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Nota di bibliografia	Includes bibliographical references (p. 177-190) and index.
Nota di contenuto	Introduction : terms of art as a focus in the history of rhetorical theory -- Dialegethai as a term of art : Plato and the disciplining of dialectic -- Philosophia as a term of art : recovering Isocrates -- Terms of art for public deliberation : Daemaegoria and Symboulai -- Terms of art and the interpretation of texts : the disciplinary status of the rhetoric to Alexander -- Terms of art and inferring theory : when did the parts of a speech become formalized? -- Epilogue.
Sommario/riassunto	This book contributes to the history of classical rhetoric by focusing on how key terms helped to conceptualize and organize the study and teaching of oratory. David Timmerman and Edward Schiappa demonstrate that the intellectual and political history of Greek rhetorical theory can be enhanced by a better understanding of the

emergence of 'terms of art' in texts about persuasive speaking and argumentation. The authors provide a series of studies to support their argument. They describe Plato's disciplining of dialgesthai into the Art of Dialectic, Socrates' alternative vision of philosophia, and Aristotle's account of demegoria and symboule as terms for political deliberation. The authors also revisit competing receptions of the Rhetoric to Alexander. Additionally, they examine the argument over when the different parts of oration were formalized in rhetorical theory, illustrating how an 'old school' focus on vocabulary can provide fresh perspectives on persistent questions.
