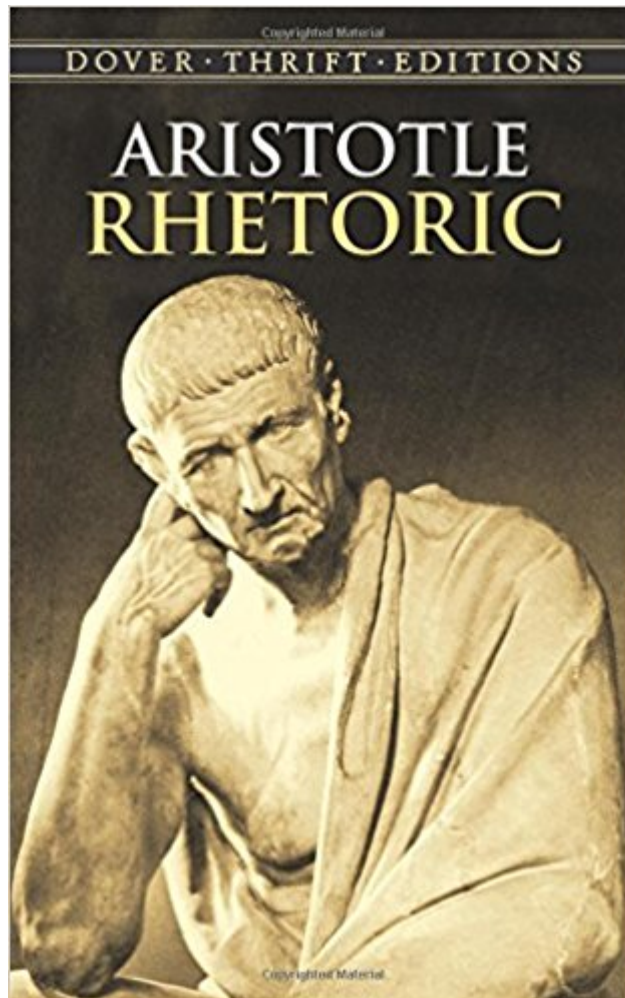




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One of the seminal works of Western philosophy, Aristotle's Rhetoric vastly influenced all subsequent thought on the subject — philosophical, political, and literary. Focusing on the use of language as both a vehicle and a tool to shape persuasive argument, Aristotle delineates with remarkable insight both practical and aesthetic elements and their proper combination in an effective presentation, oral or written. He also emphasizes the role of language in achieving precision and clarity of thought. The ancients regarded rhetoric as the crowning intellectual discipline — the synthesis of logical principles and other knowledge attained from years of schooling. Modern readers will find considerable relevance in Aristotelian rhetoric and its focus on developing persuasive tools of argumentation. Aristotle's examinations of how to compose and interpret speeches offer significant insights into the language and style of contemporary communications, from advertisements to news reports and other media.

Book Information

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Customer Reviews

As a rapper, this book has been a great benefit to me. You would never expect the teachings of Rhetoric would help someone expand musically but with an art form like hip hop completely based on swaying the thoughts and ideas of the listener this has certainly been a help. I'm writing better lyrics with my smoother transitions thanks to this.

This book is a major book in the field of rhetoric. This translation is a great example of good

translation. Get this book if even only to better understand ethos, pathos, and logos. It is greatly helping me in understanding mental health. This is because of Aristotle's insights on pathos (emotions).

Aristotle was a truly forward thinker. His ideas on rhetoric can still be seen throughout the arguments of today. I truly feel that anyone interested in philosophy/rhetoric should read this man's work.

Awesome read, of course! I read it in college and decided to order and read it again to brush up; especially since the price was just awesome. I'm in no way disappointed. Books arrive promptly and on time.

I would have given this book a 5 star except for the layout. It is kind of hard to read as there are no paragraph breaks. But I bought this book for the info.

He invented everything 2000 ago, most of what you find in the subject is only repetition or new updates.

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