

**(Between methodological criteria and aesthetic values):
Arabic rhetoric from the absence of a systematic
approach to the formation of a fixed methodology**

This study seeks to trace the impact of these fields of knowledge that surrounded the emergence of Arabic rhetoric on the development of rhetorical thought, whether this influence was negative or positive.

The study proceeds from a methodological hypothesis to the effect that the transition of rhetorical research from the absence of the curriculum, when rhetorical thinking is mixed with other fields of Arab thought in the infancy stage, to the stabilization and consolidation of the curriculum, when rhetorical thinking is stable and independent from other Arab sciences in the stage of contraction and codification, after the sixth century hijri,

It was paralleled with another transition of rhetorical thought, from a remarkable richness in aesthetic values in the early days of rhetorical thinking, resulting from the cross-fertilization of this thinking with other fields of Arab knowledge, to an extreme poverty in these values, resulting from the interruption of

communication with the manifestations of human experience in those knowledge, in At the same time, the methodological standards of the science of rhetoric were established, as the rhetorical lesson was moving - slowly - from the scouting effort (which discovers the rhetorical arts, and extracts them from literary texts), to the synthesis effort (which is based on ruminating what had been previously discovered, recompiling and arranging it), This orientation meant moving away from the literary text, and approaching the abstract rhetorical standard, which contributed to the consolidation of the normative orientation in rhetorical thought.
