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| 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 Isocrates10 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
