CONTENTS

Preface	ix
I. THE NEW CREDULITY AND THE NEW RHETORIC	3
1. "Now Don't Try to Reason with Me!":	
Rhetoric Today, Left, Right, and Center	5
2. The Rhetorical Stance	25
3. The Revival of Rhetoric	35
4. Censorship and the Values of Fiction	47
5. The Uncritical American: or, Nobody's	
from Missouri Any More	63
II. Of the Rational Persuasion	79
6. Knowledge and Opinion	81
7. The Ontological Proof	93
8. How Not to Use Aristotle: The Poetics	103
9. How to Use Aristotle	117
10. Pluralism and Its Rivals	131
11. The Rhetoric of Fiction and the	
Poetics of Fictions	151
III. THE LAST TRUE CHURCH	173
12. The College as Church: or,	
Screwtape Revived	175
	vii

viii Contents

13. Mr. Gradgrind, 1965	187
14. The Luxury of Liberal Learning	197
15. Reason and Emotion in Education	209
16. The University and Public Issues	217
17. The Compleat Equivocator: or, How	
the Dean Entered with Unqualified Sym-	
pathy into Many Different and Utterly	
Contradictory Intellectual Positions and	
Emerged Smelling Like a Rose	225
18. The Power to Be a University	243
IV. Ironies and the New Science of Ironology	265
19. Farkism and Hyperyorkism	267
20. Thomas Mann and Eighteenth-Century	
Comic Fiction	273
21. Dawn, Delight, Dew, Dove	287
22. The Art of Sinking in Prose,	
by Professor John R. Buthnot, Ph.D.	295
23. Einstein, Elevators, The Fourth	
Dimension, and the Döppler Effect: A	
Humanities Professor Who Keeps up on	
Things Lectures on Recent Develop-	
ments in Space	313
24. Lady Chatterley's Lover	
and the Tachistoscope	319
25. The First Full Professor of Ironology	
in the World	327
26. Rafferty on Rafferty: A Review of Max	
Rafferty on Education	335
V. Last Days	343
27. The Golden Rule Revisited: A Sermon	
to One Hundred and Twenty-Two Sinful	
Seniors Being Graduated into a Sinful	
Society	349
28. The Worst Thing That Can Happen	
to a Man	36
29. The Author of the Single Standard	37