Abstract

This paper presents a few central themes of the rhetoric of Isocrates that should be taken into consideration in a detailed study of the rhetorical theory in which his pedagogy was based. First, Isocrates’ thoughts about his own discipline are examined, as well as the probable existence of a theoretical manual of his; then, his pragmatic idea of the language and purpose of rhetoric are taken into consideration. The paper concludes with the presentation of other important themes: invention, genres of rhetoric, principles, memory, and rhetorical action.