates, rhetoric was a stylized representation of language and human feelings. Vickers supplements his argument through analyses of the rhetorical and emotional structure of four Renaissance poems. He also defines 16 of the most common figures of rhetoric, citing examples from the classics, the Bible, and major English poets from Chaucer to Pope.

Rhetoric is often seen as a synonym for shallow, deceptive language, and therefore as something negative. But if we view rhetoric in more neutral terms, as the 'art of persuasion', it is clear that we are all forced to engage with it at some level, if only because we are constantly exposed to the rhetoric of others. In this Very Short Introduction, Richard Toye explores the purpose of rhetoric. Rather than presenting a defence of it, he considers it as the foundation-stone of civil society, and an essential part of any democratic process. Using wide-ranging examples from Ancient Greece, medieval Islamic preaching, and modern cinema, Toye considers why we should all have an appreciation of the art of rhetoric. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Encyclopedia of Rhetoric

Modern Dogma and the Rhetoric of Assent

Rhetoric in the Classical Tradition

Reclaiming Rhetorica

Classical Rhetoric and Modern Public Relations

***Presents a comprehensive comprehensive treatment of the art of persuasion with 150 entries, written by leading scholars, who bring together expertise in classical studies, philosophy, literature, literary theory, cultural studies, speech, and communications. Combines theory, history, and practice, with a special emphasis on public speaking, performance, and communication.***

***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.***

***When should I change my mind? What can I believe and what must I doubt? In this new "philosophy of good reasons" Wayne C. Booth exposes five dogmas of modernism that have too often inhibited efforts to answer these questions. Modern dogmas teach that "you cannot reason about values" and that "the job of thought is to doubt whatever can be doubted," and they leave those who accept them crippled in their efforts to think and talk together about whatever concerns them most. They have willed upon us a "befouled rhetorical climate" in which people are driven to two self-destructive extremes—defenders of reason becoming confined to ever narrower notions of logical or experimental proof and defenders of "values" becoming more and more irresponsible in trying to defend the heart, the gut, or the gonads. Booth traces the consequences of modernist assumptions through a wide range of inquiry and action: in politics, art, music, literature, and in personal efforts to find "identity" or a "self." In casting doubt on systematic doubt, the author finds that the dogmas are being questioned in almost every modern discipline. Suggesting that they be replaced with a rhetoric of "systematic assent," Booth discovers a vast, neglected reservoir of "good reasons"—many of them known to classical students of rhetoric, some still to be explored. These "good reasons" are here restored to intellectual respectability, suggesting the possibility of widespread new inquiry, in all fields, into the question, "When should I change my mind?" Women's contribution to rhetoric throughout Western history, like so many other aspects of women's experience, has yet to be fully explored. In pathbreaking discussions ranging from ancient Greece, though the Middle Ages and the Renaissance, to modern times, sixteen closely coordinated essays examine how women have used language to reflect their vision of themselves and their age; how they have used traditional rhetoric and applied it to women's discourse; and how women have contributed to rhetorical theory. Language specialists, feminists, and all those interested in rhetoric, composition, and communication, will benefit from the fresh and stimulating cross-disciplinary insights they offer.***

***Classical Rhetoric in the Middle Ages***

***Farnsworth's Classical English Rhetoric***

***Classical Rhetoric Refigured***

***Rhetoric Reclaimed***

***Shakespeare's Use of the Arts of Language***

***An Isocratean Model***

Developed from the very popular fourth chapter of the authors' Classical Rhetoric for the Modern Student, 4th ed., Style and Statement is a concise introduction to the components of effective style as they were first defined by classical rhetoricians and as they apply to writing today. An essential reference for students and all writers, it incorporates numerous lively exercises that emphasize the contemporary applications of classic styles. The book opens with an extended discussion of diction and continues with an analysis of sentence composition and Professor Corbett's famous numerical style studies, which unite the principles of diction and sentence organization. Its catalogue of figures of speech is exceptionally comprehensive and includes definitions of the classic tropes. A practical application of imitation as a means of developing style introduces the final section of the text, which consists of the analysis of selected short readings ranging from an eighteenth-century work by Hugh Blair to John F. Kennedy's inaugural address.

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.

In "rereading" the sophists of fifth-century Greece, Susan C. Jarratt reinterprets classical rhetoric, with implications for current theory in rhetoric and composition. -- Provided by publisher.

