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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Acknowledgments -- Introduction: underpinnings and propositions -- Tensions psychoanalysis/rhetoric/science -- Jung's rhetorical stance -- Topical invention and tropes, tools of the imagination : definitions and issues -- Psychological types and rhetorical devices : perspectives -- Considering fantasy, fiction and Lacan -- High profile representations : metaphor and metonymy : Jung, Vico and Ricoeur, phenomenological anthropology / William James -- Affinities : Vico and Jung and the themes other scholars discover -- Word association tests, and deliberative logic : forensic Jung -- Path and Jung's passionate agony over "answer to job" -- Ethos, the rhetoric of "memories, dreams, reflections" and perjuries of self-presentations : with two-part preamble -- Concluding remarks -- References.
Sommario/riassunto	Rhetorical analysis of texts exposes plausible 'truths' and presumptions implied by the writer's presentation. In this volume, Leslie Gardner analyses the master psychologist Jung, who claimed to be expert at uncovering personal, psychological truths. In his theoretical writings, his rhetoric reveals philosophical ramifications which bear strong similarities to those of the rhetorician of the 18th century, Italian philosopher Giambattista Vico. This book is driven by an interest in arguing that it is possible to read Jung's works easily enough when you have a set of precepts to go by

