

Contents

<i>Acknowledgments</i>	xii
Introduction	1
Part I: Classical Greek Rhetoric	7
1 Introduction to Greek Rhetoric	9
2 Female Voices	37
3 The Sophists	51
4 Plato on Philosophy and Rhetoric	108
5 Aristotle and the Systemization of Rhetoric	222
Part II: Classical Roman Rhetoric	271
6 Introduction to Roman Rhetoric and Oratory	273
7 Cicero and the Latinization of Greek Rhetoric	316
8 Horace and the Revival of Poetry	376
9 Quintilian the Educator	392
10 The End of the Classical Period: Libanius and Augustine	416
<i>References</i>	<i>527</i>
<i>Sources</i>	<i>536</i>
<i>Index</i>	<i>539</i>

Plates appear between pp. 276 and 277

Detailed Contents

<i>Acknowledgments</i>	xii
Introduction	1
Part I: Greek Rhetoric	2
Part II: Roman Rhetoric	3
Writing about History	4
A Note on Translations	5
Part I: Classical Greek Rhetoric	7
1 Introduction to Greek Rhetoric	9
The Origins of Rhetoric	9
Plato and the origin of rhetoric	10
Slavery, freedom, and democratization	11
Precursors of Rhetoric	13
Women and poetry	14
Literacy and <i>Paideia</i>	15
The Milesians	17
The Athenian Legal System	18
The Sophists	19
Charges of immorality	21
The role of <i>technai</i>	22
The Sophists and <i>aretê</i>	24
In search of civic virtue	26
War	29
Civil war: The crucible of rhetorical theory	30
Plato on Rhetoric	32
The emphasis on justice	32
Aristotle	34
The Stage Is Set	36
2 Female Voices	37
Women and Rhetoric in Ancient Greece	37
Introduction to Enheduanna (c. 2300 BC)	39
[R1] Excerpt from “The Second Poem – Lady of the Largest Heart”	40
[R2] Excerpt from “The Third Poem – The Exaltation of Inanna”	42
Introduction to Sappho (c. 610–570 BC)	44
[R3] “With His Venom”	46
[R4–7] “That Afternoon,” “We Heard Them Chanting,” “It’s No Use,” “Sleep, Darling”	47

[R8–10] “I Have Had Not One Word,” “Afraid,” “He Seems to Me”	48
[R11–R12] “A Host of Horsemen,” “To Aphrodite”	49
Study Questions	50
Writing Topics	50
Further Reading	50
3 The Sophists	51
Introduction to Protagoras (c. 490–420 BC)	51
Fragment 1: <i>Man is the Measure</i>	51
[R13] Fragment 1, <i>Man is the Measure</i>	53
Fragment 2: <i>On the Gods</i>	53
[R14] Fragment 2, <i>On the Gods</i>	53
Fragment 3: <i>Dissoi Logoi</i>	54
[R15] Fragment 3, <i>Dissoi Logoi</i>	54
Fragment 4: <i>Making the Worse Appear the Better</i>	54
[R16] Fragment 4, <i>Making the Worse Appear the Better</i>	55
Study Questions	55
Writing Topics	55
Further Reading	56
Introduction to Gorgias (c. 483–378 BC)	56
<i>Kairos</i>	57
Fragment 1	57
[R17] Fragment 1, <i>On the Nonexistent</i>	59
<i>The Defense of Palamedes</i>	59
[R18] <i>The Defense of Palamedes</i>	59
<i>The Encomium of Helen</i>	63
[R19] <i>The Encomium of Helen</i>	64
Study Questions	67
Writing Topics	67
Further Reading	67
Introduction to Antiphon (c. 479–411 BC)	67
<i>On Truth</i>	69
[R20] <i>On Truth</i>	70
<i>On the Revolution</i>	72
[R21] <i>On the Revolution</i>	73
Study Questions	74
Writing Topics	74
Further Reading	74
Introduction to Isocrates (c. 436–338 BC)	75
<i>Against the Sophists</i>	78
[R22] <i>Against the Sophists</i>	79
<i>Antidosis</i>	81
[R23] <i>Antidosis</i> (excerpt)	82
Study Questions	92
Writing Topics	93
Further Reading	93
Introduction to Demosthenes (c. 384–322 BC)	93
<i>On the Treaty with Alexander</i>	96
[R24] <i>On the Treaty with Alexander</i>	97