Since its original publication by UNC Press in 1980, this book has provided thousands of students with a concise introduction and guide to the history of the classical tradition in rhetoric, the ancient but ever vital art of persuasion. Now, George Kennedy offers a thoroughly revised and updated edition of Classical Rhetoric and Its Christian and Secular Tradition. From its development in ancient Greece and Rome, through its continuation and adaptation in Europe and America through the Middle Ages and Renaissance, to its enduring significance in the twentieth century, he traces the theory and practice of classical rhetoric through history. At each stage of the way, he demonstrates how new societies modified classical rhetoric to fit their needs. For this edition, Kennedy has updated the text and the bibliography to incorporate new scholarship; added sections relating to women orators and rhetoricians throughout history; and enlarged the discussion of rhetoric in America, Germany, and Spain. He has also included more information about historical and intellectual contexts to assist the reader in understanding the tradition of classical rhetoric.

Essays in History, Theory, and Praxis

The Contemporary Reception of Classical Rhetoric

Readings in Classical Rhetoric

Rhetoric and Kairos

The Little Rhetoric & Handbook

The Ends of Rhetoric

This accessible book examines the philosophical foundations of Chaim Perelman's rhetorical theory. In addition to offering a brief biography, it explores Perelman's deep philosophical commitments and his concern for the ways in which the details of actual texts realize those commitments. The authors show that Perelman still reigns supreme when it comes to the elucidation of actual texts. His is a micro-analysis of arguments, one that is endlessly suggestive of ways of analyzing texts at the level of the word and phrase, the arrangement of parts, and the structure of arguments.

This book offers an interdisciplinary approach to concepts of the self associated with the development of humanism in England, and to strategies for both inclusion and exclusion in structuring the early modern nation state. It addresses writings about rhetoric and behavior from 1495-1660, beginning with Erasmus’ work on sermo or the conversational rhetoric between friends, which considers the reader as an ‘absent audience’, and following the transference of this stance to a politics whose broadening democratic constituency needed a legitimate structure for governance-at-a-distance. Unusually, the book brings together the impact on behavior of these new concepts about rhetoric, with the growth of the publishing industry, and the emergence of capitalism and of modern medicine. It explores the effects on the formation of the ‘subject’ and political legitimation of the early liberal nation state. It also lays new ground for scholarship concerned with what is left out of both selfhood and politics by that state, studying examples of a parallel development of the ‘self’ defined by friendship not only from educated male writers, but also from women writers and writers concerned with socially ‘middling’ and laboring people and the poor.

The most widely used textbook of its kind for courses in advanced composition and writing, Classical Rhetoric for the Modern Student discusses the three vital components of classical rhetoric - argument, arrangement, and style - bringing these elements to life and demonstrating their effective application in yesterday's and today's writing.

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The Rhetorical Tradition

The Classical Rhetorical Tradition in Colonial Latin America and the Iberian World

Fitting Words

Classical Rhetoric in English Poetry

Empire of Eloquence

History, Theory, Practice

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.

The Writing & Rhetoric series method employs fluent reading, careful listening, models for imitation, and progressive steps. It assumes that students learn the best when reading excellent, whole-story exapmles of literature and by growng their skills through imitation. Each exercise is intended to ipart a skill (or tool) that can be employed in al kids of writing and speaking. The exercises are arranged from simple to more complex. What's more, the exercises are cumlative, meaning that later exercises incorporate the skills acquired in preceding exercises. This series is a step-by-step apprenticeship in the art of writing and rhetoric. Narrative I, the second book of twelve in the Writing & Rhetoric series, uses parable, myth, and other tales to continue the recovery of the proven method of teaching method of teaching writing, using various forms of narrative to teach beginning writers the craft of writing well.

In this book, Caroline van Eck examines how rhetoric and the arts interacted in early modern Europe. She argues that rhetoric, though originally developed for persuasive speech, has always used the visual as an important means of persuasion, and hence offers a number of strategies and concepts for visual persuasion as well. The book is divided into three major sections - theory, invention, and design. Van Eck analyzes how rhetoric informed artistic practice, theory, and perception in early modern Europe.

The contribution of the present work is to present in organized detail essentially complete the general theory of composition current during the Renaissance (as contrasted with special theories for particular forms of composition) and the illustration of Shakespeare's use of it. It is organized as follows: Part One: Introduction I. The General Theory of Composition and of Reading in Shakespeare's England 1. The Concept of Art in Renaissance England 2. Training in the Arts in Renaissance England 3. The English Works on Logic and Rhetoric 4. The Tradition 5. Invention and Disposition Part Two. Shakespeare's Use of the Theory II. Shakespeare's Use of the Schemes of Grammar, Vices of Language, and Figures of Repetition 1. The Schemes of Grammar 2. The Vices of Language 3. The Figures of Repetition III.

