

What Is Rhetoric ?

This book is a study aimed to answer a principle question, that is what is rhetoric?. The question has directed the study to achieve many goals; the first is to define rhetoric a simple and comprehensive definition, a definition able to discriminate what is rhetorical from what is literary. The second is to survey the history of rhetoric in the light of the new definition. The third is to correct the main mistakes that distort this history, as the combining between rhetorical and literary, and between the rhetorical production and the rhetorical theory, and as the degrading of some rhetorical theories. Surely, the worst mistake that Arabic studies commit is to concentrate on the Arabic tradition only, in its last form specially, concentrating accompanied with total negligence to the tradition of Greeks, and Romans. The worst mistake, in addition, is carelessness of the contemporary theories, like the argument theory, the political analysis, and pragmatism. The study has defined rhetoric as efficient communication art, and consecutively, has drawn the rhetorical history. The book, wholly, is a try to cherish the desire to build new rhetorical theories, also to develop the Arabic rhetorical studies.