

(SPRACHE: ENGLISCH)

- a) Dr. Anna A. Novokhatko
Seminar für Klassische Philologie
der Albert-Ludwigs-Universität
Platz der Universität 3
D - 79085 Freiburg im Breisgau
annanovokh@hotmail.com
- b) *No 5. The Powers of Persuasion*
- c) **Palm and Fist, or on the metaphorical use of *πλατύς* and *στρογγύλος* as rhetorical criteria**
- d) 15-20 minutes
- e) The paper aims to explain the transition from the metaphorical use of a word to its use as a technical rhetorical term. *Broad* and *round* were used to describe language; employed as such by the Sophists, picked up and mocked by Aristophanes, then reappeared in the 1st century BC. In the form of their approximate Latin equivalents, *latus* and *rotundus*, they describe a particular style or pronunciation. This paper will argue that both the transition from metaphor to technical rhetorical term and the further transition to their use as a description of style were never complete. They did however constitute part of an attempt to systematise the use of language. As a result both these terms acquired multiple layers of meaning, providing opportunities for their creative employment by writers of the ancient, and not so ancient, world.