

Classical Rhetoric For The Modern Student

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.

The Elements of Rhetoric offers a concise, comprehensive course in the rules for making your point stick. With copious examples from such masters of language as Cicero, Augustine, Shakespeare, Erasmus, Lincoln, Dickens, Newman, Chesterton, and Lewis, you will discover the 26 rules of persuasion and learn to apply them. Among the Elements you'll find: --The three modes of persuasion --How to structure an academic essay --How to spot and avoid logical fallacies --How to compose with literary figures --Practical tips for improving speed in composition --A Study Guide with exercises This is the essential guide to persuasive writing and speaking, in the tradition of Strunk and White's The Elements of Style. "Ryan Topping has produced a guide accessible and useful to those of all ages and experience levels, in the classroom, the political setting, and the pulpit."--Joseph R. Wood, Institute of World Politics "This is a splendid introduction to what you need to know to communicate wisely and well."--Quentin Schultze, Calvin College, author of An Essential Guide to Public Speaking "The Elements of Rhetoric is that rarest of rhetorical treats: a playfully serious and seriously playful summa of the art of communication--classical education at its very best!"--Raymond F. Hain, Providence College "Leading by example, Topping delivers a handy guide for all of us who rely on the art of persuasion. The Elements of Rhetoric is a gem."--Daniel B. Coupland, Hillsdale College, co-author of Well-Ordered Language: The Curious Child's

Guide to Grammar "This is the book I have sought for 35 years. For those like me, for whom public speaking and writing is their stock-in-trade, this book is a must-have daily companion."--Michael C. Gilleran, Business & IP Trial Lawyer & Partner, Burns & Levinson, LLP, Boston, MA "This versatile guide can supplement course material from any discipline in order to help students polish presentations and essays."--ANN MARIE KLEIN, Department of Catholic Studies, University of St. Thomas, MN Ryan N.S. Topping earned a doctorate in Theology from The University of Oxford and is a Fellow of Thomas More College of the Liberal Arts. He has published several books on education and Christian culture.

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.

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.

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

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.

Continuing its tradition of providing students with a thorough review of ancient Greek and Roman rhetorical theory and practices, A Synoptic History of Classical Rhetoric is the premier text for undergraduate courses and graduate seminars in the history of rhetoric. Offering vivid examples of each classical rhetor, rhetorical period, and source text, students are led to understand rhetoric's role in the exchange of knowledge and ideas. Completely updated throughout, Part I of this new edition integrates new research and expanded footnotes and bibliographies for students to develop their own scholarship. Part II offers eight classical texts for reading, study, and criticism, and includes discussion questions and keys to the text in Part I.

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.

Since antiquity, philosophy and rhetoric have traditionally been cast as rivals, with the former often lauded as a search for logical truth and the latter usually disparaged as empty speech. But in this erudite intellectual history, Nancy S. Struever stakes out a claim for rhetoric as the

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more productive form of inquiry. Struever views rhetoric through the lens of modality, arguing that rhetoric's guiding interest in what is possible - - as opposed to philosophy's concern with what is necessary - - makes it an ideal tool for understanding politics. Innovative readings of Hobbes and Vico allow her to reexamine rhetoric's role in the history of modernity and to make fascinating connections between thinkers from the classical, early modern, and modern periods. From there she turns to Walter Benjamin, reclaiming him as an exemplar of modernist rhetoric and a central figure in the long history of the form. Persuasive and perceptive, *Rhetoric, Modality, Modernity* is a novel rewriting of the history of rhetoric and a heady examination of the motives, issues, and flaws of contemporary inquiry.

This book features contemporary critical and Marxist theories of resistance, domination, knowledge, and systems of ideological control. It offers a balanced discussion of classical and modern theories of rhetoric, as well as critical theory.

Widely used in advanced composition and writing courses, *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 use in yesterday's and today's writing. Presenting its subject in five parts, the text provides grounding in the elements and applications of classical rhetoric; the strategies and tactics of argumentation; the effective presentation and organization of discourses; the development of power, grace, and felicity in expression; and the history of rhetorical principles. Numerous examples of classic and contemporary rhetoric, from paragraphs to complete essays, appear throughout the book, many followed by detailed analyses. The fourth edition of *Classical Rhetoric for the Modern Student* features a new section on the *Progymnasmata* (classical composition exercises), a new analysis of a color advertisement in the Introduction, an updated survey of the history of rhetoric, and an updated section on "External Aids to Invention."

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.

Presents a collection of oratory including sermons, speeches, courtroom arguments, radio broadcasts, eulogies, and commencement addresses.

This volume provides an English translation of four Greek treatises written during the time of the Roman empire and attributed to Theon, Hermogenes, Aphthonius, and Nicolaus. Several of these works are translated here for the first time. Paperback edition available from the Society of Biblical Literature (www.sbl-site.org).

