

Bookmark File
PDF Ancient
Rhetoric From
Ancient
Aristotle To
Rhetoric
Penguin Classics
From
Aristotle
To Philostr
atus
Penguin
Classics

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PDF Ancient

Rhetoric From

Rhetoric
thoroughly

infused the

world and

literature of

Graeco-Roman

antiquity. This

Companion

provides a

comprehensive

overview of

rhetorical

Bookmark File

PDF Ancient

Rhetoric From

*theory and
practice in that
world, from*

Aristotle To

Philostratus

Penguin Classics

*Homer to early
Christianity,
accessible to
students and
non-specialists,
whether within
classics or from
other periods
and disciplines.*

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PDF Ancient

Rhetoric From

Aristotle To

Philostratus

Penguin Classics

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

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PDF Ancient

Rhetoric From

rhetoric itself.

Aristotle To

Standard

Philostratus

Penguin Classics

*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

Bookmark File

PDF Ancient

Rhetoric From

volume provides

Aristotle To

an overview of

Philostratus

the shape and

Penguin Classics

scope of the

problems while

also identifying

core themes and

propositions: for

example,

persuasion,

virtue, and

public life are

Bookmark File

PDF Ancient

Rhetoric From

virtual

constants. But

they mix and

mingle

differently, and

the contents

designated by

each of these

terms can also

shift.

Recent

archaeological

Bookmark File

PDF Ancient

Rhetoric From

discoveries,

Aristotle To

coupled with

Philostratus

long-lost but

Penguin Classics

now available

epigraphical

evidence, and a

more expansive

view of literary

sources, provide

new and

dramatic

evidence of the

Bookmark File

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Rhetoric From

emergence of

rhetoric in

ancient Greece.

Philostratus
Penguin Classics

Many of these

artifacts,

gathered

through onsite

fieldwork in

Greece, are

analyzed in this

revised and

expanded

Bookmark File

PDF Ancient

Rhetoric From

edition of Greek

Aristotle To

Philostratus. This

Penguin Classics

new evidence,

along with

recent

developments in

research

methods and

analysis, reveal

clearly that long

before

before

Bookmark File

PDF Ancient

Rhetoric From

Aristotle To

Philostratus

Penguin Classics

*Aristotle's
Rhetoric, long
before rhetoric
was even
stabilized into
formal systems
of study in
Classical
Athens, nascent,
pre-disciplinary
"rhetorics" were
emerging*

Bookmark File

PDF Ancient

Rhetoric From

throughout

Aristotle To

Greece.

Philostratus

Penguin Classics

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

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PDF Ancient

Rhetoric From

*persuading your
children to eat
their greens.*

Aristotle To
Philostratus
Penguin Classics

*You have been
using rhetoric
yourself, all
your life. After
all, you know
what a*

*rhetorical
question is,
don't you? In*

Bookmark File

PDF Ancient

Rhetoric From

Aristotle To

Philostratus

Penguin Classics

*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*

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Rhetoric From

*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

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Rhetoric From

Aristotle To

Philostratus

Penguin Classics

*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
panegyrics -
because
rhetoric is*

Bookmark File

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Rhetoric From

useful, relevant

Aristotle To

and absolutely

Philostratus

nothing to be

Penguin Classics

afraid of.

In The Art of

Rhetoric,

Aristotle

demonstrates

the purpose of

rhetoric—the

ability to

convince people

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Rhetoric From

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

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Rhetoric From

terms like ethos,

pathos, and

logos, Aristotle

establishes the

earliest

foundations of

modern

understanding

of rhetoric,

while providing

insight into its

historic role in

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Rhetoric From
ancient Greek
Aristotle To
culture.

Philostratus
Penguin Classics
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

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Rhetoric From

*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

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Rhetoric From

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

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PDF Ancient
Rhetoric From
the
Aristotle To
HarperTorch
Philostratus
collection to
Penguin Classics
build your
digital library.
*History and
Theory of
Rhetoric
The Form and
the Way
Encyclopedia of
Rhetoric and*

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Rhetoric From
*Composition
Syllogism,
Reasoning, and
Narrative in
Ancient Greek
Rhetoric
The Present
State of
Scholarship in
the History of
Rhetoric
Introduction to*

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Rhetoric From

Classical Legal

Aristotle To

Rhetoric

Philostratus

Penguin Classics

Aristotle's Rhetoric

is an ancient Greek

treatise on the art of

persuasion, dating

from the 4th century

BC. In Greek, it is

titled ??????

