

# CONTENTS

PREFACE: UNFINISHED BUSINESS.....	vii
INTRODUCTION.....	1
The programme.....	9
Interpreting (and) theory.....	13
CHAPTER 1: RHETORIC AS A THEORY OF LITERATURE... 23	
Rhetoric of persuasion, rhetoric of figure.....	27
<i>Renversement du platonisme</i> .....	34
The rhetoric of unreadability .....	44
The values of Pindar .....	54
CHAPTER 2: STUDIES.....	60
The rhetoric of the mask.....	61
<i>Die Erkenntnis des Erkannten</i> .....	72
<i>Species naturae</i> .....	94
The praise of genre .....	104
Deep structures.....	110
New histories.....	115
CHAPTER 3: THE RHETORIC OF MEANING.....	121
CHAPTER 4: UNITY.....	144
Philology and metaphysics .....	154
The parergon, the fold.....	167
CHAPTER 5: THE SUBJECT .....	187
The pit and the subject .....	191
Rhetoric breaks (off) .....	208
The subject of writing.....	217
CONCLUSIONS .....	234
BIBLIOGRAPHY .....	239
INDEX .....	261