Logos: The Topics of Invention 1. Inartificial Arguments or Testimony 2. Definition 3. Division: Genus and Species, Whole and Parts 4. Subject and Adjuncts 5. Contraries and Contradictories 6. Similarity and Dissimilarity 7. Comparison: Greater, Equal, Less 8. Cause and Effect, Antecedent and Consequent 9. Notation and Conjugates IV. Logos: Argumentation 1. Syllogistic Reasoning 2. Fallacious Reasoning 3. Disputation V. Pathos and Ethos 1. Pathos 2. Ethos Part Three. The General Theory of Composition and Reading as Defined and Illustrated by Tudor Logicians and Rhetoricians VI. Schemes of Grammar, Vices of Language, and Figures of Repetition 1. The Schemes of Grammar 2. Vices of Language VII. Logos: The Topics of Invention 1. Inartificial Arguments or Testimony 2. Definition 3. Division: Genus and Species, Whole and Parts 4. Subject and Adjuncts 5. Contraries and Contradictories 6. Similarity and Dissimilarity 7. Comparison: Greater, Equal, Less 8. Cause and Effect, Antecedent and Consequent 9. Notation and Conjugates 10. Genesis or Composition 11. Analysis or Reading VIII. Logos: Argumentation 1. Syllogistic Reasoning 2. Fallacious Reasoning 3. Disputation IX. Pathos and Ethos 1. Pathos 2. Ethos

Humanism, Capitalism, and Rhetoric in Early Modern England

The Medieval Rhetors and Their Art 400–1300, with Manuscript Survey to 1500 CE

A New Handbook of Rhetoric

Rereading the Sophists

Appropriations of Ancient Discourse

Writing & Rhetoric Book 2

**Eighteen essays by leading scholars in English, speech communication, education, and philosophy explore the vitality of the classical rhetorical tradition and its influence on both contemporary discourse studies and the teaching of writing. Some of the essays investigate theoretical and historical issues. Others show the bearing of classical rhetoric on contemporary problems in composition, thus blending theory and practice. Common to the varied approaches and viewpoints expressed in this volume is one central theme: the 20th-century revival of rhetoric entails a recovery of the classical tradition, with its marriage of a rich and fully articulated theory with an equally efficacious practice. A preface demonstrates the contribution of Edward P. J. Corbett to the 20th-century revival, and a last chapter includes a bibliography of his works.**

**Classical Rhetoric in the Middle Ages: The Medieval Rhetors and Their Art 400-1300, with manuscript survey to 1500 CE is a completely updated version of John Ward’s much-used doctoral thesis of 1972, and is the definitive treatment of this fundamental aspect of medieval and rhetorical culture.**

**FITTING WORDS instructs students in the art of Rhetoric, providing them with tools for communication that will equip them for life. Intended for high school aged students and above, Fitting Words is a complete curriculum covering a year of instruction. In this curriculum, students will not only learn about using effective words, they will practice using effective words.**

**Like every discipline, Rhetorical Studies relies on a technical vocabulary to convey specialized concepts, but few disciplines rely so deeply on a set of terms developed so long ago. Pathos, kairos, doxa, topos—these and others originate from the so-called classical world, which has conferred on them excessive authority. Without jettisoning these rhetorical terms altogether, this handbook addresses critiques of their ongoing relevance, explanatory power, and exclusionary effects. A New Handbook of Rhetoric inverts the terms of classical rhetoric by applying to them the alpha privative, a prefix that expresses absence. Adding the prefix *α-* to more than a dozen of the most important terms in the field, the contributors to this volume build a new vocabulary for rhetorical inquiry. Essays on apathy, akairos, adoxa, and atopos, among others, explore long-standing disciplinary habits, reveal the denials and privileges inherent in traditional rhetorical inquiry, and theorize new problems and methods. Using this vocabulary in an analysis of current politics, media, and technology, the essays illuminate aspects of contemporary culture that traditional rhetorical theory often overlooks. Innovative and groundbreaking, A New Handbook of Rhetoric at once draws on and unsettles ancient Greek rhetorical terms, opening new avenues for studying values, norms, and phenomena often stymied by the tradition. In addition to the editor, the contributors include Caddie Alford, Benjamin Firgens, Cory Geraths, Anthony J. Irizarry, Mari Lee Mifsud, John Muckelbauer, Bess R. H. Myers, Damien Smith Pfister, Nathaniel A. Rivers, and Alessandra Von Burg.**

From Aristotle to Philostratus

Readings from Classical Times to the Present

Ancient Rhetoric

The Separation of the Citizen from the Self

Backgrounds, Theory, and Pedagogy

Classical Rhetoric for the Modern Student [by] Edward P. J. Corbett

*Connors provides a history of composition and its pedagogical approaches to form, genre, and correctness. He shows where many of the today’s practices and assumptions about writing come from, and he translates what our techniques and theories of teaching have said over time about our attitudes toward students, language and life. Connors locates the beginning of a new rhetorical tradition in the mid-nineteenth century, and from there, he discusses the theoretical and pedagogical innovations of the last two centuries as the result of historical forces, social needs, and cultural shifts. This important book proves that American composition-rhetoric is a genuine, rhetorical tradition with its own evolving theria and praxis. As such it is an essential reference for all teachers of English and students of American education.*