?????????, in Latin

Ars Rhetorica. In

English, its title

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Rhetoric From

Aristotle To

Philostratus

Penguin Classics

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

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Rhetoric From

rhetorical theory

Aristotle To

from ancient

Philostratus

through modern

Penguin Classics

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

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Rhetoric From

considered all

Aristotle To

Western philosophy
a footnote to Plato,

Philostratus

Penguin Classics

"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

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Rhetoric From

Ramus's attacks on

Aristotelean rhetoric

in the late 16th

century and

continuing to the

present.(

wikipedia.org)

"In this major

contribution to

philosophy and

rhetoric, Eugene

Garver shows how

Aristotle integrates

Bookmark File

PDF Ancient

Rhetoric From

Aristotle To

Philostratus

Penguin Classics

logic and virtue in the Rhetoric. Garver 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

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Rhetoric From

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

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Rhetoric From

Aristotle's Ethics
and Politics. This

groundbreaking
study will help put

rhetoric at the
center of

investigations of
practice and
practical

reason."--Page 4 of
cover.

With the emergence
of democracy in the

Bookmark File

PDF Ancient

Rhetoric From

city-state of Athens

Aristotle To

in the years around

Philophratus

460 BC, public

Penguin Classics

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,

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Rhetoric From

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

Bookmark File

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Rhetoric From

Aristotle To

Philostratus

Penguin Classics

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

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Rhetoric From

fascinating

consideration of the

force of persuasion

and sophistry, and a

compelling guide to

the principles

behind oratorical

skill.

Ars Topica is the

first full-length study

of the nature and

development of

topoi, the

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Rhetoric From

conceptual

Aristotle To

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

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Rhetoric From

theory of
argumentation

Aristotle To

Philostratus

Penguin Classics
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

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Rhetoric From

Aristotle To

Philostratus

Penguin Classics

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

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Rhetoric From

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

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Rhetoric From

Aristotle To

Philostratus

Penguin Classics

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

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Rhetoric From

focussed on its most
important theoretical
achievements.

A Twenty-first

Century Guide

Greek Rhetoric

Before Aristotle

Passions and

Persuasion in

Aristotle's Rhetoric

Peripatetic Rhetoric

After Aristotle

An Ancient Greek

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Rhetoric From

Treatise on the Art
of Persuasion

Aristotle To

Philostratus

Penguin Classics

and Its Christian
and Secular

Tradition from

Ancient to Modern

Times

This book argues

that it is not

fair to judge

early Greek

rhetoric by the

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Rhetoric From

standards of

Aristotle To

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

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Rhetoric From

artistic prose

Aristotle To

came to be

Philostatus
disseminated in

Penguin Classics
written texts

and so available

in a form that

could be

analyzed,

evaluated and

imitated, the

forms of the

early texts

evolve into

teatises such as

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Rhetoric From

Aristotle's

Rhetoric .

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

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Rhetoric From
in classical
Aristotle To
rhetoric
Philostratus
contains the
Penguin Classics
work of 24
ancient writers
from Homer
through St.
Augustine,
including
Herodotus,
Thucydides,
Plato,
Aristotle,
Cicero,

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Rhetoric From
Quintilian,
Aristotle To
Tacitus, and
Philostratus 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

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Rhetoric From
two works by
Aristotle To
important
sophists,
Gorgias' Classics
encomium on
Helen and
Alcidamas' essay
on composition.
The writers are
grouped
chronologically
into historical
periods,
allowing the

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Rhetoric From
reader to
Aristotle To
understand the
Philostratus
scope and
Penguin Classics
significance of
rhetoric in
antiquity.

