

CONTENTS

<i>Author's Foreword</i>	ix
<i>Preface</i>	xvii
Chapter I <i>The Meaning of Criticism</i>	1
Chapter II <i>The Practice of Rhetorical Criticism</i>	10
Chapter III <i>Rhetoric and General Criticism</i>	36
Chapter IV <i>Aristotle and Rhetorical Criticism</i>	91
Chapter V <i>An Alternative Frame of Reference</i>	132
Chapter VI <i>The Genre of Argumentation</i>	148