



New Testament Rhetoric: An Introductory Guide to the Art of Persuasion in and of the New Testament

Ben, III Witherington

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Description: Witherington provides a much-needed introduction to the ancient art of persuasion and its use within the various New Testament documents. More than just an exploration of the use of the ancient rhetorical tools and devices, this guide introduces the reader to all that went into convincing an audience about some subject. Witherington makes the case that rhetorical criticism is a more fruitful approach to the NT epistles than the oft-employed approaches of literary and discourse criticism. Familiarity with the art of rhetoric also helps the reader explore non-epistolary genres. In addition to the general introduction to rhetorical criticism, the book guides readers through the many and varied uses of rhetoric in most NT documents—not only telling readers about rhetoric in the NT, but showing them the way it was employed.

""This brief guide book is intended to provide the reader with an entrance into understanding the rhetorical analysis of various parts of the NT, the value such studies bring for understanding what is being proclaimed and defended in the NT, and how Christ is presented in ways that would be considered persuasive in antiquity."" - from the introduction

Endorsements: ""Ben Witherington has used classical rhetorical criticism as a foundational method--writing commentaries on the entire New Testament canon. In this volume, he brings that extensive experience to the task of writing an introduction to this exegetical method. . . . This will surely become the choice resource--the ""new Kennedy""--for a main text in courses in rhetorical criticism or a supplementary text in courses on exegetical method, as well as a valuable and persuasive introduction to the method for ministry professionals interested in connecting the ongoing task of proclamation with the persuasive techniques of the New Testament."" --David A. deSilva, Trustees' Distinguished Professor of New Testament and Greek, Ashland Theological Seminary ""Whether one is drawn to the promise of rhetorical study of the New Testament writings or is not yet persuaded by its utility, Witherington has provided a helpful--and persuasive!--primer. His easy familiarity with the ancient sources makes this an especially user-friendly introduction to the importance of ancient rhetoric for historical study of the New Testament."" --Joel B. Green, Professor of New Testament Interpretation, Fuller Theological Seminary ""For those who want to add rhetorical analysis to their interpretation of the New Testament, Ben Witherington provides easy access to a not easily accessible subject. . . . Not stopping with mere description, Witherington always draws out the implications of the rhetorical nature of the biblical texts for interpretation and application."" --Duane Watson, Professor of New Testament Studies, School of Theology, Malone College ""Ben Witherington has produced a sterling volume on ancient rhetoric and its applicability to New Testament studies. . . . Importantly, Witherington carefully describes how an understanding of rhetoric affects biblical interpretation and Christian preaching. Anyone who is interested in the contours of early Christian discourse or would like to be able to preach and teach as persuasively as the biblical authors will find this volume highly informative and immensely helpful. Another gem from the pen of Ben!"" --Michael Bird, Tutor in New Testament at the Highland Theological College, Dingwall, Scotland

Contributor(s): Ben Witherington III (PhD, University of Durham) is Amos professor of New Testament for Doctoral Studies at Asbury Theological Seminary and doctoral faculty at St. Andrews University. He is the author of numerous books, including *The Living Word of God* (2008), *Shifting the Paradigms* (forthcoming) and several socio-rhetorical commentaries.

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