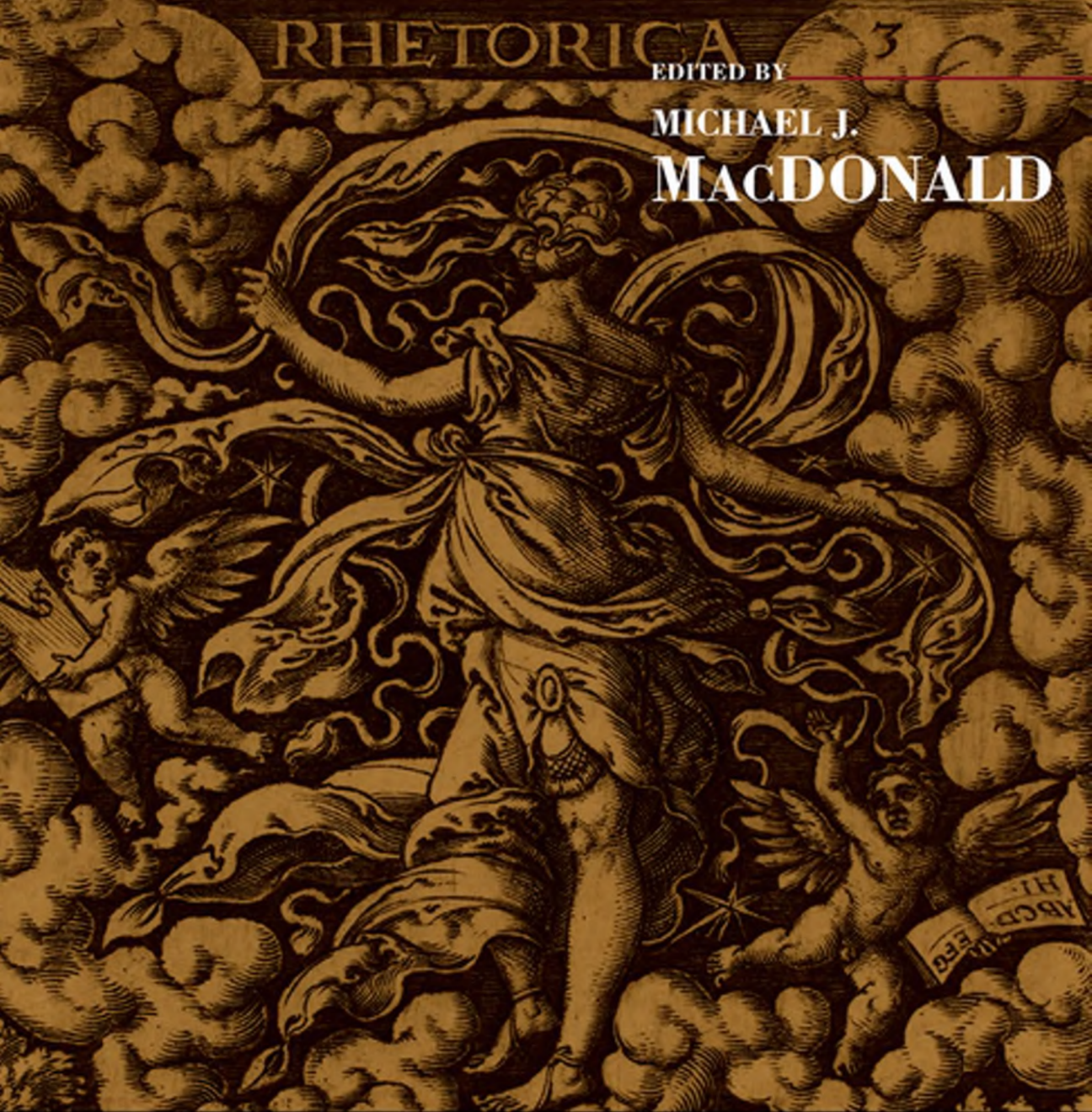


RHETORICA

EDITED BY

MICHAEL J.

MACDONALD



≡ The Oxford Handbook of
RHETORICAL
STUDIES

THE OXFORD HANDBOOK OF
**RHETORICAL
STUDIES**

THE OXFORD HANDBOOK OF

RHETORICAL
STUDIES

Edited by

MICHAEL J. MACDONALD

OXFORD
UNIVERSITY PRESS

OXFORD
UNIVERSITY PRESS

Oxford University Press is a department of the University of Oxford. It furthers the University's objective of excellence in research, scholarship, and education by publishing worldwide. Oxford is a registered trade mark of Oxford University Press in the UK and certain other countries.

Published in the United States of America by Oxford University Press
198 Madison Avenue, New York, NY 10016, United States of America.

© Oxford University Press 2017

First issued as an Oxford University Press paperback, 2020

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, without the prior permission in writing of Oxford University Press, or as expressly permitted by law, by license, or under terms agreed with the appropriate reproduction rights organization. Inquiries concerning reproduction outside the scope of the above should be sent to the Rights Department, Oxford University Press, at the address above.

You must not circulate this work in any other form
and you must impose this same condition on any acquirer.

Library of Congress Cataloging-in-Publication Data

Names: MacDonald, Michael John, editor.

Title: The Oxford handbook of rhetorical studies / edited by Michael J. MacDonald.

Description: Oxford University Press : New York, NY, 2017. |

Includes bibliographical references and index.

Identifiers: LCCN 2016056248 | ISBN 9780199731596 (hardback) |

ISBN 9780197503607 (paperback) | ISBN 9780190681845 (updf) |

ISBN 9780199984626 (online resource)

Subjects: LCSH: Rhetoric—History and criticism—Handbooks, manuals, etc.

Classification: LCC P301 .O95 2017 | DDC 808.009—dc23

LC record available at <https://lcn.loc.gov/2016056248>

For my parents,
Shirley Marguerite MacDonald and Donald Kenneth MacDonald

And for my wife,
Carrie Anne Perce