

Cambridge University Press

978-0-521-19518-8 — Classical Greek Rhetorical Theory and the Disciplining of Discourse

David M. Timmerman, Edward Schiappa

Frontmatter

[More Information](#)

---

## CLASSICAL GREEK RHETORICAL THEORY AND THE DISCIPLINING OF DISCOURSE

This book contributes to the history of classical rhetoric by focusing on how key terms helped conceptualize and organize the study and teaching of oratory. David M. Timmerman and Edward Schiappa demonstrate that the intellectual and political history of Greek rhetorical theory can be enhanced by a better understanding of the emergence of “terms of art” in texts about persuasive speaking and argumentation. The authors provide a series of studies to support their argument. They describe Plato’s disciplining of *dialegesthai* into the art of dialectic, Isocrates’ alternative vision of *philosophia*, and Aristotle’s account of *dēmēgoria* and *symbolē* as terms for political deliberation. The authors also revisit competing receptions of the *Rhetoric to Alexander*. In addition, they examine the argument over when the different parts of oration were formalized in rhetorical theory, illustrating how an “old school” focus on vocabulary can provide fresh perspectives on persistent questions.

David M. Timmerman is professor of rhetoric and Chair of the Humanities and Fine Arts at Wabash College. He is coeditor of *Rhetoric and Democracy: Pedagogical and Political Practices* and has contributed to *Philosophy & Rhetoric*, *Rhetoric Society Quarterly*, and *Advances in the History of Rhetoric*.

Edward Schiappa holds the Paul W. Frenzel Chair of Liberal Arts at the University of Minnesota, where he is professor and Chair of the Department of Communications Studies. He is the author of several books, including *Protagoras and Logos: A Study in Greek Philosophy and Rhetoric* and *The Beginnings of Greek Rhetorical Theory*.

Cambridge University Press

978-0-521-19518-8 — Classical Greek Rhetorical Theory and the Disciplining of Discourse

David M. Timmerman , Edward Schiappa

Frontmatter

[More Information](#)

---

CLASSICAL GREEK RHETORICAL  
THEORY AND THE DISCIPLINING  
OF DISCOURSE

**DAVID M. TIMMERMAN**

Wabash College

**EDWARD SCHIAPPA**

University of Minnesota



**CAMBRIDGE**  
UNIVERSITY PRESS

Cambridge University Press

978-0-521-19518-8 — Classical Greek Rhetorical Theory and the Disciplining of Discourse

David M. Timmerman, Edward Schiappa

Frontmatter

[More Information](#)

## CAMBRIDGE UNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom

One Liberty Plaza, 20th Floor, New York, NY 10006, USA

477 Williamstown Road, Port Melbourne, VIC 3207, Australia

314-321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre, New Delhi - 110025, India

103 Penang Road, #05-06/07, Visioncrest Commercial, Singapore 238467

Cambridge University Press is part of the University of Cambridge.

It furthers the University's mission by disseminating knowledge in the pursuit of education, learning and research at the highest international levels of excellence.

[www.cambridge.org](http://www.cambridge.org)

Information on this title: [www.cambridge.org/9780521195188](http://www.cambridge.org/9780521195188)

© David M. Timmerman and Edward Schiappa 2010

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2010

*A catalogue record for this publication is available from the British Library*

*Library of Congress Cataloging in Publication data*

Timmerman, David M.

Classical Greek rhetorical theory and the disciplining of discourse / David M. Timmerman, Edward Schiappa.

p. cm.

Includes bibliographical references and index.

ISBN 978-0-521-19518-8 (hardback)

1. Rhetoric, Ancient. 2. Greek language – Style. I. Schiappa, Edward, 1954– II. Title.

PA401.T56 2010

808'.00938 – dc22 2009039050

ISBN 978-0-521-19518-8 Hardback

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication, and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.

Cambridge University Press

978-0-521-19518-8 — Classical Greek Rhetorical Theory and the Disciplining of Discourse

David M. Timmerman , Edward Schiappa

Frontmatter

[More Information](#)

---

*For Our Families*

CONTENTS

<i>Acknowledgments</i>	<i>page ix</i>
1 INTRODUCTION: <i>Terms of Art as a Focus in the History of Rhetorical Theory</i>	1
2 DIALEGESTHAI AS A TERM OF ART: <i>Plato and the Disciplining of Dialectic</i>	17
3 PHILOSOPHIA AS A TERM OF ART: <i>Recovering Isocrates</i>	43
4 TERMS OF ART FOR PUBLIC DELIBERATION: <i>Dēmēgoria and Symbolē</i>	67
5 TERMS OF ART AND THE INTERPRETATION OF TEXTS: <i>The Disciplinary Status of the Rhetoric to Alexander</i>	115
6 TERMS OF ART AND INFERRING THEORY: <i>When Did the Parts of a Speech Become Formalized?</i>	137
7 EPILOGUE	171
<i>References</i>	177
<i>Index</i>	191

## ACKNOWLEDGMENTS

Earlier versions of Chapters 2, 3, and 4 were published by *Argumentation and Advocacy*, *Philosophy & Rhetoric*, and *Rhetoric Society Quarterly*, respectively. The authors are grateful to the publishers for their permission to use this material.

The authors want to express their sincere gratitude to our coauthor for Chapter 6, Wilfred E. Major. We are indebted to Tim Behme, Jim Hamm, and Sean Larson for their research assistance and feedback to portions of this book. Special thanks to Richard Graff and our two anonymous reviewers for their feedback on an earlier draft of the manuscript.

Timmerman wants to thank the members of the Purdue Greek Reading Group, who helped him with translations of several passages used in this text. Those members include Paul Streufert, the founder of the group, as well as Mary Colalillo, Dan Collins, Tim Knight, Liz Mercier, and David O'Neil. He is also grateful for the leave support provided by the Center of Inquiry in the Liberal Arts at Wabash College, which provided time for work on this project.

Schiappa is particularly grateful for the support of the Paul W. Frenzel Chair of Liberal Arts, awarded by the College of Liberal Arts of the University of Minnesota.