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was very much a  
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Aristotle's Rhetoric to  
be of such interest is  
because he wrote on  
the topic not for his  
own curiosity or even  
for the sake of  
knowledge itself. In  
many ways Rhetoric is  
very much a public  
service announcement.  
It is the philosopher's  
attempt to better  
humanity by equipping  
us with the tools to

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guide our fellow man  
away from ignorance,  
away from prejudice,  
and toward the light of  
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Background. Aristotle  
is generally credited  
with developing the  
basics of the system of  
rhetoric that  
"thereafter served as  
its touchstone",  
influencing the

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development of rhetorical theory from ancient through modern times. The Rhetoric is regarded by most rhetoricians as "the most important single work on persuasion ever written." Gross and Walzer concur, indicating that, just as Alfred ...

## **Rhetoric (Aristotle) - Wikipedia**

Rhetoric in Ancient

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Greece: Aristotle and  
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While the great philosopher Aristotle criticized the Sophists' misuse of rhetoric, he did see it as a useful tool in helping audiences see and understand truth. In his treatise, *The Art of Rhetoric*, Aristotle established a system of understanding and teaching rhetoric.

**Classical Rhetoric: A**

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Through Rhetoric, a treatise on the art of persuasion, Aristotle is also credited with developing the basics of rhetoric and influencing the development of rhetorical theory from ancient through modern times.

Aristotle's Rhetoric proposes that a speaker may use three types of appeals to



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persuade his audience:  
ethos, an appeal to the  
speaker's character;  
pathos, an appeal to  
the audience's  
emotion; and logos, an  
appeal to logical  
reasoning.

## **Aristotle | 10 Major Contributions And Accomplishments ...**

For some, philosophy  
and rhetoric have  
become conflated, with  
rhetoric itself being a  
further conflation of

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the subject matter Aristotle discusses not only in his Rhetoric but also in his Topics, which he had designed for dialectics, for disputation among experts. According to this view, philosophers engage in a rhetorical transaction that seeks to persuade through a dialogic process first themselves and then, by means of their utterances, others.

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A new and original anthology that introduces the key writings on rhetoric in the classical world, from Aristotle to Cicero and beyond. Classical rhetoric is one of the earliest versions of what is today known as media studies.

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Originating in ancient Greece, it has made its way to modern society. However, what we know as rhetoric today is not quite the rhetoric Aristotle had envisioned. In ancient times, rhetoric was known to be a way to communicate effectively, whereas today, rhetoric is perceived as a way to persuade and deceive.

**Rhetoric; how its**

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**definition has  
changed over time**

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In discussing elements of style, Aristotle treated metaphor, perhaps the major figure of speech, in a way that was to plague rhetoricians and poets for centuries. He describes it not as an instrument of thought but as an ornamentation, an adornment that at best serves the functions of

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clarity and vividness.

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While Plato condemned the art of rhetoric, his student, Aristotle (384-322 BCE) believed in the possibility of rhetoric as a means of creating community. The dialectical, or give and take approach, allows people to share and test ideas with one another with the goal of a more prosperous



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