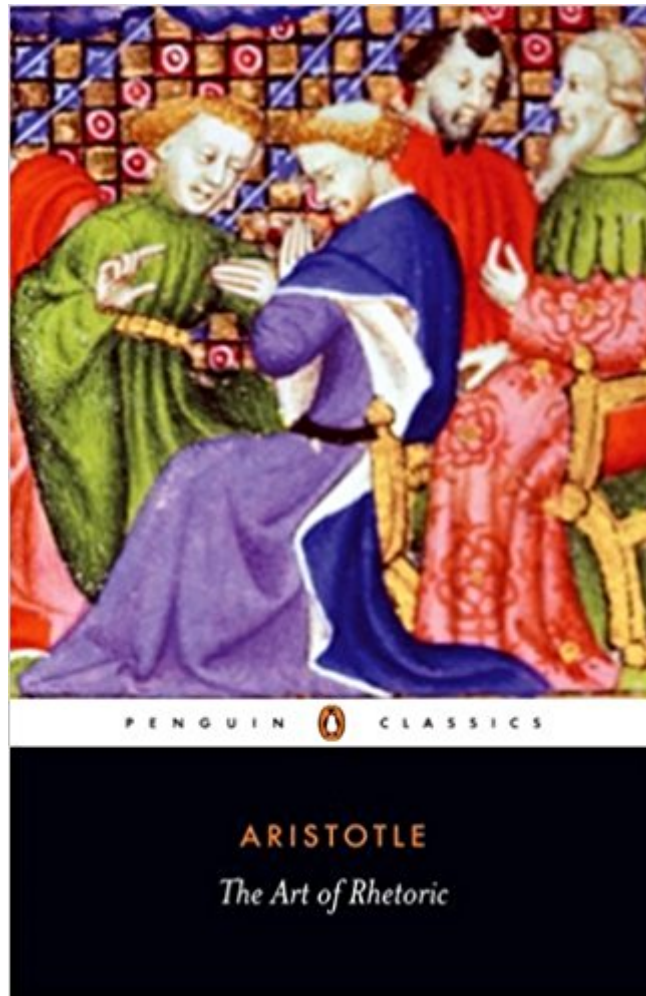




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The Art Of Rhetoric (Penguin Classics)



Synopsis

With the emergence of democracy in the city-state of Athens in the years around 460 BC, public speaking became an essential skill for politicians in the Assemblies and Councils - and even for ordinary citizens in the courts of law. In response, the technique of rhetoric rapidly developed, bringing virtuoso performances and a host of practical manuals for the layman. While many of these were little more than collections of debaters' tricks, the *Art of Rhetoric* held a far deeper purpose. Here Aristotle establishes the methods of informal reasoning, provides the first aesthetic evaluation of prose style and offers detailed observations on character and the emotions. Hugely influential upon later Western culture, the *Art of Rhetoric* is a fascinating consideration of the force of persuasion and sophistry, and a compelling guide to the principles behind oratorical skill. For more than seventy years, Penguin has been the leading publisher of classic literature in the English-speaking world. With more than 1,700 titles, Penguin Classics represents a global bookshelf of the best works throughout history and across genres and disciplines. Readers trust the series to provide authoritative texts enhanced by introductions and notes by distinguished scholars and contemporary authors, as well as up-to-date translations by award-winning translators.

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Customer Reviews

Aristotle was born in 384BC. For twenty years he studied at Athens at the Academy of Plato, on

whose death in 347 he left, and some time later became tutor to Alexander the Great. On Alexander's succession to the throne of Macedonia in 336, Aristotle returned to Athens and established his school and research institute, the Lyceum. After Alexander's death he was driven out of Athens and fled to Chalcis in Euboea where he died in 322. His writings profoundly affected the whole course of ancient and medieval philosophy. Hugh Lawson-Tancred was born in 1955 and educated at Eton and Balliol College, Oxford. He is a Departmental Fellow in the Department of Philosophy at Birkbeck College in the University of London. He has published extensively on Aristotle and Plato and is currently engaged in research in computational linguistics. He translates widely from the Slavonic and Scandinavian languages. He is married with a daughter and two sons and lives in North London and Somerset.

Timeless classic...

The translation was one of the worst I have ever read. Syntactical errors throughout, please, pass this translation by.

Highly recommended for anyone who wishes to persuade and speak so that people actually listen. 2500 years old but it's as useful as ever.

While everyone knows Aristotle's Ethics and Politics, this version of The Art of Rhetoric is well-annotated and edited, and helpfully related to Aristotle's other works.

Helpful

zzzzz

Rhetoric sounds dubious. Is it concerned about convincing people of what you think is right for you but not necessarily good for the person you want to convince. Is it about selling your ideas to gain power or wealth by overwhelming your audience with false arguments convincingly presented? Aristotle tries to solve this dilemma insisting that all persuasion should be with the intention of making a contribution to happiness by furthering virtuous behavior. He also presents the methods you should use to convince people to believe you. I find the book useful from both points of view. Aristotle explains very clearly that to be persuasive you have to be rational and have the ability

to understand and arouse emotions of the audience in your favor. The book was written as a kind of handbook to be used 2400 years ago. Most of it, but not all is still valid to day. It has become a common practice to use PowerPoint presentations to convince people. The method of Aristotle is about content, structure, logic and emotions. Some slides may still be useful, but if you really want to be successful you better focus on the content using Aristotle type argumentation. All people that have to make speeches or presentations will find a wealth of ideas in this book. I found it a pity that the book does not contain complete speeches of Aristotle. The book should be of special interest to politicians and leaders in business that have to address large audiences with some critical and skeptical members.

As Hugh Lawson-Tancred states in his introduction to this volume, "It would be hard to deny that the ability to persuade, convince, cajole, or win round is one of the most useful skills in human life." That was as true when Aristotle wrote "The Art of Rhetoric" in ancient Greece as it is in Western culture today. Aristotle urges orators to take human nature into account when preparing speeches, and consequently discusses many aspects of human nature and character, the stages of life and their characteristics, virtues, justice, and crime and punishment. Many things about argument have not changed over the millennia; for instance, Aristotle recommends arguing for some greater, universal good when the written law is contrary to your own position, but when the written law is in accord with your position, he counsels that you argue that best judgment means adhering to the written law. Aristotle also offers methods for establishing proof and provides tips on style when speaking. "The Art of Rhetoric" is a timeless classic, offering great insights into psychology and the human condition. It offers important benefits to the prospective reader--knowing how pop culture figures, preachers, politicians, and other public figures seek to influence others would make the reader not just a better speaker, but a much more discerning listener as well.

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