

Preface xi

CHAPTER 1.

TRADITIONAL AND CONCEPTUAL RHETORIC 3

Homeric Rhetoric 9

The Conceptualization of Rhetoric 15

CHAPTER 2.

TECHNICAL RHETORIC 18

CHAPTER 3.

SOPHISTIC RHETORIC 25

Antiphon 26

Gorgias 29

Isocrates 31

Declamation 37

The Second Sophistic 37

CHAPTER 4.

PHILOSOPHICAL RHETORIC 41

*The Apology* 42

*Plato's Gorgias* 45

*The Phaedrus* 52

Aristotle 60

Dialectical and Rhetorical Topics 82

CHAPTER 5.

TECHNICAL RHETORIC IN

THE ROMAN PERIOD 86

Theophrastus and Demetrius 87

CONTENTS

Hermagoras 88  
The Quarrel between Rhetoric and Philosophy 89  
    Cicero 90  
    *De Inventione* 90  
The *Rhetorica ad Herennium* 96  
    The Duties of an Orator 100  
    Quintilian 100  
    Declamation 103  
    Hermogenes 103  
*Rhetores Latini Minores* 105  
    Donatus 105

CHAPTER 6.

LITERARY RHETORIC 108  
Factors Encouraging *Letteraturizzazione* 110  
Manifestations of Literary Rhetoric 112  
    The Arts of Rhetoric and Poetry 114  
    Imitation 116

CHAPTER 7.

JUDEO-CHRISTIAN RHETORIC 120  
    Old Testament Rhetoric 120  
    New Testament Rhetoric 125  
        The Apostles 129  
Rhetoric in the Early Church 132  
    The Apologists 133  
    Polemicists 135  
    Preaching 135  
    Origen 138  
Gregory Thaumaturgus 140  
    Eusebius 141  
Gregory of Nazianzus 143  
    John Chrysostom 145  
    The Latin Fathers 146  
    Lactantius 148  
    Augustine 149

CHAPTER 8.

GREEK RHETORIC IN THE MIDDLE AGES 161  
    Grammar Schools 163  
    Rhetorical Schools 164  
    Advanced Education 167  
    Attic Greek 169  
Functions of Rhetoric in Byzantium 169

CONTENTS

CHAPTER 9.

LATIN RHETORIC IN THE MIDDLE AGES 173  
Martianus Capella 175  
Cassiodorus 177  
Boethius 178  
Early Medieval Preaching 179  
Isidore 180  
The Role of Rhetoric in the Early Middle Ages 180  
Bede 181  
Alcuin 182  
Hrabanus Maurus 184  
Rhetoric in Medieval Italy 184  
Dictamen 185  
Rhetoric in French Cathedral Schools 187  
Rhetoric in Medieval Universities 189  
Late Medieval Preaching 190

CHAPTER 10.

CLASSICAL RHETORIC IN  
THE RENAISSANCE 195  
The Humanists 196  
George Trebizond 199  
Erasmus 205  
Rhetoric and Dialectic 207  
Rudolph Agricola 208  
Peter Ramus 210  
Ciceronian and Baroque Prose 213  
Francis Bacon 215

CHAPTER 11.

NEOCLASSICAL RHETORIC 220  
Fénelon 222  
Boileau 226  
John Locke 227  
John Ward 228  
The Elocutionary Movement 228  
John Lawson 229  
David Hume 230  
Edmund Burke 231  
George Campbell 232  
Hugh Blair 234  
The Decline of Neoclassical Rhetoric 240

CONTENTS

CONCLUSION:  
A DIALOGUE OF ORATORS 242

NOTES 247

BIBLIOGRAPHY 269

INDEX 279