

a companion to roman rhetoric

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roman rhetoric pdf -
Rhetoric is the art of using
language to convince or
persuade. Aristotle defines
rhetoric as "the faculty of
observing in any given case
the available means of
persuasion" and since
mastery of the art was
necessary for victory in a
case at law or for passage of
proposals in the assembly
or for fame as a speaker in
civic ceremonies, calls it "a
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