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.

In discussing the rise of public speaking in early Meiji society, he unveils the existence of crucial links between the study of rhetoric

and the social and literary events of the time, underscoring the key role played by oratory both as a tool for social modernization and as an effective platform for the reappraisal of the spoken language."--BOOK JACKET.

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.

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.

Offers new insights into the works of Machiavelli, Shakespeare and especially Hobbes by focusing on their use of rhetoric.

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.

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.

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Classical Rhetoric, the art of persuasion, formed the sum and substance of Shakespeare's education and was the basis of his understanding of the power of language and how it worked to move, delight and teach. Rhetoric, which seeks to explain the way that language works to influence others, provides a powerful, transformative tool for approaching text in performance. This book helps you understand the key concepts of rhetoric. It gives clear explanations, stripped of jargon, and examples of rhetorical technique in the plays. It also provides engaging, practical exercises to unlock character and to identify themes in the plays through the lens of rhetoric. Academically rigorous, based on more than a decade of practical experience in the use of rhetoric in drama at the highest level, it is an ideal companion for anyone engaging with Shakespeare in performance.

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.

Describes the most important individual contributions to the development of Renaissance rhetoric and analyzes the new ideas which Renaissance thinkers contributed to rhetorical theory.

Classical rhetorical techniques can enhance the persuasiveness of Supreme Court opinions by making their language clear, lively, and memorable. This book focuses on three techniques—"invention" (creation of arguments), "arrangement" (organization), and "style" (word choice)—in the work of Oliver Wendell Holmes, Jr., Robert Jackson, Hugo Black, William Brennan, and Antonin Scalia, respectively. The justices featured here contributed to the Court's rhetorical legacy in different ways, but all five rejected the magisterial opinion style of the eighteenth and nineteenth centuries in favor of a more personal and conversational format. As a result, their opinions have endured, and even modern readers who cannot recall the justices' names understand and embrace the ideas expressed in their legal writings and apply those ideas to current debates. Practicing lawyers, professors, and students can use this book to study legal writing techniques and make their own writing more persuasive.

This groundbreaking collection explores the important ways Jesuits have employed rhetoric, the ancient art of persuasion and the current art of communications, from the sixteenth century to the present. Much of the history of how Jesuit traditions contributed to the development of rhetorical theory and pedagogy has been lost, effaced, or dispersed. As a result, those interested in Jesuit education and higher education in the United States, as well as scholars and teachers of rhetoric, are often unaware of this living 450-year-old tradition. Written by highly regarded scholars of rhetoric, composition, education, philosophy, and history, many based at Jesuit colleges and universities, the essays in this volume explore the tradition of Jesuit rhetorical education—that is, constructing "a more usable past" and a viable future for eloquentia perfecta, the Jesuits' chief aim for the liberal arts. Intended to foster eloquence across the curriculum and into the world beyond, Jesuit rhetoric integrates intellectual rigor, broad knowledge, civic action, and spiritual discernment as the chief goals of the educational experience. Consummate scholars and rhetors, the early Jesuits employed all the intellectual and language arts as "contemplatives in action," preaching and undertaking missionary, educational, and charitable works in the world. The study, pedagogy, and practice of classical grammar and rhetoric, adapted to Christian humanism, naturally provided a central focus of this powerful educational system as part of the Jesuit commitment to the Ministries of the Word. This book traces the development of Jesuit rhetoric in Renaissance Europe, follows its expansion to the United States, and documents its reemergence on campuses and in scholarly discussions across America in the twenty-first century. *Traditions of Eloquence* provides a wellspring of insight into the past, present, and future of Jesuit rhetorical traditions. In a period of ongoing

reformulations and applications of Jesuit educational mission and identity, this collection of compelling essays helps provide historical context, a sense of continuity in current practice, and a platform for creating future curricula and pedagogy. Moreover it is a valuable resource for anyone interested in understanding a core aspect of the Jesuit educational heritage.

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.

The TRIVIUM consists of the three liberal arts pertaining to language. Grammar, logic, and rhetoric have been studied for over two thousand years as a way of refining both a speaker and their speech. With extra sections on euphonics, poetic meter and form, ethics, and proverbs, this unique compendium contains a wealth of rare information. If you've ever wanted to know more about the power of 'P', the hypnotic quality of anapestic tetrameter, or how to change the mood of a verb, then look no further. If you've ever needed to spot a red herring, wield a zeugma, or improve your ethos, then this is the book for you.

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.

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 examples of literature and by growing

their skills through imitation. Each exercise is intended to impart a skill (or tool) that can be employed in all kinds of writing and speaking. The exercises are arranged from simple to more complex. What's more, the exercises are cumulative, 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 1, 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.

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.

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

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.

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