



Logos and Power in Isocrates and Aristotle (Studies in Rhetoric/Communication)

By Ekaterina V. Haskins

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This specialised study of ancient rhetoric compares and contrasts the works of Isocrates and Aristotle, arguing that Isocrates was every bit a worthy intellectual rival to Aristotle, despite the historical limelight focusing on the latter. Haskins' review of their rhetorical theories and practices, placed within the contemporary intellectual climate, leads to the conclusion that Aristotle's works about rhetorical education may have been a reaction to Isocrates. `Haskins develops her consideration of Isocrates and Aristotle in chapters on orality/literacy, poetic/rhetoric, kairos /genre, identification/persuasion, and social change/social performance. These frames... create the ground for analysis that is both historically informative and theoretically provocative' - from the editor's preface.

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Editorial Review

Review

"Haskins' elegant and original book will reward readers with insight into the relation between Isocrates and Aristotle, and into the political and pedagogical implications of their positions. It is a great step forward for the Isocratean revival."—*Rhetoric Society Quarterly*

"Against a background of neglect and misconception, Haskins clarifies and complicates Isocrates' legacy to Western culture: clarifies by describing what it was and what it still can be; complicates by asking us to consider previously unexamined issues. In particular, she focuses attention on such important concerns as performance, agency, and the methods we use to study them. . . . Following Isocrates, Haskins reminds us that we must practice what we preach by studying the history of rhetoric holistically—that is, in integrative and intertextual ways, and as part of ongoing academic debates, which inform civic and educational practices."—*Rhetorical Review*

"The main strength of Haskins' argument is her resurrection of Isocratean rhetoric from the shadow of Aristotle's codified dominance. Haskins provides considerable evidence for rethinking the importance of Isocrates' understanding of rhetoric."—*Polis: The Journal of the Society for Greek Political Thought*

From the Inside Flap

"*Logos and Power in Isocrates and Aristotle* achieves a careful balance of theoretical interpretation, close reading, and historical contextualization. This book enriches our understanding of a number of important concepts in Western classical rhetoric, including Aristotle's idea of rhetoric, the pedagogy of imitation, and the ends of rhetorical education."—Janet Atwill, University of Tennessee, and author of *Rhetoric Reclaimed: Aristotle and the Liberal Arts Tradition*

"In this exciting book, Ekaterina V. Haskins has made a persuasive case for treating Isocrates not only as a worthy rival of Plato and Aristotle but also as an important precursor to modern theorists who regard rhetorical discourse as being a constitutive part of civic education."—John Cleary, Boston College and National University of Ireland, Maynooth, and founding editor of *Proceedings of the Boston Area Colloquium in Ancient Philosophy*

"*Logos and Power in Isocrates and Aristotle* is part of the recent rehabilitation of Isocrates as teacher and theorist of rhetoric. Meticulously researched, elegantly composed, and invariably thought-provoking, this book also offers some challenging new ideas about Aristotle and the rhetorical milieu of classical Athens. If you care about the history of rhetoric in Western civilization, Ekaterina V. Haskins's new book is a must."—John T. Kirby, author of *Secret of the Muses Retold* and *The Rhetoric of Cicero's Pro Cluentio*

About the Author

EKATERINA V. HASKINS is an assistant professor of communication and rhetorical studies at Boston College. Her research on classical and contemporary rhetoric has appeared in the *Quarterly Journal of Speech*, the *Rhetoric Society Quarterly*, the *Journal of Communication Inquiry*, and in a number of edited collections. Haskins lives in Cambridge, Massachusetts.

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