Today

- Isocratean, Platonic, and Aristotelian traditions
- Cicero’s Life
- Cicero’s Theory
• Imagine Isocrates, Plato, and Aristotle were teachers here at the UW, what would they teach and what would they want their students to know/do?

• Imagine Isocrates, Plato, and Aristotle were presidential advisors:
  – What would they advise him to do?
  – how would they advise the president say in the state of the union address?
Rhetoric’s Road to Rome (2nd and 1st century BCE)

- Rhodes serves as an important location for Roman noble children to study rhetoric.
- Rhetoric is studied in Greek for many years.
- Slow adaptation to Latin in the 90s.
It has been reported to us that there are men who have instituted a new kind of study, that youths are going to school to them, that they have taken for themselves the name of Latin rhetoricians, and that young men are wasting whole days there….it seems necessary to show our opinion: *We do not approve.*

--- Crassus, the censor in 92 BCE
Rhetoric’s Road to Rome

- Greek pedagogy is the standard model
  - Master the terms
  - Master the canons
  - Progymnasmata
  - Declamations
Cicero’s Life

106 BCE--Born in Arpinum, Latium
Cicero’s Life

• 94-96??—Moved to Rome to study

• 90—military service

• 89—starts to study law

• 79—travels to Athens and Rhodes to study rhetoric
Cicero’s Life

- 75—Serves as quaestor in Sicily
- 75—becomes a Senator
- 63—serves as Consul
• 63 uncovers and defeats the Catiline Conspiracy

• 58—Exiled
Cicero’s Life

• 44—Caesar assassinated

• 43—Cicero killed outside of Rome
There is nothing proper about what you are doing, soldier, but do try to kill me properly
Canons of Rhetoric

- Invention
- Arrangement
- Expression
- Memory
- Delivery
Stasis

• Issues of Fact
• Issues of Definition
• Issues of Quality
• Issues of Procedure
Topics

• Attributes of the Person

• Attributes of the Act