



*Special Issue Reprint*

## **Histories of Ethos: World Perspectives on Rhetoric**

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ISBN 978-3-0365-1700-1 (Hardback)  
ISBN 978-3-0365-1699-8 (PDF)

The essays in this collection aim to waken contemporary discussions of ethos (and of rhetoric generally) from their Western, classical-Aristotelian slumbers. Western rhetoric was never univocal in its theory or practice of ethos: the essays in this collection provide proof of this. The contributors aimed to shake rhetoric out of its Eurocentrism: the traditions of Africa, the Middle East, and Asia sustain their own models of ethos and lead us to reconsider rhetoric in its rich variety—what ethos was, is, and will become. This collection is groundbreaking in its attempt to outline the diversity of argument, trust, and authority beyond a singular, dominant perspective.

This collection offers readers a choice of itineraries: thematic, geographic, and historical. Essays may be read individually or cumulatively, as exercises in comparative rhetoric. In taking a world perspective, Histories of Ethos will prove a seminal discussion. Its comparative approach will help readers appreciate the commonalities and the distinctions in competing cultural-discursive practices—in what brings us together and what drives us apart as communities. Additionally, it is the editors' hope that, out of this historical, multicultural dialogue, some new perspectives on ethos may come forward to broaden our discussion and reach of understanding.



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