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The Powers of Persuasion in Aeschines' oratory

In this paper we shall discuss the main elements of persuasion in Aeschines oratory. It is common opinion that speeches of Aeschines were less product of his rhetorical skill, but more the reflection of situation in which he has been at certain moment in his life. Having this in mind it could be interesting to examine how he has made great success in trial, i.e. how he has persuaded the jury to trust him and to win the trial twice. The thing was more interesting because his opponent was such orator like Demosthenes. As particular aspect of our research, we shall give the comparison of Aeschines' and Demosthenes' oratory. We shall try to give an answer how far Aeschines' oratory, especially his art of persuasion, has been the product of skill (*techne*) and of rhetoric gift (*physis*)? Therefore we shall pay a great attention to role of language and style of his speeches. In our examination of Aeschines' powers of persuasion we shouldn't limit us only to study of his rhetorical skill, but we shall take also into consideration his rhetoric as an complex synthesis of many other different scientific disciplines like: linguistics (especially psycholinguistics and sociolinguistics), stylistics, theory of communication etc. Thus we should examine how we can apply the ancient means of persuasion in the modern rhetorical theory and practice.