International Society for the History of Rhetoric
FOUNDED AT ZÜRICH ON 30 JUNE 1977

President, Diana Desrosiers-Bonin, MONTREAL

Vice-President, Lucia Montefusco Calboli, BOLOGNA

Treasurer, Lynette Hunter, CALIFORNIA-DAVIS

General Secretary, Stephen McKenna, THE CATHOLIC UNIVERSITY OF AMERICA

Council, (with duration of office)

Laurent Pernot, Strasbourg (Past President)
Marc André Bernier, Canada, 2011
Bé Breij, Nijmegen, 2009
Maria Silvana Celentano, Italy, 2011
Robert Gaines, Maryland, 2009
Alfonso Martin Jiménez, Valladolid, 2009
Florence Malhomme, Paris, 2009
Lilia Metodieva, Sofia, 2009

Luisa Angelica Puig, Llano, Mexico 2011
Jennifer Richards, United Kingdom, 2011
Tina Skouen, Norway, 2011
Dietmar Till, Germany, 2011
Arthur Walzer, Minnesota, 2009

Rhetorica

Editor
Mike Edwards, University of London

Associate Editors
Manfred Kraus, Tübingen
Marie-Pierre Noël, Montpellier
Jorge Fernandez Lopez, Logroño
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 Rico, Alicante
Pierre Chiron, Paris
Thomas Conley, Illinois
Christopher Craig, Tennessee
Diana Desrosiers-Bonin, McGill
Eugene Garver, St. John’s Minnesota
Lawrence Green, Southern California
Pernille Harsting, Copenhagen
Craig Kallendorf, Texas A & M

Claude La Charité, Québec
Peter Mack, Warwick
Lucia Calboli
Montefusco, Bologna
Laurent Pernot, Strasbourg
Marc van der Poel, Nijmegen
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, online ISSN 1533-8541) is published quarterly (Winter, Spring, Summer, and Autumn) by the University of California Press Journals and Digital Publishing. Periodicals postage paid at Berkeley, CA, and at additional mailing offices. POSTMASTER: Send address changes to Rhetorica, University of California Press Journals and Digital Publishing, 2000 Center St., Ste. 303, Berkeley, CA

All members of the International Society for the History of Rhetoric receive Rhetorica. Memberships are $46.00 a year; $20.00 a year for students; institutional subscriptions are $184.00 a year; institutional (electronic) are $156.00 a year. Single copies of back issues are $12.00 for individual and student members, $48.00 for institutions. Canadian subscribers please add 5% GST to the subscription price. GST 89626 2698 RT0001. Payment may be made with UNESCO book coupons. Domestic claims for non-receipt of issue must be made within 90 days of the mail date, overseas claims within 180 days. See mail dates at: http://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. Individual members also receive the Newsletter of the Society, published two or three times a year. Overseas delivery is not guaranteed. Communications regarding memberships, subscriptions, changes of address, advertising, permissions, and other business relating to the journal should be addressed to Rhetorica, University of California Press Journals and Digital Publishing, 2000 Center St., Ste. 303, Berkeley, CA 94704-1223. Email: journals@ucpress.edu, website: www.ucpressjournals.com.

Editorial correspondence should be addressed to Mike Edwards, Institute of Classical Studies, University of London, Senate House North Block, Malet Street, London WC1E 7HY, UK. Email: mike.edwards@sas.ac.uk.

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 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, dial 978-750-4470 or write to 222 Rosewood Drive, Danvers, MA 01923. Permission to distribute electronically, republish, resell, or re-purpose material from 2001 forward, as well as requests for article reprints or offprints, can be fulfilled online through the CCC’s Rightslink service, available on Caliber at http://caliber.ucpress.net. All other permissions and licensing inquiries may be submitted through the University of California Press website at www.ucpressjournals.com/reprintinfo.asp

© 2009 by the International Society for the History of Rhetoric

Printed in the U.S.A.

This journal is printed at The Sheridan Press on totally chlorine-free paper (TCF). This paper is bleached using hydrogen peroxide rather than chlorine compounds thus eliminating the introduction of dioxin into the environment. This paper is acid free.
CALL FOR PAPERS FOR THE
7th ISSA CONFERENCE

From June 29 to July 2, 2010, the 7th Conference on Argumentation of the International Society for the Study of Argumentation (ISSA) will be held at the University of Amsterdam. The aim of the conference is to draw together scholars from a variety of disciplines that are working in the field of argumentation theory. The keynote speakers are:

Maurice Finocchiaro (University of Nevada, Las Vegas)
James Klumpp (University of Maryland)
James Freeman (Hunter College, City University of New York).

The planning committee of the 7th ISSA Conference invites presentations of original, non-published work on argumentation. Argumentation theorists, (informal) logicians, discourse analysts, communication scholars, rhetoricians, legal scholars, and other scholars involved in the study of argumentation are all encouraged to take part.

Anyone who wishes to present a paper can submit an abstract in English to the planning committee by sending an e-mail attachment to issa-fgw@uva.nl. Abstracts (ca. 250 words), prepared for blind refereeing, must be submitted in Word no later than November 1, 2009. All abstracts should be accompanied by a separate file in which the author indicates his/her research interests and provides a list of key publications on argumentation. Please include your surname and “issa abstract” in the subject entry of your e-mail message. Among the conference themes are:

- Argument schemes
- Argumentation structures
- Fallacies
- Theoretical issues
- Argumentative strategies
- Argumentation and stylistics
- Ethos and pathos in argumentation
- Analysis of controversies
- Argumentation in debate
- Persuasion research
Interpersonal argumentation
Visual argumentation
Religious argumentation
Argumentation and epistemology
Argumentation in the media
Argumentation in a medical context
Argumentation in a legal context
Argumentation in a political context

Further information on the 7th ISSA Conference is available at: http://www.hum.uva.nl/issa. The address of the planning committee is: Frans H. van Eemeren, University of Amsterdam, Department of Speech Communication, Argumentation Theory and Rhetoric, Spuistraat 134, 1012 VB Amsterdam, email: issa-fgw@uva.nl.