Introductions
are included to
each period, as
well as to each
writer, with
writers'
biographies,
major works, and

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Rhetoric From

salient features
of excerpts.

Interest in

ancient rhetoric

and its

relevance to

modern society

has increased

dramatically

over recent

decades. In

North America,

departments of

speech and

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Rhetoric From

communications
Aristotle To
have experienced

Philosophy
a noticeable

Penguin Classics
renaissance of

concern with

ancient sources.

On both sides of
the Atlantic,

numerous

journals devoted

to the history

of rhetoric are

now being

published.

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Rhetoric From

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

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Rhetoric From

Rhetoric After

Aristotle To

Philostatus

responds to this

recent interest

in rhetoric and

peripatetic

theory. The

chapters provide

new insights

into Peripatetic

influence on

different

periods and

cultures: Greece

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Rhetoric From
and Rome, the
Aristotle To
Syrian- and
Arabic-speaking
worlds, Europe
Penguin Classics
in the Middle
Ages and the
Renaissance, and
the
international
scene today.
Contributors to
this volume
include Maroun
Aouad, Lucia

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Rhetoric From

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

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Rhetoric From

from the early

Aristotle To

Hellenistic

period to the

present day. It

will be of

significant

interest to

classicists,

philosophers,

and cultural

historians.

First Published

in 1996.

Routledge is an

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Rhetoric From
imprint of
Aristotle To
Taylor &
Francis, an
informa Company.
Penguin Classics
300 B. C. -A. D.
300

Communication
from Ancient
Times to the
Information Age
Aristotle's
Principles of
Persuasion
The Classical

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Rhetoric From
Technique of
Aristotle To
Constructing
Arguments from
Aristotle to
Penguin Classics
Cicero
The Enthymeme
Byzantine
Commentaries on
Aristotle's
>Rhetoric
Continuing its
tradition of
providing

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Aristotle To

Philostratus

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**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**

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graduate

Aristotle To

seminars in the

Philostratus

history of

Penguin Classics

rhetoric. Offering

vivid examples of

each classical

rhetor, rhetorical

period, and

source text,

students are led

to understand

rhetoric's role in

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Rhetoric From

Aristotle To

Philostratus

Penguin Classics

**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**

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Aristotle To

Philostratus

Penguin Classics

**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.**

The current study

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Rhetoric From

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

Bookmark File

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Rhetoric From

Aristotle To

Philostratus

Penguin Classics

**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**

Bookmark File

PDF Ancient

Rhetoric From

**the truths of
things or dao-the-
way as**

Philostratus
Penguin Classics

**necessarily
communal, open-
ended, and
discursive.**

**Based on this
similarity, the
author aims to
develop a more
nuanced**

Bookmark File

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Rhetoric From

Aristotle To

Philostratus

Penguin Classics

**understanding of
differences to
help foster better
cross-cultural
communication.**

**In making the
argument, she
critically
examines two
stereotyped
views: that
Aristotle's**

Bookmark File

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Rhetoric From

**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**

Bookmark File

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Rhetoric From

Aristotle To

Philostratus

Penguin Classics

**compatible with
the inferential/dis
cursive thinking.**

**In addition, the
author relies
primarily on the
interpretations of
the Analects by
two 20th-century
Chinese
Confucians to
supplement the**

Bookmark File

PDF Ancient

Rhetoric From

**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**

Bookmark File

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Rhetoric From

and the self to

Aristotle To

comprehend the

Philostratus

relation between

Penguin Classics

the two.

An examination

of two seemingly

incongruous

areas of study:

classical models

of argumentation

and modern

modes of digital

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Rhetoric From

communication

Aristotle To

What can ancient

Philostratus

rhetorical theory

Penguin Classics

possibly tell us

about the role of

new digital media

technologies in

contemporary

public culture?

