



# **Persuasion: Greek Rhetoric in Action**

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### **Persuasion: Greek Rhetoric in Action**

Greek rhetoric, in its diverse forms and impact on its contemporary context, is central to an understanding of ancient culture. The influence and exploitation of rhetoric in ancient times and modern reactions to it are the focus of this book. In recent years there has been a renaissance in the study of Greek rhetoric and oratory, informed by modern political sociology and discourse analysis. This book, bringing together the work of leading scholars in the field, examines the relation of ancient oratory and rhetoric to a variety of historical contexts and literary genres at both the theoritical and practical levels, at the same time reflecting new trends and ideas now at work



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