

CREATING THE ANCIENT RHETORICAL TRADITION

This book explores the history of rhetorical thought and examines the gradual association of different aspects of rhetorical theory with two outstanding fourth-century BCE writers: Lysias and Isocrates. It highlights the parallel development of the rhetorical tradition that became understood, on the one hand, as a domain of style and persuasive speech, associated with the figure of Lysias, and, on the other, as a kind of philosophical enterprise which makes significant demands on moral and political education in antiquity, epitomized in the work of Isocrates. There are two pivotal moments in which the two rhetoricians were pitted against each other as representatives of different modes of cultural discourse: Athens in the fourth century BCE, as memorably portrayed in Plato's *Phaedrus*, and Rome in the first century BCE when Dionysius of Halicarnassus proposes to create from the united Lysianic and Isocratean rhetoric the foundation for the ancient rhetorical tradition.

LAURA VIIDEBAUM is an assistant professor in Classics at New York University. Her research focuses primarily on ancient rhetoric and ancient literary criticism, but she also has a long-standing interest in the way these fields relate to ongoing philosophical discussions. Recently, she has received a distinguished Humboldt fellowship to launch her new project on Aristotle's *Rhetoric*.

CAMBRIDGE CLASSICAL STUDIES

General editors

J. P. T. CLACKSON, W. M. BEARD, G. BETEGH, R. L. HUNTER,
M. J. MILLETT, S. P. OAKLEY, R. G. OSBORNE,
C. VOUT, T. J. G. WHITMARSH

CREATING THE ANCIENT RHETORICAL
TRADITION

LAURA VIIDEBAUM
New York University



CAMBRIDGE
UNIVERSITY PRESS

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

Information on this title: www.cambridge.org/9781108836562

DOI: [10.1017/9781108873956](https://doi.org/10.1017/9781108873956)

© Faculty of Classics, University of Cambridge 2021

This work is in copyright. It is subject to statutory exceptions and to the provisions of relevant licensing agreements; with the exception of the Creative Commons version the link for which is provided below, no reproduction of any part of this work may take place without the written permission of Cambridge University Press.

An online version of this work is published at doi.org/10.1017/9781108873956 under a Creative Commons Open Access license CC-BY-NC-ND 4.0 which permits re-use, distribution and reproduction in any medium for non-commercial purposes providing appropriate credit to the original work is given. You may not distribute derivative works without permission. To view a copy of this license, visit <https://creativecommons.org/licenses/by-nc-nd/4.0>

All versions of this work may contain content reproduced under license from third parties.

Permission to reproduce this third-party content must be obtained from these third-parties directly.

When citing this work, please include a reference to the DOI [10.1017/9781108873956](https://doi.org/10.1017/9781108873956)

First published 2021

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

ISBN 978-1-108-83656-2 Hardback

ISBN 978-1-108-81258-0 Paperback

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.