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Two paths of rhetoric

In chapter 1 of *A Rhetoric of Love*, Jones says that, for now, we should think of rhetoric as “ways of persuading people.” Love can do that, he says. Love can change minds.

By contrast, power can compel people to change (and, as such, has its place), but does it persuade?

He uses the Crusades as an example of the rhetoric of intimidation (power). The Crusaders used violence to change their enemies’ behavior (to get them to surrender), but they didn’t persuade them because the change came unwillingly.

Hard to tell if he approves of what Cicero says in this sidebar:



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