Rhetoric Redux
by Simon Crisp

Ten years ago a survey of “Rhetorical Criticism in Biblical Studies” appeared in TIC Talk (No. 9, 1989), and included the observation that “the last ten years have seen a great increase in the number of rhetorical studies in both Old and New Testaments, and the approach seems finally to be discovering its own available means for persuading biblical academe that it is not a passing fancy.” Another ten years on it seems appropriate to revisit the subject, especially as the momentum of work has increased during the intervening period to such an extent that one can hardly hope now to cover anything like the whole field. The following notes will therefore concentrate on survey works which in their turn provide more detailed bibliographies on specific topics, and on major collective works where the majority of the scholars currently active in the field are represented. A brief presentation of some material related to Galatians is adapted from my Birmingham MA thesis (1997). The initial emphasis will be on classical rhetoric and its application in New Testament studies, followed by some tentative excursions into the less well charted territory of (post)modern rhetorical theory.

A good place to start—at least for those with access to a well-stocked library or a generous source of funding—would be with the recent Handbook of Classical Rhetoric in the Hellenistic Period edited by the ubiquitous Stanley E. Porter: more than 800 pages and almost thirty chapters covering the whole range of topics from history and theory (opening with a solid and accessible survey by George A. Kennedy), through treatment of all

the main rhetorical genres, chapters on the different kinds on NT rhetoric (Gospels/Acts, Pauline Corpus, General Letters, Johannine Writings), early Christian and other writers of the time, and ending with Edwin A. Judge on rhetoric in the inscriptions. There is a real feast here, though it is hard not to feel daunted by the sheer amount of material. For a briefer introduction to the issues Kennedy (1984) may still be recommended, as may the recent survey articles by Dennis L. Stamps (1995, 1997). However, the best general introduction to the field, in my opinion, may be found in the early chapters of Duane Litfin’s 1994 monograph on 1 Corinthians: Litfin gives a vivid and convincing account of the way in which rhetoric permeated the education and culture of the Graeco-Roman world. The background of classical rhetoric does still remain of great importance for the NT, and for readers with the necessary energy and funds the English translation—all 954 pages—of Heinrich Lausberg’s monumental Handbook of Literary Rhetoric has recently been published by Brill.

Turning now to bibliographical directories and other information sources, just how extensive the scholarship in this field has become may be seen from Watson and Hauser’s Rhetorical Criticism of the Bible: A Comprehensive Bibliography (notable also for its excellent introductory essays)—and not least from the fact that a new and much expanded edition has recently been announced just five years after its initial publication. In the meantime, we may turn to Watson’s articles in Currents in Research: Biblical Studies (1995, 1997) for surveys of
was understood essentially as one weapon in the arsenal of the historical-critical method, as a means of unlocking the author’s intention and disclosing the single meaning of the text, in the hands of scholars like Wilhelm W. (see, e.g., W. 1993) it becomes a replacement for hermeneutics itself, the key to understanding a text not so much as a fixed object tied firmly to its author’s intention, but rather as being contingent upon each individual reading. Such an approach brings rhetorical criticism firmly into the context of contemporary reader-response and other literary approaches to the Bible, and means that it shares in the advantages and disadvantages of these methods.

In this respect we may note especially the “socio-rhetorical” approach developed by Vernon K. Robbins (1996a,b), which may in essence be seen as an attempt to integrate the various contemporary approaches to the New Testament, the different ways of reading the biblical text, into one rather unified whole—the idea that the text has various textures (internal, interactive, socio-cultural, ideological, sacred) which may all be characterized as in some way rhetorical and which must be studied simultaneously and in parallel. Clearly this is a very considerable extension of the definition of rhetoric; and while Robbins’ model is lacking neither in integrative power nor in the richness of some of its specific insights, there is an ever present danger that the attempt to include everything will lead in the end to mere generalities. (A more substantial response to Robbins’ work, from a special session at the 1997 SBL meeting, is found in Journal for the Study of the New Testament [1998] 70:69-115.)

