

1. Record Nr.	UNINA9910463150203321
Autore	Marsh Charles <1955-, >
Titolo	Classical rhetoric and modern public relations : an Isocratean model // Charles Marsh
Pubbl/distr/stampa	New York : , : Routledge, , 2013
ISBN	0-203-10298-3 1-283-86184-4 1-136-24264-3
Descrizione fisica	1 online resource (209 p.)
Collana	Routledge research in public relations ; ; 1
Disciplina	885/.01
Soggetti	Rhetoric - Political aspects Rhetoric, Ancient Education, Greek - Philosophy Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [157]-187) and index.
Nota di contenuto	Classical Rhetoric and Modern Public Relations An Isocratean Model; Copyright; Contents; Acknowledgments; 1 Isocrates and Modern Public Relations: An Overview; 2 Sophrosyne and Dikaiosyne: Isocrates' Concentric Ethics; 3 Peitho: An Isocratean Model of Persuasion; 4 Homonoia: Isocratean Rhetoric and Public Relations' Social Harmony Frameworks; 5 Koinos Bios: Isocratean Rhetoric and the Reflective Paradigm; 6 Logos and Dunamis: Isocratean Rhetoric and Postmodern Public Relations; 7 Syggrammata: Isocratean Planning and New Media; 8 Paideia: Isocrates' Rhetorical Education 9 Antilogia: Speaking against Isocrates 10 Mimesis: Rediscovering Isocrates; Notes; Bibliography; Index
Sommario/riassunto	This book expands the theoretical foundations of modern public relations, a growing young profession that lacked even a name until the twentieth century. As the discipline seeks guiding theories and paradigms, rhetorics both ancient and modern have proven to be fruitful fields of exploration. Charles Marsh presents Isocratean rhetoric as an instructive antecedent. Isocrates was praised by Cicero and Quintilian as "the master of all rhetoricians," favored over Plato and

Aristotle. By delineating the strategic value of Isocratean rhetoric to modern public relations, Marsh addr
