

International Society for the History of Rhetoric

FOUNDED AT ZÜRICH ON 30 JUNE 1977

President, Martin Camargo, ILLINOIS-URBANA CHAMPAIGN

Vice-President, Manfred Kraus, TÜBINGEN

Treasurer, Arthur Walzer, MINNESOTA MINNEAPOLIS

General Secretary, Linda Bensel-Meyers, DENVER

Council, (with duration of office)

Martin Camargo, U. Illinois Urbana Champaign (Past President)	Marcos Martinho dos Santos, U. de São Paulo, Brazil, 2017	David Garcia Pérez, U. Nacional Autónoma de México, 2015
Pierre Chiron, U. Paris–Est, France, 2017	Ida Gilda Mastrorosa, U. Florence, Italy 2015	Christopher Reid, Queen Mary College University of London, 2015
Nancy Christiansen, Brigham Young University, USA, 2017	Sara Molpeceres, U. de Valladolid, Spain, 2017	Tania Smith, University of Calgary, Canada, 2015
Casper C. De Jonge, U. Leiden, Netherlands, 2017	Min Gu Na, Hankuk U. of Foreign Stud., Korea, 2017	Vessela Valiavitcharska, U. Maryland, USA, 2017
Christoph Leidl, Heidelberg, Germany, 2015		Jon Viklund, Uppsala University, Sweden, 2015

Rhetorica

Editor

Associate Editors

Marc van der Poel, Nijmegen
Manfred Kraus, Tübingen
Marie-Pierre Noël, Montpellier
Luisa Angelica Puig,
Ciudad de México
Luigi Spina, Napoli
Daniel Gross, California-Irvine

Book Review Editor

Editorial Board

Don Abbott, California
Davis
Martin Camargo, Illinois
Maria Silvana Celentano,
Chieti
Francisco Chico Ricó
Alicante
Pierre Chiron, Paris
Thomas Conley, Illinois
Christopher Craig,
Tennessee

Diana Desrosiers-Bonin,
Montreal
Mike Edwards, Lampeter
Eugene Garver, St. John's
Minnesota
Lawrence Green,
Southern California
Craig Kallendorf,
Texas A & M

Claude La Charité,
Rimouski
Peter Mack, London
Lucia Calboli
Montefusco, Bologna
Laurent Pernot,
Strassbourg
Tina Skouen,
Oslo
Harvey Yunis, Rice

Editorial Assistance: Pierre MacKay

*Founding Members of the Journal
Life Members of the Society*

Carroll C. Arnold
Pennsylvania State
University (Emeritus)

James J. Murphy
University of California-
Davis

Robert N. Gaines
University of Maryland

Lester Olson
University of Pittsburgh

Kathleen Jamieson
University of Pennsylvania

Roger P. Parr
Marquette University

Luisa López Grigera
University of Michigan

Rhetorica (ISSN 0734-8584, e-ISSN 1533-8541) is published four times a year (February, May, August, November) by the University of California Press, Journals and Digital Publishing Division, for the International Society for the History of Rhetoric. Periodicals postage paid at Berkeley, CA, and additional mailing offices. POSTMASTER: Send address changes to *Rhetorica*, University of California Press, 2120 Berkeley Way, Berkeley, CA 94704-1012. E-mail: customerservice@ucpressjournals.com.

All members of the International Society for the History of Rhetoric receive *Rhetorica*. Memberships are \$46.00 a year, \$20.00 for students; institutional subscriptions are \$207.00 a year; institutional (electronic) are \$169.00 a year.

See www.ucpressjournals.com for single issue and subscription orders, and claims information. Domestic claims for nonreceipt of issues should be made within 90 days of the mail date; overseas claims within 180 days. Mail dates can be checked at: www.ucpressjournals.com/ucpress.asp?page=ReleaseSchedule. UC Press does not begin accepting claims for an issue until thirty (30) days after the mail date. Out of print issues and volumes are available from Periodicals Service Company, 11 Main Street, Germantown, NY 12526-5635. Phone number: (518) 537-4700. Fax number: (518) 537-5899. Web site: www.periodicals.com.

Inquiries about advertising can be sent to adsales@ucpressjournals.com. For complete abstracting and indexing coverage for the journal, please visit www.ucpressjournals.com. All other inquiries can be directed to customerservice@ucpressjournals.com.

Copying and permissions notice: Authorization to copy article content beyond fair use (as specified in Sections 107 and 108 of the U.S. Copyright Law) for internal or personal use, or the internal or personal use of specific clients, is granted by the Regents of the University of California on behalf of the International Society for the History of Rhetoric for libraries and other users, provided that they are registered with and pay the specified fee through the Copyright Clearance Center (CCC), www.copyright.com. To reach the CCC's Customer Service Department, phone (978) 750-8400 or write to info@copyright.com. For permission to distribute electronically, republish, resell, or repurpose material, and to purchase article offprints, use the CCC's Rightslink service, available on JSTOR at www.jstor.org/r/ucal. Submit all other permissions and licensing inquiries through the University of California Press's Rights and Permissions website, www.ucpressjournals.com/reprintInfo.asp, or via e-mail: journalspermissions@ucpress.edu.