Some central

issues we

currently deal

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Rhetoric From

with—making

sense of

information

abundance,

persuading

others in our

social network,

navigating new

media ecologies,

and shaping

broader cultural

currents—also

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Rhetoric From

pressed upon the

ancients. Ancient

Rhetorics and

Digital Networks

makes this

connection

explicit,

reexamining key

figures, texts,

concepts, and

sensibilities from

ancient rhetoric

ancient rhetoric

Bookmark File

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Rhetoric From

Aristotle To

Philostratus

Penguin Classics

**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.**

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Aristotle To

Philostratus

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By providing an orientation grounded in ancient rhetorics, this collection simultaneously historicizes contemporary developments and reenergizes ancient rhetorical vocabularies.

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Aristotle To

Philostratus

Penguin Classics

**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,**

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Rhetoric From

the essays in

Aristotle To

Ancient

Philostratus

Penguin Classics

**Rhetorics and
Digital Networks**

help us to

understand and

navigate some of

the fundamental

communicative

issues we deal

with today.

Anonymous' and

Page 78/203

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Rhetoric From

Aristotle To

Philostratus

Penguin Classics

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

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Rhetoric From

Aristotle To

Philostratus

Penguin Classics

**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**

Bookmark File

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Rhetoric From

**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

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Rhetoric From

Aristotle To

Philostratus

Penguin Classics

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

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Rhetoric From

**persuasion,
namely valid and
fallacious**

Aristotle To
Philostratus
Penguin Classics

rhetorical

arguments,

ethical notions,

emotional

response and

style, and I

analyse the

commentators'

interpretations of

Bookmark File

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Rhetoric From

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

Bookmark File

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Rhetoric From

Aristotle To

Philostratus

Penguin Classics

**interpretations of
the treatise.**

**Conclusively, the
two**

commentators

need to be

considered as

independent

thinkers, who

aimed primarily

at integrating the

treatise within the

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Rhetoric From

**Aristotelian
philosophical
system.**

Aristotle To

Philostratus

Penguin Classics

Homeric Speech

and the Origins

of Rhetoric

The Art of

Persuasion

Aristotle and

Confucius on

Rhetoric and

Truth

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**Ancient Rhetoric
and Oratory**

Aristotle To

Philostratus

Penguin Classics

**A Companion to
Greek Rhetoric**

The Art of

Rhetoric

Since its

original

publication by

UNC Press in

1980, this

book has

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Rhetoric From

provided

Aristotle To

thousands of

Philostratus

students with

Penguin Classics

a concise

introduction

and guide to

the history of

the classical

tradition in

rhetoric, the

ancient but

ever vital art

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of persuasion.

Aristotle To

Now, George

Philostratus

Kennedy offers

Penguin Classics

a thoroughly

revised and

updated

edition of

Classical

Rhetoric and

Its Christian

and Secular

Tradition.

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From its

Aristotle To

development in

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ancient Greece

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and Rome,

through its

continuation

and adaptation

in Europe and

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Renaissance,
Aristotle To
to its
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demonstrates

how new

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bibliography

to incorporate

new

scholarship;

added sections

relating to

women orators

and

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throughout

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history; and

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enlarged the

discussion of

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America,

Germany, and

Spain. He has

also included

more

information

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historical and

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contexts to

assist the

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rhetoric.

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students and

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their teachers

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overlook the

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Beginning with

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Quintilian's

Institutio

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This book is

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traces the

history of

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Aristotle To

present day

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and shows how

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theorists have

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benefited from

the classical

works. It also

applies

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judicial

opinions to

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rhetoric have

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the subject.*

Aristotle To

Philostratus

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Persuasion in

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Kennedy begins

by identifying

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of Greek and

Latin oratory

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discusses the

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religion and

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with rhetoric.

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The result is

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*Bearing the
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Odyssey,

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Eumenides, the

great dramatic

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Aristotle To

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Rhetoric from

Aristotle to

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Aristotle To
Classical
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of Aristotle*

*You Talkin' To
Me?*

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entries on roughly 60
leading rhetoricians of

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antiquity detail their
lives and writings and

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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,

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Rhetoric From

Aristotle To

Philostratus

Perseus Classics

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,

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delivery and style, it provides a fascinating introduction to classical rhetoric and will be an invaluable sourcebook for students of the ancient world.

