Rhetoric thoroughly infused the world and literature of Greco-Roman antiquity. This *Companion* provides a comprehensive overview of rhetorical theory and practice in that world, from Homer to early Christianity, accessible to students and non-specialists, whether within classics or from other periods and disciplines. Its basic premise is that rhetoric is less a discrete object to be grasped and mastered than a hotly contested set of practices that include disputes over the very definition of rhetoric itself. Standard treatments of ancient oratory tend to take it too much on its own terms and to isolate it unduly from other social and cultural concerns. This volume provides an overview of the shape and scope of the problems while also identifying core themes and propositions: for example, persuasion, virtue, and public life are virtual constants. But they mix and mingle differently, and the contents designated by each of these terms can also shift.

*A complete list of books in the series is at the back of the book.*
THE CAMBRIDGE COMpanion TO ANCIENT RHETORIC

EDITED BY
ERIK GUNDERSON
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ACKNOWLEDGMENTS

No extended voyage is ever without its difficulties. When imagining the far shore before even formally proposing the journey, I did not neglect to picture for myself in detail the horrors of the deep, horrors that are properly feared by all such as are brazen enough to set sail. Nevertheless I cannot but acknowledge that the whole voyage has been far more reminiscent of a lazy afternoon punting on the Cam than it has been akin to the saga of a sea-tossed Ulysses. Editors, though, like to swap stories of Storm and Strife such as might impress a pint-side audience of land lubbers and credulous graduate students. Mine will assuredly be fictions. Accordingly, if I should succumb to generic dictates and compose for such ears some lay rehearsing all the requisite sorrows, one wherein the narrative of my pleasure cruise is transformed into some yarn of a periplus off so far as monstrous Colchis and back again, then a goodly measure of the blame must accrue to my many companions of these several years: as a consequence of their hard work I have been given the tools with which to cause such bald lies to be mistaken for the truth. I gratefully declare myself to have been the first to receive an education in rhetoric from this volume.

Generosity, effort, dedication, and professionalism – all unglamorous, but each so very welcome – were evinced by everyone at Cambridge University Press. Michael Sharp and Elizabeth Noden can be named. But the anonymous did their part as well. And I owe them all a debt of gratitude.