

A Journal of the History of Rhetoric

---

# RHETORICA

R H E T O R I C A

VOLUME 35, NUMBER 2 • SPRING 2017

---

Published by University of California Press for  
The International Society for the History of Rhetoric

VOLUME 35, NUMBER 2 • SPRING 2017

International Society for the History of Rhetoric

FOUNDED AT ZÜRICH ON 30 JUNE 1977

President, Michael Edwards, U. ROEHAMPTON, LONDON

Vice-President, Malcolm Richardson, LOUISIANA STATE UNIV.

Treasurer, Arthur Walzer, MINNESOTA MINNEAPOLIS

General Secretary, Linda Bensel-Meyers, DENVER

Council, (with duration of office)

Alfredo Casamento, (U. Palermo, Italy, 2019)	Marcos Martinho dos Santos, U. de São Paolo, Brazil, 2017	Janika Päll, University Library of Tartu, Estonia, 2019
Pierre Chiron, U. Paris–Est, France, 2017	Debbie Hawhee	Christopher Reid, Queen Mary College University of London, 2019
Nancy Christiansen, Brigham Young University, USA, 2017	The Pennsylvania State U., USA, 2019	Vessela Valiavitcharska, U. Maryland, USA, 2017
Johannes Engels, Köln, Germany, 2019	David Mirhady, Simon Fraser U., Canada 2019	
Casper C. De Jonge, U. Leiden, Netherlands, 2017	Sara Molpeceres, U. de Valladolid, Spain, 2017	
Manfred Kraus, Tübingen (Past President)	Min Gu Na, Hankuk U. of Foreign Stud., Korea, 2017	

Rhetorica

Editor

Marc van der Poel, Nijmegen

Associate Editors

Manfred Kraus, Tübingen

Marie-Pierre Noël, Montpellier

Luisa Angelica Puig, Ciudad de México

Luigi Spina, Napoli

David Marshall, University of Pittsburgh

Book Review Editor

Editorial Board

Don Abbott, California Davis	Diana Desrosiers-Bonin, Montreal	Claude La Charité, Rimouski
Martin Camargo, Illinois	Mike Edwards, London	Peter Mack, London
Maria Silvana Celentano, Chieti	Eugene Garver, St.John's Minnesota	Lucia Calboli Montefusco, Bologna
Francisco Chico Rico, Alicante	Lawrence Green, Southern California	Laurent Pernet, Strassbourg
Pierre Chiron, Paris	C. Jan Swearingen, Texas A & M	Tina Skouen, Oslo
Thomas Conley, Illinois		Harvey Yunis, Rice
Christopher Craig, Tennessee		

Assistant to the editor: Lydia Spielberg

EDITORIAL POLICY

The journal publishes articles, book reviews, and bibliographies which further the aims of the Society as stated in its Constitution (Article Two):

The purpose of this society is to promote the study of both the theory and the practice of rhetoric in all periods and languages and its relationships with poetics, philosophy, politics, religion, law, and other aspects of the cultural context.

Official languages of the Society are English, French, German, Italian, Latin, and Spanish.

SUBMISSION OF MANUSCRIPTS

Manuscripts submitted to Rhetorica should not be under consideration elsewhere. Because the identity of authors is concealed from evaluators of manuscripts, each manuscript should contain a separate title page containing the title of the essay and the author's name, mailing address, email address, and phone and fax numbers. The author's identity should not otherwise be revealed in the manuscript. The title should be repeated on the first page of the text. The manuscript should be accompanied by a 100-word abstract.

Manuscripts, including text, quotations, and notes, must be double-spaced throughout. Notes should appear at the end of the manuscript. Quotations of more than 100 words should be set as separate paragraphs indented from the left margin. The complete editorial guidelines which must be followed are included in the detailed style sheet, which is available from the editor—or which can be consulted on the ISHR-website: <http://ishr-web.org/aws/ISHR/pt/sp/journal> All manuscripts are to be sent electronically as a word-file and a pdf.-file to Marc van der Poel, Radboud University Nijmegen, Faculty of Arts, Dept. of Classics (GLTC), P.O. Box 9103, 6500 HD Nijmegen, The Netherlands. Email: editor.Rhetorica@gmail.com

Manuscripts in French are to be sent also to Marie-Pierre Noël, UFR I, Département des langues anciennes, Route de Mende, 34199 Montpellier cedex 5, France. Email: marie-pierre.noel@wanadoo.fr

Manuscripts in German are to be sent also to Manfred Kraus, Philologisches Seminar, Universität Tübingen, Wilhelmstraße 36, 72074 Tübingen, Germany. Email: manfred.kraus@uni-tuebingen.de

Manuscripts in Italian are to be sent also to Luigi Spina, via A. Bonci 6, 40137 Bologna, Italy. Email: luigi.spina@unina.it.

Manuscripts in Spanish are to be sent also to Dra. Luisa Puig, Centro de Poética, Instituto de Investigaciones Filológicas Universidad Nacional Autónoma de México, Circuito Mario de la Cueva s.n. Ciudad Universitaria, Zona Cultural, Delegación Coyoacán México D.F., C. P. 04510. Email: lpuig@sirem.com.mx

Books for review should be submitted to Dr. David L. Marshall, Department of Communication, University of Pittsburgh, 4200 Fifth Avenue, Pittsburgh, PA 15260, USA (email: dlm91@pitt.edu) or to the associate editor for the language concerned.