

GREEK RHETORIC BEFORE ARISTOTLE 2E

RICHARD LEO ENOS

Lauer Series in Rhetoric and Composition

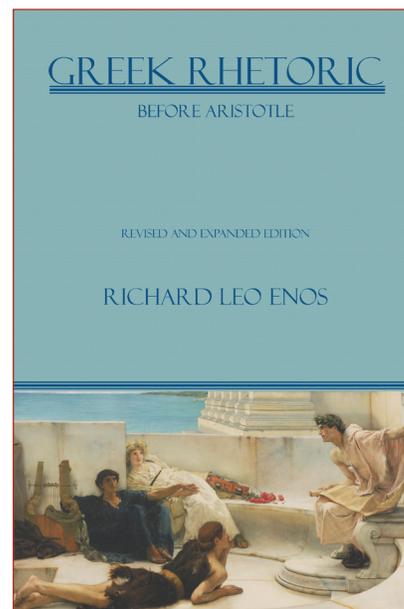
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Information and Pricing

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Recent archaeological discoveries, coupled with long-lost but now available epigraphical evidence, and a more expansive view of literary sources, provide new and dramatic evidence of the emergence of rhetoric in ancient Greece. Many of these artifacts, gathered through onsite fieldwork in Greece, are analyzed in this revised and expanded edition of *GREEK RHETORIC BEFORE ARISTOTLE*. This new evidence, along with recent developments in research methods and analysis, reveal clearly that long before Aristotle's *Rhetoric*, long before rhetoric was even stabilized into formal systems of study in Classical Athens, nascent, pre-disciplinary "rhetorics" were emerging throughout Greece. These newly acquired resources and research procedures demonstrate that oral and literate rhetoric emerged not only because of intellectual developments and the refinement of technologies that facilitated communication but also because of social, political and cultural forces that nurtured rhetoric's growth and popularity throughout the Hellenic world. *GREEK RHETORIC BEFORE ARISTOTLE* offers insights into the mentalities forming and driving expression, revealing, in turn, a great deal more about the relationship of thought and expression in Antiquity. A more expansive understanding of these pre-disciplinary manifestations of rhetoric, in all of their varied forms, enriches the history and the nature of classical rhetoric as a formalized discipline.

Richard Leo Enos is Professor and holder of the Lillian Radford Chair of Rhetoric and Composition at Texas Christian University. His research concentration is in classical rhetoric with an emphasis in the relationship between oral and written discourse. He received the RSA George E. Yoos Award Distinguished Service and was inducted as an RSA Fellow in 2006. He is the founding editor of *Advances in the History of Rhetoric* and the editor (with David E. Beard) of *Advances in the History of Rhetoric: The First Six Years* (2007, Parlor Press). He is also the author of *Roman Rhetoric: Revolution and the Greek Influence*, Revised and Expanded Edition (2008, Parlor Press).



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