

# Rhetorica Ad Herennium Marcus Tullius Cicero

Ad C. Herennium

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*Ad C. Herennium* Princeton University Press

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Herennium: Book I On the Theory of Public Speaking

The Rhetorica ad Herrenium was traditionally attributed to Cicero

(106-43 BCE), and reflects, as does Cicero's De Inventione,

Hellenistic rhetorical teaching. But most recent editors attribute it

to an unknown author. Cicero (Marcus Tullius, 106-43 BCE),

Roman lawyer, orator, politician and philosopher, of whom we

know more than of any other Roman, lived through the stirring

era which saw the rise, dictatorship, and death of Julius Caesar in

a tottering republic. In his political speeches especially and in his

correspondence we see the excitement, tension and intrigue of

politics and the part he played in the turmoil of the time. Of about

106 speeches, delivered before the Roman people or the Senate if they were political, before jurors if judicial, 58 survive (a few of them incompletely). In the fourteenth century Petrarch and other Italian humanists discovered manuscripts containing more than 900 letters of which more than 800 were written by Cicero and nearly 100 by others to him. These afford a revelation of the man all the more striking because most were not written for publication. Six rhetorical works survive and another in fragments. Philosophical works include seven extant major compositions and a number of others; and some lost. There is also poetry, some original, some as translations from the Greek. [Ad C. Herennium. De ratione dicendi](#) Penguin

Book I (of four) deals broadly with the types of suits or causes (epideictic, deliberative, and judicial), and the parts of discourse (introduction, statement of fact, division, proof, and refutation. More narrowly, it focuses on the tasks of the public speaker, the speaker's competence (invention, arrangement, style, memory, and delivery), the ways of acquiring competency—as they apply to three types of issue: conjectural, legal, and juridical. Contrary to the myth that the Ad Herennium is just a book on rhetoric and language, it is a book on the art of public speaking. It is —really— a practical manual for administrators, managers, executives,

paralegals, teachers, professors, judges, attorneys in general, litigators in particular—anyone who wishes to write or give a speech. Though humble in approach, the book delivers greatness. [Rhetorica ad Herennium et De inventione](#) CreateSpace  
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#### Works

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All of us are faced countless times with the challenge of persuading others, whether we're trying to win a trivial argument with a friend or convince our coworkers about an important decision. Instead of relying on untrained instinct—and often floundering or failing as a result—we'd win more arguments if we learned the timeless art of verbal persuasion, rhetoric. How to Win an Argument gathers the rhetorical wisdom of Cicero, ancient Rome's greatest orator, from across his works and combines it with passages from his legal and political speeches to

show his powerful techniques in action. The result is an enlightening and entertaining practical introduction to the secrets of persuasive speaking and writing—including strategies that are just as effective in today's offices, schools, courts, and political debates as they were in the Roman forum. How to Win an Argument addresses proof based on rational argumentation, character, and emotion; the parts of a speech; the plain, middle, and grand styles; how to persuade no matter what audience or circumstances you face; and more. Cicero's words are presented in lively translations, with illuminating introductions; the book also features a brief biography of Cicero, a glossary, suggestions for further reading, and an appendix of the original Latin texts. Astonishingly relevant, this unique anthology of Cicero's rhetorical and oratorical wisdom will be enjoyed by anyone who ever needs to win arguments and influence people—in other words, all of us.

#### Cicero

The translation by Guidotto da Bologna of the Rhetorica ad C. Herennium.

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