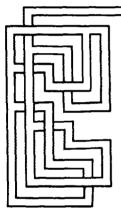
# A NEW HISTORY OF CLASSICAL RHETORIC



.

## GEORGE A. KENNEDY

AN EXTENSIVE REVISION AND ABRIDGMENT OF

The Art of Persuasion in Greece

The Art of Rhetoric in the Roman World

AND

Greek Rhetoric under Christian Emperors

WITH ADDITIONAL DISCUSSION OF LATE LATIN RHETORIC

## PRINCETON UNIVERSITY PRESS PRINCETON, NEW JERSEY

## Contents

Latin Rhetoricians

Preface	xi
CHAPTER ONE	
Introduction: The Nature of Rhetoric	3
CHAPTER TWO	
Persuasion in Greek Literature before 400 B.C.	11
CHAPTER THREE	
Greek Rhetorical Theory from Corax to Aristotle	30
Plato's Gorgias	35
Plato's Phaedrus	39
Isocrates	43
The Rhetoric for Alexander	<del>4</del> 9
Aristotle	51
CHAPTER FOUR	
The Attic Orators	64
Lysias	65
Demosthenes	68
CHAPTER FIVE	
Hellenistic Rhetoric	81
Theophrastus	84
Later Peripatetics	87
Demetrius, On Style	88
The Stoics	90
The Academics	93
The Epicureans	93
Asianism	95
Hermagoras and Stasis Theory	97
CHAPTER SIX	
Early Roman Rhetoric	102
Cato the Elder	106
Roman Orators of the Late Second and Early First Centuries B.C.	111

vii

115

## CONTENTS

Cicero's On Invention	117
The Rhetoric for Herennius	121
CHAPTER SEVEN	
Сісего	128
Cicero's Orations in the Years from 81 to 56 B.C.	129
On the Orator	140
For Milo and Cicero's Later Speeches	147
Brutus and Orator	151
CHAPTER EIGHT	
Rhetoric in Augustan Rome	159
Greek Rhetoricians of the Second Half of the First Century B.C.	160
Dionysius of Halicarnassus	161
Declamation and Seneca the Elder	166
CHAPTER NINE	
Latin Rhetoric in the Silver Age	173
Quintilian	177
Discussions of the "Decline of Eloquence"	186
Pliny the Younger	192
Fronto and Gellius	196
Apuleius	199
CHAPTER TEN	
Greek Rhetoric under the Roman Empire	201
Progymnasmata	202
Hermogenes and the Formation of the Hermogenic Corpus	208
Prolegomena	217
Other Greek Rhetorical Treatises	224
CHAPTER ELEVEN	
The Second Sophistic	230
Dio Chrysostom	233
Polemon and Herodes Atticus	237
Aelius Aristides	239
Sophistry from the Late Second to the Early Fourth Century	241
The Sophistic Renaissance of the Fourth Century	242
Prohaeresius Himerius	243
Libanius	245
Livainda	248

•

•

CONTENTS

٠

٢

Themistius	251
Synesius	252
The "University" of Constantinople	254
The School of Gaza	255
The Decline of the Schools	256

### CHAPTER TWELVE

Christianity and Classical Rhetoric	257
Christian Panegyric	260
Gregory of Nazianzus	261
Other Major Figures of the Fourth Century	263
The Latin Fathers	264
Saint Augustine	265

### CHAPTER THIRTEEN

The Survival of Classical Rhetoric from Late Antiquity	
to the Middle Ages The Decline in the East	271
	271
The Decline in the West	273
Latin Grammarians of Later Antiquity	274
The "Minor" Latin Rhetoricians	275
Martianus Capella Cassiodorus Isidore of Seville Other Late Latin Works on Rhetoric	279
	279
	280
	280
Bede and Alcuin	281
Boethius	282
Bibliography	285
Index	297

.