





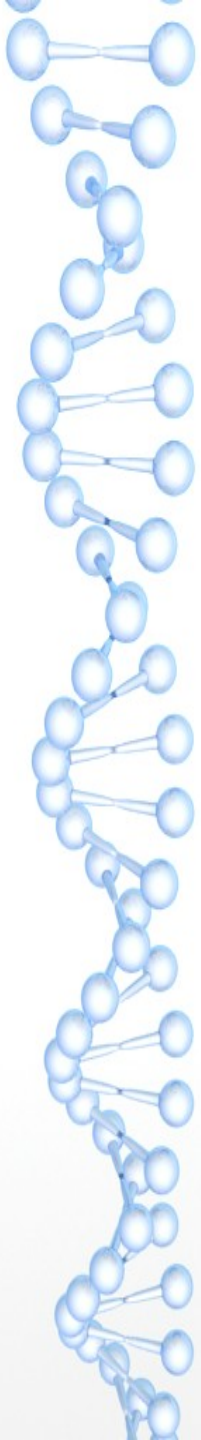
Roman Rhetoric 200 BC - 300 AD

Borrowing, Practicing, Teaching

Two Leading Characters

Cicero “The Greatest Roman
Orator (106-43BC)

Quintilian “The Greatest Roman
Teacher” (35-100AD)





Cicero

Many Sources

De Inventione

Thought Aristotle's notion of
ethos developed in the
speech only was inadequate.



Cicero's 5 Rhetorical Canons

Inventio

Dispositio

Elocutio

Pronuntiatio

Memoria

(Ad Herrenium)



The Systems

Stasis and Topics

Stasis -- a stopping point

Fact -- is it? Does it exist?

Definition -- what is it?

Value -- is it good or bad?

Action -- what does it do?

Topics -- common places

Progress is good

Anyone can become president



Cicero's *De Oratore*

Three purposes of speech

To teach

To delight

To persuade

Humor

Quintilian





Marcus Fabius Quintilian

The Good Man Speaking Well

Parts of a speech

Exordium -- introduction

Narratio -- facts

Confirmatio -- proof

Confutatio -- refutation

Peroratio -- conclusion



Longinus

Longinus (/lɒnˈdʒaɪnəs/; Ancient Greek: Λογγῖνος Longĩnos) is the conventional name of the author of the treatise *On the Sublime* (Περὶ ὕψους *Perì hýpsous*), a work which focuses on the effect of good writing. Longinus, sometimes referred to as Pseudo-Longinus because his real name is unknown, was a Greek teacher of rhetoric or a literary critic who may have lived in the 1st or 3rd century AD. Longinus is known only for *On the Sublime*. Longinus was greatly influenced by the large amount of traveling he completed in his youth. He journeyed to countless cities such as Athens, Rome and Alexandria. While on these trips, he attended lectures about philosophy, undoubtedly shaping his own beliefs. One of Longinus' favorite philosophers was Plato.