Through two previous editions, *The Present State of Scholarship in Historical and Contemporary Rhetoric* has not only introduced new scholars to

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interdisciplinary
Aristotle To
research but also
Philostratus
become a standard
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number of fields and
pointed the way toward
future study. Adopting
research methodologies
of revision and
recovery, this latest
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material while still
following the format of
the original and is

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constructed around

Aristotle To
bibliographical surveys

of both primary and

secondary works

addressing the Classical,

Medieval, Renaissance,

and eighteenth through

twentieth century

periods within the

history of rhetoric. The

Present State of

Scholarship in the

History of Rhetoric

doesn't simply update

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but rather recasts study
in the history of

rhetoric. The

authors—experienced and

well know scholars in

their respective

fields—redefine existing

strands of rhetorical

study within the periods,

expand the scope of

rhetorical engagement,

and include additional

figures and their works.

The globalization and

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expansion of rhetoric
Aristotle To
are demonstrated in

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seen clearly in the

inclusion of more

female rhetors,

discussions of historical

and contemporary

electronic resources, and

examinations of

rhetorical practices

falling outside the

academy and the

traditional canon. New

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to this edition is a

Aristotle To
cumulative review of

Philosophy
twentieth-century

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rhetoric along with a

thematic index designed

to facilitate

interdisciplinary or

specialized study and

scholarly research

across the traditional

historical periods. As

programs incorporating

rhetorical studies

continue to expand at

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Aristotle To

Quintilian

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the university level, students and researchers are in need of up-to-date bibliographical resources. No other work matches the scope and approach of *The Present State of Scholarship in the History of Rhetoric*, which carries scholarship on rhetoric into the twenty-first century.

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Rhetoric by Aristotle

An Introduction

Aristotle's Rhetoric for
Everybody

Jamie Dow

presents an

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original treatment
of Aristotle's views

on rhetoric and the

passions, and the

first major study of

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'Rhetoric' in recent

years. He

attributes to

Aristotle a

normative view of

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in the state, and

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Aristotle To

Philippus

Peripatetic

For all men are

persuaded by

considerations of

where their interest

lies... Aristotle's Art

of Rhetoric is the

earliest systematic

treatment of the

subject, and it

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Aristotle To

Philostratus

English Classics

most incisive works on rhetoric that we possess. In it, we are asked: What is a good speech? What do popular audiences find persuasive? How does one compose a persuasive speech? Aristotle considers these questions in the context of the

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ancient Greek
Aristotle To
democratic city-

state, in which

large audiences of

ordinary citizens

listened to

speeches pro and

con before casting

the votes that

made the laws,

decided the

policies, and

settled the cases in

court. Persuasion

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by means of the
spoken word was

the vehicle for

conducting politics

and administering

the law. After

stating the basic

principles of

persuasive speech,

Aristotle places

rhetoric in relation

to allied fields such

as politics, ethics,

psychology, and

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Rhetoric From

logic, and he
demonstrates how

to construct a

persuasive case for

any kind of plea on

any subject of

communal concern.

Aristotle views

persuasion flexibly,

examining how

speakers should

devise arguments,

evoke emotions,

and demonstrate

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their own

credibility. The

treatise provides

ample evidence of

Aristotle's unique

and brilliant

manner of thinking,

and has had a

profound influence

on later attempts

to understand what

makes speech

persuasive. The

new translation of

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the text is

accompanied by an
introduction

discussing the

political,

philosophical, and

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background to

Aristotle's treatise,

as well as the

composition and

transmission of the

original text and an

account of

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Aristotle's life.

Aristotle To

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

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Aristotle To

Rhetoratu

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most important
ancient writings on

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works by Cicero,

Aristotle,

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such themes as

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persuasion,

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it provides a

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classical rhetoric

and will be an

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scholars and

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authors, as well as

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translations by

award-winning

translators.

For more than two

thousand years.

Aristotle's "Art of

Rhetoric" has

shaped thought on

the theory and

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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

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Rhetoric From

Aristotle To

Plato

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

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Rhetoric From

politicians to
mislead or

Aristotle To

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

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Rhetoric From

Aristotle To

Philippus Classics

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

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glossary of key
terms; and a

substantial

interpretive essay.

