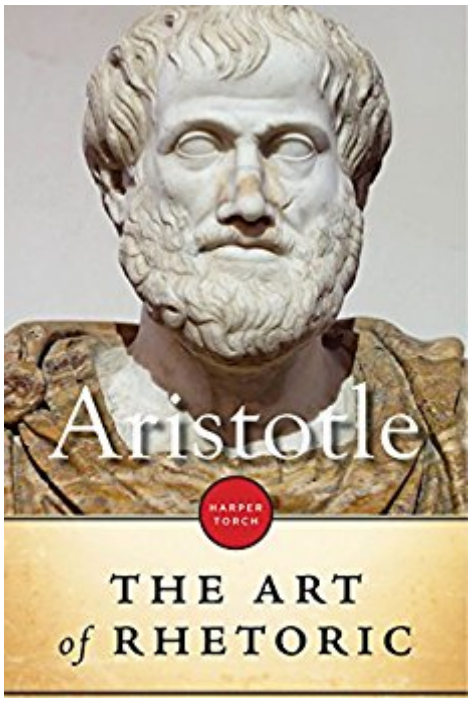
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The Art Of Rhetoric



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Synopsis

In The Art of Rhetoric, Aristotle demonstrates the purpose of rhetoricÃ¢â ¬â •the ability to convince people using your skill as a speaker rather than the validity or logic of your argumentsÃ¢â ¬â •and outlines its many forms and techniques. Defining important philosophical terms like ethos, pathos, and logos, Aristotle establishes the earliest foundations of modern understanding of rhetoric, while providing insight into its historic role in ancient Greek culture.AristotleÃ¢â ¬â„¢s work, which dates from the fourth century B.C., was written while the author lived in Athens, remains one of the most influential pillars of philosophy and has been studied for centuries by orators, public figures, and politicians alike.HarperTorch brings great works of non-fiction and the dramatic arts to life in digital format, upholding the highest standards in ebook production and celebrating reading in all its forms. Look for more titles in the HarperTorch collection to build your digital library.

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Customer Reviews

Timeless classic...

The translation was one of the worst I have ever read. Syntactical errors throuhout, 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 somecritical 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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