*This book expands the theoretical foundations of modern public relations, a growing young profession that lacked even a name until the twentieth century. As the discipline seeks guiding theories and paradigms, rhetorics both ancient and modern have proven to be fruitful fields of exploration. Charles Marsh presents Isocratean rhetoric as an instructive antecedent. Isocrates was praised by Cicero and Quintilian as "the master of all rhetoricians," favored over Plato and Aristotle. By delineating the strategic value of Isocratean rhetoric to modern public relations, Marsh addresses the call for research into the philosophical, theoretical, and ethical origins of the field. He also addresses the call among scholars of classical rhetoric for modern relevance. Because Isocrates maintained that stable relationships must solicit and honor dissent, Marsh analyzes both historic and contemporary challenges to Isocratean rhetoric. He then moves forward to establish the modern applications of Isocrates in persuasion, education, strategic planning, new media, postmodern practices, and paradigms such as excellence theory, communitarianism, fully functioning society theory, and reflection.*

*Rhetoric is among the most ancient academic disciplines, and we all use it every day whether expertly or not. This book is a lively set of lessons on the subject. It is about rhetorical figures: practical ways of applying old and powerful principles--repetition and variety, suspense and relief, concealment and surprise, the creation of expectations and then the satisfaction or frustration of them--to the composition of a simple sentence or a complete paragraph. --from publisher description.*

*The discipline of rhetoric - adapted through a wide range of reformulations to the specific requirements of Greek, Roman, Medieval, and Renaissance societies - dominated European education and discourse, whether public or private, for more than two thousand years. The end of classical rhetoric's domination was brought about by a combination of social and cultural transformations that occurred between the seventeenth and nineteenth centuries. Concurrent with the 'theory boom' of recent decades, rhetoric has appeared as a center of discussion in the humanities and social sciences. Rhetorical inquiry, as it is thought and practiced today, occurs in an interdisciplinary matrix that touches on philosophy, linguistics, communication studies, psychoanalysis, cognitive science, sociology, anthropology, and political theory. Rhetoric is now an area of study without accepted certainties, a territory not yet parceled into topical subdivisions, a mode of discourse that adheres to no fixed protocols. It is a noisy field in the cybernetic sense of the term: a fertile ground for creative innovation. This volume embodies the interdisciplinary character of rhetoric. The essays draw on wide-ranging conceptual resources, and combine historical, theoretical, and practical points of view. The contributors develop a variety of perspectives on the central concepts of rhetorical theory, on the work of some of its major proponents, and on the breaks and continuities of its history. The spectrum of thematic concern is broad, extending from the Greek polis to the multi-ethnic city of modern America, from Aristotle to poststructuralism, from questions of figural language to problems of persuasion and interaction. But a common interdisciplinary interest runs through all the essays: the effort to rethink rhetoric within the contemporary epistemological situation. In this sense, the book opens new possibilities for research within the human sciences.*

Aristotle and the Liberal Arts Tradition

Modern Rhetoric

A Lost Heritage

Vico and the Transformation of Rhetoric in Early Modern Europe

Inverting the Classical Vocabulary

Women in the Rhetorical Tradition

*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.*

*Rhetoric is the art of speech and persuasion, the study of argument and, in Classical times, an essential component in the education of the citizen. For rhetoricians, politics is a skill to be performed and not merely observed. Yet in modern democracies we often suspect political speech of malign intent and remain uncertain how properly to interpret and evaluate it. Public arguments are easily dismissed as 'mere rhetoric' rather than engaged critically, with citizens encouraged to be passive consumers of a media spectacle rather than active participants in a political dialogue. This volume provides a clear and instructive introduction to the skills of the rhetorical arts. It surveys critically the place of rhetoric in contemporary public life and assesses its virtues as a tool of political theory. Questions about power and identity in the practices of political communication remain central to the rhetorical tradition: how do we know that we are not being manipulated by those who seek to persuade us? Only a grasp of the techniques of rhetoric and an understanding of how they manifest themselves in contemporary politics, argues the author, can guide us in answering these perennial questions. Politics and Rhetoric draws together in a comprehensive and highly accessible way relevant ideas from discourse analysis, classical rhetoric updated to a modern setting, relevant issues in contemporary political theory, and numerous carefully chosen examples and issues from current politics. It will be essential reading for all students of politics and political communications.*

Rhetoric: A Very Short Introduction

A History of Rhetorical Theory from Saint Augustine to the Renaissance

Classical Rhetoric and the Visual Arts in Early Modern Europe

Classical Rhetoric for the Christian Student

Chaim Perelman

A Critical Introduction