

Cambridge University Press
0521462258 - Rhetoric, Sophistry, Pragmatism
Edited by Steven Mailloux
Frontmatter
[More information](#)

The anti-skeptical relativism and self-conscious rhetoric of the pragmatist tradition, which began with the Older Sophists of Ancient Greece and developed through an American tradition including William James and John Dewey, have attracted new attention in the context of late twentieth-century postmodernist thought. At the same time there has been a more general renewal of interest across a wide range of humanistic and social science disciplines in rhetoric itself: language use, writing and speaking, persuasion, figurative language, and the effect of texts. This book, written by leading scholars, explores the various ways in which rhetoric, sophistry, and pragmatism overlap in their current theoretical and political implications, and demonstrates how they contribute both to a rethinking of the human sciences within the academy and to larger debates over cultural politics.

Cambridge University Press
0521462258 - Rhetoric, Sophistry, Pragmatism
Edited by Steven Mailloux
Frontmatter
[More information](#)

Literature, Culture, Theory 15



Rhetoric, sophistry, pragmatism

Cambridge University Press
 0521462258 - Rhetoric, Sophistry, Pragmatism
 Edited by Steven Mailloux
 Frontmatter
[More information](#)

Literature, Culture, Theory 15



General editors

RICHARD MACKSEY, *The Johns Hopkins University*
 and MICHAEL SPRINKER, *State University of New York at Stony Brook*

The Cambridge *Literature, Culture, Theory* series is dedicated to theoretical studies in the human sciences that have literature and culture as their object of enquiry. Acknowledging the contemporary expansion of cultural studies and the redefinitions of literature that this has entailed, the series includes not only original works of literary theory but also monographs and essay collections on topics and seminal figures from the long history of theoretical speculation on the arts and human communication generally. The concept of theory embraced in the series is broad, including not only the classical disciplines of poetics and rhetoric, but also those of aesthetics, linguistics, psychoanalysis, semiotics, and other cognate sciences that have inflected the systematic study of literature during the past half century.

Selected series titles

The subject of modernity
 ANTHONY J. CASCARDI

Parody: ancient, modern, and post-modern
 MARGARET A. ROSE

Critical conditions: postmodernity and the question of foundations
 HORACE L. FAIRLAMB

Introduction to literary hermeneutics
 PETER SZONDI
(translated from the German by Martha Woodmansee)

Anti-mimesis from Plato to Hitchcock
 TOM COHEN

Mikhail Bakhtin: between phenomenology and Marxism
 MICHAEL BERNARD-DONALS

Theories of mimesis
 ARNE MELBERG

Poetry, space, landscape: toward a new theory
 CHRIS FITTER

The object of literature
 PIERRE MACHEREY
(translated from the French by David Macey)

Rhetoric, sophistry, pragmatism
edited by STEVEN MAILLOUX

Cambridge University Press
0521462258 - Rhetoric, Sophistry, Pragmatism
Edited by Steven Mailloux
Frontmatter
[More information](#)

Rhetoric, sophistry, pragmatism



edited by

STEVEN MAILLOUX

University of California, Irvine



Cambridge University Press
 0521462258 - Rhetoric, Sophistry, Pragmatism
 Edited by Steven Mailloux
 Frontmatter
[More information](#)

Published by the Press Syndicate of the University of Cambridge
 The Pitt Building, Trumpington Street, Cambridge CB2 1RP
 40 West 20th Street, New York, NY 10011-4211, USA
 10 Stamford Road, Oakleigh, Melbourne 3166, Australia

© Cambridge University Press 1995

First published 1995

A catalogue record for this book is available from the British Library

Library of Congress cataloguing in publication data

Rhetoric, sophistry, pragmatism / edited by Steven Mailloux.

p. cm. – (Literature, culture, theory; 15)

Includes bibliographical references

ISBN 0 521 46225 8 (hardback). – ISBN 0 521 46780 2 (paperback)

1. Pragmatism. 2. Rhetoric–Philosophy. 3. Philosophy and social sciences. I. Mailloux, Steven. II. Series.

B832.R45 1995

144'.3–dc20 94–19820 CIP

ISBN 0 521 46225 8 hardback

ISBN 0 521 46780 2 paperback

Transferred to digital printing 2005

Cambridge University Press
0521462258 - Rhetoric, Sophistry, Pragmatism
Edited by Steven Mailloux
Frontmatter
[More information](#)

for
Mary Ann and F. Roman Young

Contents

<i>List of contributors</i>	page xi
<i>Acknowledgements</i>	xii
Introduction: sophistry and rhetorical pragmatism STEVEN MAILLOUX	1
1 Isocrates' <i>philosophia</i> and contemporary pragmatism EDWARD SCHIAPPA	33
2 The degradation of rhetoric; or, dressing like a gentleman, speaking like a scholar JASPER NEEL	61
3 Antilogics, dialogics, and sophistic social psychology: Michael Billig's reinvention of Bakhtin from Protagorean rhetoric DON H. BIALOSTOSKY	82
4 The "genealogies" of pragmatism TOM COHEN	94
5 Philosophy in the "new" rhetoric, rhetoric in the "new" philosophy JOSEPH MARGOLIS	109
6 Individual feeling and universal validity CHARLENE HADDOCK SEIGFRIED and HANS SEIGFRIED	139
7 Pragmatism, rhetoric, and <i>The American Scene</i> GILES GUNN	155
8 The political consequences of pragmatism; or, cultural pragmatics for a cybernetic revolution DAVID B. DOWNING	180
9 In excess: radical extensions of neopragmatism SUSAN C. JARRATT	206

Cambridge University Press
0521462258 - Rhetoric, Sophistry, Pragmatism
Edited by Steven Mailloux
Frontmatter
[More information](#)

Contents

Selected bibliographies	228
Rhetoric and recent critical theory	228
Re-interpretations of the Greek sophists	236
Developments in the pragmatist tradition	242
<i>Index</i>	248

Cambridge University Press
0521462258 - Rhetoric, Sophistry, Pragmatism
Edited by Steven Mailloux
Frontmatter
[More information](#)



Contributors



DON H. BIALOSTOSKY

Department of English, The Pennsylvania State University

TOM COHEN

Department of English, University of North Carolina, Chapel Hill

DAVID B. DOWNING

Department of English, Indiana University of Pennsylvania

GILES GUNN

Department of English, University of California, Santa Barbara

SUSAN C. JARRATT

Department of English, Miami University

STEVEN MAILLOUX

Department of English and Comparative Literature, University of California, Irvine

JOSEPH MARGOLIS

Department of Philosophy, Temple University

JASPER NEEL

Department of English, Vanderbilt University

EDWARD SCHIAPPA

Department of Communication, Purdue University

CHARLENE HADDOCK SEIGFRIED

Department of Philosophy, Purdue University

HANS SEIGFRIED

Department of Philosophy, Loyola University of Chicago



Acknowledgements



I wish to thank this volume's contributors for suggestions about my introduction and the bibliographies. I am also very grateful for support from Victor Vitanza, Michael Sprinker, Kevin Taylor, and my colleagues in the English and Comparative Literature Department at the University of California, Irvine. I also want to mention four other people. For their continuing questions about my "telling theories," I thank Mary, Roman, and Tess Mailloux. As always, Mary Ann Mailloux makes everything possible.