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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Prologue -- "The blackness without and the blackness within": the rhetorical construction of the African -- Rhetorical theory as background and context -- Africa in rhetorical scholarship -- Maat: the ethical grounding of the rhetoric of Ptah-hotep -- The rhetoric of Ptah-hotep -- From darkness to light -- Paradigmatic framework: postcolonial theory -- Epilogue -- Appendices.
Sommario/riassunto	Through a critical analysis of ancient African texts that predate Greco-Roman treatises Cecil Blake revisits the roots of rhetorical theory and challenges what is often advanced as the ""darkness metaphor"" -- the rhetorical construction of Africa and Africans. Blake offers a thorough examination of Ptah-hotep and core African ethical principles (Maat) and engages rhetorical scholarship within the wider discourse of African development. In so doing, he establishes a direct relationship between rhetoric and development studies in non-western societies and highlights the prospect for applying