<i>On the Crown</i>	100
[R25] <i>On the Crown</i> (excerpt)	101
Study Questions	106
Writing Topics	106
Further Reading	107
4 Plato on Philosophy and Rhetoric	108
Introduction to Plato (c. 427–347 BC)	108
Plato's philosophy	108
Plato and the Sophists	109
Plato's new paradigm	111
<i>Protagoras</i>	114
[R26] <i>Protagoras</i>	115
<i>Gorgias</i>	142
[R27] <i>Gorgias</i>	145
<i>Phaedrus</i>	190
[R28] <i>Phaedrus</i>	192
Study Questions	220
Writing Topics	221
Further Reading	221
5 Aristotle and the Systemization of Rhetoric	222
Introduction to Aristotle (c. 384–322 BC)	222
Aristotle's philosophy	223
Rhetoric and society	225
The enthymeme and rhetorical proofs	227
Syllogism	228
Enthymeme	228
[R29] <i>The Art of Rhetoric</i> (excerpt)	229
<i>Poetics (The Art of Poetry)</i>	255
[R30] <i>The Art of Poetry</i> (excerpt)	258
Study Questions	269
Writing Topics	270
Further Reading	270
Part II: Classical Roman Rhetoric	271
6 Introduction to Roman Rhetoric and Oratory	273
Class Structure and Government	273
Patronage	276
The argument for democracy	276
Revolution and Rhetoric	279
The Gracchi: Revolution begins	280
Gaius Marius and Cornelius Sulla	282
Julius Caesar	283
The Catiline Conspiracy	284
Crossing the Rubicon: <i>Vae Victus</i>	286
Some Characteristics of Republican Rhetoric and Oratory	288
The Latinization of rhetoric	291
Deliberative rhetoric	293
Forensic rhetoric	295

Rhetorical proofs	296
Roman Women	297
The Empire	299
The appeal of philosophy	299
Christianity	303
The state religion	305
Rhetoric and Oratory in the Empire	307
Declamation and epideixis	309
The Second Sophistic	310
<i>Letteraturizzazione</i> and Christian rhetoric	313
Biblical exegesis and rhetorical proofs	315
7 Cicero and the Latinization of Greek Rhetoric	316
Introduction to Cicero (c. 106–43 BC)	316
<i>De Inventione</i>	319
[R31] <i>De Inventione (On Invention)</i> (excerpt)	321
<i>De Oratore</i>	324
[R32] <i>De Oratore</i> (Outline)	326
[R33] <i>De Oratore (On the Ideal Orator)</i> (excerpt)	332
<i>Pro Milone</i>	364
[R34] <i>Pro Milone (For Milo)</i> (excerpt)	366
Study Questions	374
Writing Topics	375
Further Reading	375
8 Horace and the Revival of Poetry	376
Introduction to Horace (c. 65–8 BC)	376
<i>Ars Poetica</i>	378
Dating <i>Ars Poetica</i>	378
The Pisones	378
Epistle or treatise?	380
The question of organization	380
<i>Ars Poetica</i> and rhetoric	381
<i>Ars</i> and <i>technê</i>	384
<i>Ars Poetica</i> as a display piece	385
[R35] <i>Ars Poetica (The Art of Poetry)</i> (excerpt)	387
Study Questions	390
Writing Topics	390
Further Reading	391
9 Quintilian the Educator	392
Introduction to Quintilian (c. 35–95 AD)	392
<i>Institutio Oratoria (The Orator's Education)</i>	396
Quintilian's rhetorical theory	397
Book I	401
[R36] Book I (excerpt)	402
Book II	408
[R37] Book II (excerpt)	409
Study Questions	415
Writing Topics	415
Further Reading	415

10 The End of the Classical Period: Libanius and Augustine	416
The Fourth Century	416
The Fifth Century	418
Introduction to Libanius (314–394 AD)	419
Libanius the rhetorician	421
Declamations and orations	423
Letter writing	424
Declamations	425
[R38] <i>The Silence of Socrates</i>	426
Orations	430
[R39] <i>Autobiography</i> (excerpt)	431
<i>Oration 18: Funeral Oration over Julian</i>	436
[R40] <i>Oration 18: Funeral Oration over Julian</i> (excerpt)	437
<i>Oration 30: To Emperor Theodosius, for the Temples</i>	442
[R41] <i>Oration 30: To Emperor Theodosius, for the Temples</i>	443
Letters	446
[R42] <i>Letters 6, 8, & 3</i>	446
Introduction to Augustine (c. 354–430 AD)	449
Augustine's early life	451
Ambrose and Neoplatonism	453
Conversion and baptism	454
Augustine and allegoresis	455
Augustine and rhetoric	459
<i>Confessions</i>	460
[R43] <i>Confessiones (Confessions)</i> (excerpt)	462
<i>De Doctrina Christiana</i>	493
[R44] <i>De Doctrina Christiana (On Christian Doctrine)</i> (excerpt)	495
Sermons	517
[R45] <i>Our Lord's Sermon on the Mount</i> (excerpt)	517
[R46] <i>Sermon 95</i>	521
Study Questions	525
Writing Topics	525
Further Reading	526
<i>References</i>	527
<i>Sources</i>	536
<i>Index</i>	539

Plates appear between pp. 276 and 277