

Unveil the Secrets of Ancient Greek Communication: 'The Arts of Language Before Plato'

Are you fascinated by the power of words? Interested in exploring the origins of Western rhetoric and communication? Look no further than 'The Arts of Language Before Plato: Studies in Rhetoric and Communication.' This groundbreaking work takes you on a captivating journey into the vibrant intellectual landscape of ancient Greece, where language and persuasion were honed to an art form.

A Pioneering Exploration of Pre-Platonic Rhetoric

For centuries, Plato's dialogues have cast a long shadow over our understanding of ancient Greek rhetoric. However, 'The Arts of Language Before Plato' challenges this traditional view by delving deeply into the rich tapestry of pre-Platonic thought. It reveals the diverse and sophisticated rhetorical practices that flourished before Plato's time, providing a fresh perspective on the development of Western communication.



Logos without Rhetoric: The Arts of Language before Plato (Studies in Rhetoric & Communication)

★★★★★ 5 out of 5

Language : English
File size : 2629 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 199 pages



Meet the Masters of Persuasion: Gorgias, Isocrates, and the Sophists

Embark on an intellectual adventure with the legendary Gorgias, whose mastery of rhetoric captivated audiences. Witness Isocrates' meticulous attention to form and style, which shaped the course of Greek education. Discover the controversial Sophists, who taught the art of persuasion to anyone willing to pay, challenging the traditional values of Athenian society.

Unveiling the Roots of Western Rhetoric

'The Arts of Language Before Plato' traces the fascinating evolution of rhetoric from its humble beginnings to its central role in Greek culture. Explore the origins of key rhetorical concepts such as ethos, pathos, and logos. Witness the rise of epideictic oratory, designed to praise or blame, and the emergence of forensic and deliberative rhetoric, which played a pivotal role in Athenian legal and political life.

A Treasure Trove of Original Sources

This comprehensive volume presents a wealth of original source material, carefully translated and annotated. Engage with the original words of the ancient masters, experiencing their rhetorical brilliance firsthand. The inclusion of fragments from lost works and lesser-known authors offers a unique glimpse into the diversity of pre-Platonic thought.

Essential Reading for Scholars and Enthusiasts

Whether you're an academic specializing in ancient Greek rhetoric or a curious enthusiast seeking to expand your knowledge, 'The Arts of

Language Before Plato' is an indispensable resource. Its meticulous scholarship, engaging narrative, and abundance of primary sources make it an invaluable addition to any library.

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Don't miss out on this opportunity to delve into the captivating world of ancient Greek communication. Free Download your copy of 'The Arts of Language Before Plato: Studies in Rhetoric and Communication' today and embark on an intellectual journey that will transform your understanding of language and persuasion.

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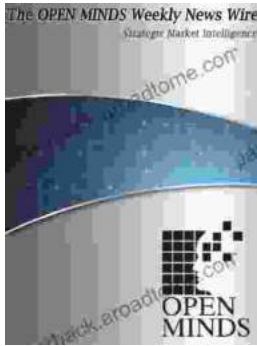


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