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Nota di contenuto	Introduction -- Part One: Principles. Chapter 1 -- Chapter 2. Contingency -- Chapter 3. Probability -- Chapter 4. Temporality -- Chapter 5. Strategic construction -- Chapter 6 'Heuremes' -- Patterns of persuasive argument -- Part Two: Practice. Chapter 7. Classical Oratory -- Chapter 8. Modern Oratory.-Epilogue: Heuristic Rhetoric in Modern Education and Society.
Sommario/riassunto	This book introduces a novel approach to the analysis and practice of persuasive speaking and writing: heuristic rhetoric. The new method has evolved to fulfil the need at universities, government departments, political organisations, business enterprises and other public institutions for a modern practical alternative to classical rhetoric, which is, in the author's view, no longer capable of giving a complete description of contemporary, predominantly mediated, forms of public persuasive discourse, whilst other competing disciplines, such as

critical discourse analysis or strategic manoeuvring, have not yet produced a set of tools, which have the comprehensive nature and practical orientation of Classical Greek and Roman rhetorical system. The book expounds heuristic rhetoric as an inter-disciplinary method to develop advanced skills of critical and strategic reasoning. Applying a novel set of principles for the strategic analysis of persuasive reasoning in complex rhetorical situations, the method emphasizes preparing and continuously adjusting argumentation according to the demands of unpredictable circumstances. Gábor Tahin is Head of Classics at Clifton College, Bristol, UK. His research interests include the philosophy and theory of rhetoric, Classical rhetoric, strategies of persuasive reasoning, and the practice of oratory. .

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