

PROTAGORAS AND LOGOS

A Study in Greek Philosophy and Rhetoric

Second Edition

Edward Schiappa



University of South Carolina Press

CONTENTS

Preface to the Second Edition	x
Preface to the First Edition	xii
Acknowledgments	xiii
Translations and Abbreviations	xv
Part I	
PROLEGOMENON TO THE STUDY OF EARLY GREEK RHETORICAL THEORY	1
CHAPTER 1	Why a Study of Protagoras? 3
	Defining “Sophist” 3
	Protagoras’ Significance 12
CHAPTER 2	Interpreting Ancient Fragments 20
	Problems Facing the Modern Interpreter 21
	Literacy and Greek Philosophy 24
	Four Hermeneutic Principles 32
CHAPTER 3	The “Invention” of Rhetoric 39
	Did Plato Coin <i>Rhêtorikê</i> ? 40
	The “Invention” Myths Reconsidered 49
	Sophistic Teaching Reconsidered 54
CHAPTER 4	Toward an Understanding of Sophistic Theories of Rhetoric 64
	Historical Reconstruction and Contemporary Appropriation 64
	Poulakos’ Sophistic Definition of Rhetoric 69
	Toward Individualistic Studies of the Sophists 77

Part II	ANALYSIS OF THE MAJOR FRAGMENTS OF PROTAGORAS	87
CHAPTER 5	The Two-<i>Logoi</i> Fragment	89
	The Subjective and Heraclitean Interpretations	90
	The Advancement of Heraclitean Thought	95
	Translation and Interpretation	98
CHAPTER 6	The “Stronger and Weaker” <i>Logoi</i> Fragment	103
	The Pejorative Interpretation	104
	The Positive Interpretation	107
	The Evidence of Aristophanes’ <i>Clouds</i>	110
	Protagoras’ Influence on Plato and Aristotle	113
CHAPTER 7	The “Human-Measure” Fragment	117
	Reconsidering the Standard Translation	118
	The Fragment as a Response to Parmenides	121
	A Defense of Relativity	126
CHAPTER 8	The “Impossible to Contradict” Fragment	134
	Competing Interpretations of <i>Ouk Estin Antilegein</i>	134
	Positive Contributions of <i>Ouk Estin Antilegein</i>	138
CHAPTER 9	The “Concerning the Gods” Fragment	141
	Agnosticism or Anthropology?	143
	Two More Protagorean Fragments	149
Part III	PROTAGORAS AND EARLY GREEK PHILOSOPHY AND RHETORIC	155
CHAPTER 10	Protagoras and Fifth-Century Education	157
	The Mythic-Poetic Tradition	157
	Providing a <i>Logos of Logos</i>	162
	Protagoras and Civic <i>Aretê</i>	168
CHAPTER 11	Protagoras, <i>Logos</i>, and the <i>Polis</i>	175
	Protagoras and Periclean Democracy	176
	Protagoras’ Vision of the <i>Polis</i>	180
CHAPTER 12	Protagoras “versus” Plato and Aristotle	190
	The Refutation of Protagoras	190
	Rejection or Assimilation?	193

CHAPTER 13	Protagoras' Legacy to Rhetorical Theory	197
	Summary of Contributions	198
	Conclusion	200
	Afterword	205
	Rhetorical Salience and Role of Theory	206
	Plato, <i>Rhêtorikê</i> , and the Sophists	212
Appendix A:	Chronology of Protagoras' Life	217
Appendix B:	Data from the <i>TLG</i> Search for ῥητορικ	219
Appendix C:	Three Spurious Attributions	226
Bibliography		230
Index		247