



# The Art Of Rhetoric

By Aristotle

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In *The Art of Rhetoric*, Aristotle demonstrates the purpose of rhetoric—the ability to convince people using your skill as a speaker rather than the validity or logic of your arguments—and outlines its many forms and techniques. Defining important philosophical terms like ethos, pathos, and logos, Aristotle establishes the earliest foundations of modern understanding of rhetoric, while providing insight into its historic role in ancient Greek culture.

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### Editorial Review

#### About the Author

Aristotle is an icon of intellectual philosophical thinking. Though abstruse his writings are easily comprehensible. His thoughts had clarity and he wrote with a superhuman precision. Aristotle's doctrine dominates all modern issues, science and else.

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