An Art of Character

A Synoptic History

of Classical

Rhetoric

A New History of

Classical Rhetoric

The Cambridge

Companion to

Ancient Rhetoric

Anonymous and

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Stephanus, >In

Aristotle To

Artem Rhetoricam
Commentaria

Readings from
Original Classics

Classical Rhetoric

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

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neglected classical
tradition of rhetoric.

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

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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.

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Recipient of the Charles
J. Goodwin Award of

Merit from the

American Philological

Association in 1975.

The Goodwin Award is
the only honor for

scholarly achievement
given by the

Association. It is

presented at the Annual
Meeting for an

outstanding contribution
to classical scholarship

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published by a member
of the association within

a period of three years

before the ending of the
preceding calendar year.

""A remarkable and
valuable achievement,
balanced in judgment
and attractively

presented."" Journal of

Roman Studies, ""This

book is a reissue of the
important 1972 work on

the development of

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Greek and Latin oratory
and rhetorical theory...

Many students of the
classics, and people
interested in later

European literatures as
well, will find
themselves turning to it
again and again." The

Times Literary
Supplement George A.
Kennedy is Paddison
Professor of Classics,
Emeritus, at the

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University of North
Carolina at Chapel Hill,

a Fellow of the

American Academy of

Arts and Sciences, an

elected Member of the

American Philosophical

Society, and Fellow of

the Rhetoric Society of

America. Under

Presidents Carter and

Reagan Dr. Kennedy

served as member of the

National Humanities

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Council. He was earlier
President of the

American Philological

Association and of the

International Society for
the History of Rhetoric.

He is author of 15

books, including

Classical Rhetoric and

its Christian and Secular

Tradition from Ancient

to Modern Times, New

Testament Interpretation

through Rhetorical

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Criticism, Comparative
Rhetoric: An Historical

and Cross-Cultural

Introduction, Aristotle

On Rhetoric: A Theory
of Civic Discourse, and

Progymnasmata: Greek
Textbooks of Prose

Composition, as well as
numerous articles and
translations into English
from Greek, Latin, and
French.

This complete guide to

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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

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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

Critical Studies and

Sources

Rhetoric

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Aristotle's "Art of

Rhetoric"

Aristotle and the Liberal

Arts Tradition

Readings in Classical

Rhetoric

The History and

Theory of Rhetoric

offers discussion

of the history of

rhetorical studies

in the Western

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tradition, from
ancient Greece to

Aristotle To

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American and

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historical

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Greek Sophists of
Aristotle To

the 5th Century

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B.C. all the way to
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science and

feminist

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comprehensive

text helps students

understand how

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persuasive public
Aristotle To
discourse performs

Philostratus
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Penguin Classics
functions and

shapes our daily

worlds. Students

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framework for

evaluating and

practicing

persuasive writing

and speaking in a

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wide range of
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both written and
visual media.

Known for its clear
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contemporary
examples

throughout, The
History and Theory
of Rhetoric
emphasizes the

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relevance of
rhetoric to today's
students.

Aristotle To

Philostratus

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Central to

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the enthymeme is

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syllogism.

Suppressing a

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audience already

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knows, this

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relies on the

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the missing

information,

thereby making the

argument more

persuasive. James

Fredal argues that

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enthymeme is

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wrong. Presenting

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Aristotle and

classic texts of

Attic oratory,

Fredal shows that

the standard

reading of

Aristotle's

enthymeme is

inaccurate—and

that Aristotle

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himself distorts

Aristotle To

what enthymemes

Philostratus

are and how they

Penguin Classics

work. From close

analysis of the

Rhetoric, Topics,

and Analytics,

Fredal finds that

Aristotle's

enthymeme is, in

fact, not syllogistic

and is different

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Rhetoric From

from the

Aristotle To

enthymeme as it

was used by Attic

Philostratus
Penguin Classics

orators such as

Lysias and Isaeus.

