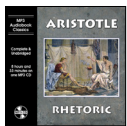


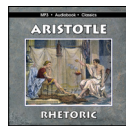
DVD case



Jewel case



Security sleeve



Download

## Rhetoric

*Aristotle (384 BC - 322 BC) Translated by Thomas Taylor (1758-1835)*

Read by: Geoffrey Edwards      Language: English  
 Length: 8 hours 33 minutes      Style: Solo  
 Genre(s): Non-Fiction, Philosophy

Format	Package	SKU	UPC/EAN	List
MP3 CD	DVD case	DB-1278	0701236969986	\$8.99
MP3 CD	Jewel case	JB-1278	TBD	\$8.99
MP3 CD	Security sleeve	CD-1278	Special order	\$3.99
MP3 download	Zip file	DL-1278	NA	\$2.99

*Rhetoric* is an ancient Greek treatise on the art of persuasion still considered “the most important work on persuasion ever written”. *Rhetoric* is structured in three books: a general overview, a detailed treatment of the three means of persuasion, and a discussion of elements of style. It was not written for publication, but is rather a collection of student notes from his many lectures and reflects the gradual evolution of thinking about the subject over a period of sixty years. It was a hotly debated topic at the time, with the sophists on one side accused of manipulating listeners through emotion and omission of facts by the philosophers Socrates, Plato and Aristotle on the other. Plato’s opinion of rhetoric as immoral, dangerous and not worth studying evolved over time to a moderate respect for the ability to “win the soul through discourse”. Aristotle undertook the first systematic study of the basic techniques of

rhetoric during two periods, first at Plato’s Academy from 367-347 BC and then at his own school, the Lyceum, during 335-322 BC. His genius was to position rhetoric alongside logic and the dialectic as one of three key elements of philosophy. Reason was the tool to derive scientific certainty, while the other two dealt with probability, with dialectic the tool for philosophical debate and rhetoric the tool for practical debate. In doing so he elevated the discipline to a system for persuasion based on knowledge instead of manipulation. One cannot fail to be illuminated and find much of use in this first book on the subject which may well also be the last word.

**Aristotle** (384 BC – 322 BC) was a Greek scientist and philosopher who may well be the most influential intellectual in history. His work laid the foundations of scientific inquiry, outlined a comprehensive system of philosophical thought, and shaped thinking about poetry and the arts. He was born the son of the physician to the King of Macedon and joined Plato’s Academy in Athens at age 18, where he remained for nearly twenty years until Plato’s death. He then served as tutor to Alexander the Great at the request of his father, Philip of Macedon, which enabled him to establish a library at Lyceum that produced hundreds of books. His thought ranged from the Platonism of his tenure with Plato but moved to a deep immersion in empirical study based on observation and saw perception itself as the basis of knowledge. His writings covered many subjects - biology, zoology, physics, metaphysics, ethics, logic, aesthetics, poetry, music, rhetoric, linguistics, economics, politics and government – in a style described by Cicero as a “river of gold”. Called “the first genuine scientist in history”, many of his views shaped scientific scholarship until the Enlightenment. His study of logic evolved into the discipline of modern formal logic in the 19th century. His ethics have been studied continuously and have gained recent currency with the advent of the study of virtue. His metaphysics continues to influence Christian theology. Although an abundance of material survives, scholars believe that it represents only about a third of his output.