Detailed Contents

Acknowledgments 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 Paideia 15
  The Milesians 17
  The Athenian Legal System 18
  The Sophists 19
  Charges of immorality 21
  The role of technai 22
  The Sophists and aretê 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: Man is the Measure 51
   [R13] Fragment 1, Man is the Measure 53
   Fragment 2: On the Gods 53
   [R14] Fragment 2, On the Gods 53
   Fragment 3: Dissoi Logoi 54
   [R15] Fragment 3, Dissoi Logoi 54
   Fragment 4: Making the Worse Appear the Better 54
   [R16] Fragment 4, Making the Worse Appear the Better 55
Study Questions 55
Writing Topics 55
Further Reading 56

Introduction to Gorgias (c. 483–378 bc) 56
   Kairos 57
   Fragment 1 57
   [R17] Fragment 1, On the Nonexistent 59
   The Defense of Palamedes 59
   [R18] The Defense of Palamedes 59
   The Encomium of Helen 63
   [R19] The Encomium of Helen 64
Study Questions 67
Writing Topics 67
Further Reading 67

Introduction to Antiphon (c. 479–411 bc) 67
   On Truth 69
   [R20] On Truth 70
   On the Revolution 72
   [R21] On the Revolution 73
Study Questions 74
Writing Topics 74
Further Reading 74

Introduction to Isocrates (c. 436–338 bc) 75
   Against the Sophists 78
   [R22] Against the Sophists 79
   Antidosis 81
   [R23] Antidosis (excerpt) 82
Study Questions 92
Writing Topics 93
Further Reading 93

Introduction to Demosthenes (c. 384–322 bc) 93
   On the Treaty with Alexander 96
   [R24] On the Treaty with Alexander 97
4 Plato on Philosophy and Rhetoric
- Introduction to Plato (c. 427–347 BC)
  - Plato’s philosophy
  - Plato and the Sophists
  - Plato’s new paradigm
  - Protagoras
  - Gorgias
  - Gorgias
  - Phaedrus
  - Phaedrus

5 Aristotle and the Systemization of Rhetoric
- Introduction to Aristotle (c. 384–322 BC)
  - Aristotle’s philosophy
  - Rhetoric and society
  - The enthymeme and rhetorical proofs
  - Syllogism
  - Enthymeme
  - The Art of Rhetoric (excerpt)
  - Poetics (The Art of Poetry)
  - Poetics (The Art of Poetry) (excerpt)

Part II: Classical Roman Rhetoric
6 Introduction to Roman Rhetoric and Oratory
- Class Structure and Government
  - Patronage
  - The argument for democracy
- Revolution and Rhetoric
  - The Gracchi: Revolution begins
  - Gaius Marius and Cornelius Sulla
  - Julius Caesar
  - The Catiline Conspiracy
  - Crossing the Rubicon: Vae Victus
- Some Characteristics of Republican Rhetoric and Oratory
  - The Latinization of rhetoric
  - Deliberative rhetoric
  - Forensic rhetoric
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
  Letteraturizzazione 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
    De Inventione 319
    [R31] De Inventione (On Invention) (excerpt) 321
    De Oratore 324
    [R32] De Oratore (Outline) 326
    [R33] De Oratore (On the Ideal Orator) (excerpt) 332
    Pro Milone 364
    [R34] Pro Milone (For Milo) (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
    Ars Poetica 378
      Dating Ars Poetica 378
      The Pisones 378
      Epistle or treatise? 380
        The question of organization 380
        Ars Poetica and rhetoric 381
      Ars and technê 384
      Ars Poetica as a display piece 385
        [R35] Ars Poetica (The Art of Poetry) (excerpt) 387
Study Questions 390
Writing Topics 390
Further Reading 391
9 Quintilian the Educator 392
  Introduction to Quintilian (c. 35–95 AD) 392
    Institutio Oratoria (The Orator’s Education) 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] The Silence of Socrates 426
Orations 430
[R39] Autobiography (excerpt) 431
Oration 18: Funeral Oration over Julian 436
[R40] Oration 18: Funeral Oration over Julian (excerpt) 437
Oration 30: To Emperor Theodosius, for the Temples 442
[R41] Oration 30: To Emperor Theodosius, for the Temples 443
Letters 446
[R42] Letters 6, 8, & 3 446
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
Confessions 460
[R43] Confessiones (Confessions) (excerpt) 462
De Doctrina Christiana 493
[R44] De Doctrina Christiana (On Christian Doctrine) (excerpt) 495
Sermons 517
[R45] Our Lord’s Sermon on the Mount (excerpt) 517
[R46] Sermon 95 521
Study Questions 525
Writing Topics 525
Further Reading 526

References 527
Sources 536
Index 539

Plates appear between pp. 276 and 277