



## Seduction, Sophistry and the Woman with the Rhetorical Figure (Hardback)

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By Associate Professor Michelle Ballif PhD

Southern Illinois University Press, United States, 2000. Hardback. Condition: New. 3rd ed.. Language: English . Brand New Book. The rhetorical tradition, Michelle Ballif asserts, is based on the systematic exclusion of sophistry. In keeping with Aristotle's prescription, rhetoric continues to be a counterpart to dialectic, a handmaiden to the pursuit of truth even if that truth is merely probable. According to Ballif, this search for truth manifests itself among current rhetoric and composition scholars in the form of an assumption that language is primarily communicative (i.e., that language can represent truth more or less faithfully). Ballif shows how invested we are in the notion of truth, in the idea that language represents truth, and in the assumption that the speaking/writing subject has, or should have, some essential relation to truth. Provocatively, Ballif questions why the profession wants to retain these beliefs in the face of vociferous arguments from new rhetorics that the discipline no longer posits a foundational self or truth, and in the face of the poststructuralist critique, which has demonstrated that founding truth is always accomplished by first positing and then negating an other. As an alternative to this negative and violent rhetorical process, Ballif suggests a turn...



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