Fredal argues that

the enthymeme, as

it was originally

understood and

used, is a

technique of

storytelling,

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Rhetoric From

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

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Rhetoric From

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

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Rhetoric From

Aristotle To

Philostratus

Penguin Classics

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

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communications

Aristotle To

studies, classical

Philostratus

studies, and

Penguin Classics

classical

philosophy.

Traditionally,

Homer's epics

have been the

domain of scholars

and students

interested in

ancient Greek

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poetry, and

Aristotle To

Philostratus

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has been the

domain of those

interested in

ancient rhetoric.

Rachel Ahern

Knudsen believes

that this academic

distinction

between poetry

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Rhetoric From

and rhetoric should
be challenged.

Aristotle To
Philostratus
Penguin Classics
Based on a close
analysis of

persuasive

speeches in the

Iliad, Knudsen

argues that

Homeric poetry

displays a

systematic and

technical concept

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Rhetoric From

Aristotle To

Philostratus

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of rhetoric and that many Iliadic speakers in fact employ the rhetorical techniques put forward by Aristotle. Rhetoric, in its earliest formulation in ancient Greece, was conceived as

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Rhetoric From

the power to
change a listener's
actions or attitudes
through

words—particularly
through persuasive
techniques and
argumentation.

Rhetoric was thus
a “technical”
discipline in the
ancient Greek

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Rhetoric From

world, a craft

(technê) that was

rule-governed,

learned, and

taught. This

technical

understanding of

rhetoric can be

traced back to the

works of Plato and

Aristotle, which

provide the earliest

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Rhetoric From

formal

Aristotle To
explanations of

Philostratus
Penguin Classics
rhetoric. But do

such explanations

constitute the true

origins of rhetoric

as an identifiable,

systematic

practice? If not,

where does a

technique-driven

rhetoric first

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Rhetoric From

appear in literary
Aristotle To
and social history?

Perhaps the

answer is in
Philostratus
Penguin Classics

Homeric epics.

Homeric Speech
and the Origins of
Rhetoric

demonstrates a
remarkable
congruence
between the

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Rhetoric From

rhetorical

Aristotle To

techniques used

Philostratus

by Iliadic speakers

Penguin Classics

and those

collected in

Aristotle's seminal

treatise on

rhetoric.

Knudsen's claim

has implications

for the fields of

both Homeric

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Rhetoric From

poetry and the

Aristotle To

history of rhetoric.

Philostratus

In the former field,

Penguin Classics
it refines and

extends previous

scholarship on

direct speech in

Homer by

identifying a new

dimension within

Homeric

speech—namely,

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Rhetoric From

Aristotle To

Philostratus

Penguin Classics

the consistent deployment of well-defined rhetorical arguments and techniques. In the latter field, it challenges the traditional account of the development of rhetoric, probing the boundaries

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Rhetoric From

that currently
demarkate its
origins, history,
and relationship to
poetry.

Rhetoric Aristotle

Translated by W.

Rhys Roberts

Aristotle's Rhetoric

is an ancient

Greek treatise on

the art of

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Rhetoric From

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

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Rhetoric From

basics of the
system of rhetoric

Aristotle To

Philostratus
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that "thereafter
served as its

touchstone",

influencing the

development of

rhetorical theory

from ancient

through modern

times. The

Rhetoric is

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Rhetoric From

Aristotle To

Philostratus

Penguin Classics

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

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Rhetoric From

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

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Rhetoric From

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

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Rhetoric From

Aristotle To

Philostratus

Penguin Classics

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

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Rhetoric From

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

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Rhetoric From

immoral,
dangerous, and
unworthy of
serious study.

Aristotle To

Philostratus

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Plato's final
dialogue on
rhetoric, the
Phaedrus (ca.370
BC), offered a
more moderate
view of rhetoric,
acknowledging its

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Rhetoric From

Aristotle To

Philostratus

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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

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Rhetoric From

positive starting

point for the

development of

rhetoric as an art

worthy of

systematic,

scientific study.

Rhetoric

Reclaimed

The Art Of

Rhetoric

A Lost Heritage

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Rhetoric From

The Art of Rhetoric

Aristotle To

in the Roman

Philostratus

World

Penguin Classics

From Aristotle to

Philostratus