Rather than attempting even a partial listing of specific rhetorical studies of individual NT books (the necessary information can in any case be obtained from the bibliographical directories and surveys referred to above), I will offer instead a brief account of the main sources on rhetorical criticism of Galatians, followed by concluding remarks on the significance of rhetorical studies for Bible translation. The reason for the choice of Galatians is that this text has been central to the debate about the application of rhetorical criticism to the NT since the appearance in 1975 of a programmatic article by Hans Dieter Betz, followed by his Hermeneia commentary in 1979. Betz characterizes Galatians as an “apologetic letter” (a judicial speech from a courtroom context dressed up in epistolary form), and proposes a structure almost entirely in accord with the canons of classical rhetoric. This analysis has been challenged by many on the grounds that other extant examples of such a genre are lacking, and most influentially perhaps by Kennedy (1984, pp. 144-152) who proposed that the letter belongs rather to the category of deliberative rhetoric, since Paul is more concerned to persuade his readers of the truth of the Gospel than to provide a defense of his own activity. Walter Hansen, in a monographic treatment of the Abraham story in Galatians (1989), devotes much attention to the letter genre, and on the basis of an extensive study of parallels from contemporary papyrus letters finds elements of both rebuke and request in the structure of Galatians. Still responding to and interacting with the analysis proposed by Betz, Verena Jegher-Bucher (1991) continues the debate about the type or species of rhetoric most applicable to Galatians, while Antonio Pitta (1992) offers an extensive classified survey of the various ways in which the structure of Galatians has been subdivided and analyzed before presenting his own analysis, which as one might expect
expect is eclectic, though drawing extensively on the categories of classical rhetoric to conclude (with James Hester) that the letter belongs to the epideictic type of rhetoric. Walter Russell (1993) provides a useful survey of the status quaestionis, and by applying Kennedy’s methodology arrives at an analysis of Galatians in which the central section (1.11–6.10) is seen as a sequence of three proofs—historical, experiential and causal—which are each further subdivided. Janet Fairweather (1994) cogently argues the case for finding at least some relationship between Paul’s technique as a letter writer and the surrounding rhetorical tradition, and also offers a fascinating analysis of the way in which Chrysostom’s Commentary on Galatians demonstrates a rhetorical approach. Kjell Arne Morland (1995), although focusing his attention specifically on 1.8-9 and 3.10 and 13, gives a fairly full treatment of the first four chapters of Galatians, with an original emphasis on the role of classical stasis theory in judicial argumentation. R. Dean Anderson (1996) presents, in addition to a valuable and detailed overview of the classical sources, an enlightening discussion of most of the first five chapters of Galatians, going systematically through each rhetorical unit and presenting first the “argumentative thread” and then rhetorical notes on individual points. Finally, lest anyone should consider that rhetorical analysis of Galatians is now universally accepted, Philip Kern (1998) finds the whole enterprise of analyzing the letter according to the prescriptions of classical handbook rhetoric methodologically flawed: the letter does not follow the rules laid out in the handbooks, which are in any case devised for oratory rather than written documents. We are now in a position to ask, What is the relevance of all this scholarly activity for the Bible translator? Its main application, as the work done on Galatians clearly demonstrates, is in an improved understanding of the structure of the biblical text; in this respect rhetorical criticism provides a very useful technique to compare with the results of discourse analysis and other literary approaches. But beyond this, in its unfolding of the techniques of persuasion used by the biblical authors it provides insight into both the purposes of these authors and the means by which these were achieved—and an understanding of these is a necessary foundation for any attempt to produce the same effects in new Bible translations.

REFERENCES

Recent Publications

Inclusion of an item in TIC Talk does not necessarily mean we recommend it, or that we have seen it, though in most cases we have. It means that the article or book (sometimes by title alone) looks as if it might be of interest to our readers. Book prices, if listed, are publisher list prices.

Bible Translation

Translating the Bible: Problems and Prospects. 1999. Stanley Porter and Richard Hess, eds. Sheffield Academic Press. The topics covered in this volume range from detailed studies, such as how a particular biblical verse might be rendered from Hebrew or Greek to hermeneutical issues—the importance of tradition; how translations come to be canonized; and how a modern translation should be evaluated.


Aloo Osotsi Mojola. 1998. “The ‘Tribes’ of Israel? A Bible Translator’s Dilemma,” JSOT 81:15-29. M. addresses the problem of inconsistently or poorly defined kinship terms employed in the Hebrew Bible, focusing on the word tribe. It is useful to consider how similar social entities in present-day cultures are conceived and referred to.


M. P. Weitzman. The Syriac Version of the Old Testament: An Introduction. Cambridge University Press, 1999. Weitzman explores the origins of the translation (which he sees as Christian, from the end of the 2nd century) and surveys the text with reference to all the books of the Bible, its links with Judaism and early Christianity and its contribution to textual criticism.


Rolf Furuli. 1999. The Role of Theology and Bias in Bible Translation: With a special look at the New World Translation of Jehovah’s Witnesses. Elihu Books. F. argues for the word as the basic unit of translation, defending the highly literal NWT. He attempts to show how the principles on which such a literal translation is based are in accord with linguistic principles.


Bible

General


Languages

Hebrew

Semitic language. The largest component of the book is the nine wordlists that provide comparative data. 25 exercises throughout the book based on the wordlists provide an introduction to the methods of comparativists. Also included are paradigms of the phonological systems of ten Semitic languages as well as Coptic and a form of Berber, and a bibliography for further reading in Semitic linguistics.

Christo van der Merwe, Jackie Naudé, and Jan Kroeze. 1999. *A Biblical Hebrew Reference Grammar*. Sheffield Academic Press. According to the publisher, this grammar “is intended to serve as a user-friendly and up-to-date source of information on the morphology, syntax, semantics and pragmatics of Biblical Hebrew verbs, nouns and other word classes (prepositions, conjunctions, adverbs, modal words, negatives, focus particles, discourse markers, interrogatives and interjections). It also contains one of the most elaborate treatments of Biblical Hebrew word order yet published in a grammar.”

**OT**


Mark McEntire. 1999. *The Blood of Abel: The Violent Plot in the Hebrew Bible*. Mercer University Press. M.’s rhetorical study, focusing on selected passages from narrative and prophetic texts, argues that the plot of the Hebrew Bible pivots on acts of violence, and that violence is a central issue for the entire text.


Eric Hermanson. 1998. “Biblical Hebrew: Conceptual metaphor categories in the book of Amos,” *Old Testament Essays* 11/3. Biblical Hebrew metaphors in the Book of Amos are identified, analyzed and categorized according to Conceptual Metaphor Theory. Categorization plays a vital role in the way in which people experience and understand the world around them, and understanding the conceptual framework in which a metaphor is formed in one language helps to identify the implicatures it contains within a given context. Such an analysis of Biblical Hebrew metaphor can prove of great value to those who translate the Bible into other languages. This issue of OTE is in tribute to the late Ferdinand Deist—H. was his last doctoral student.

L. J. de Regt. 1999. *Participants in Old Testament Texts and the Translator: Reference Devices and their Rhetorical Impact*. Van Gorcum. Explores the rules and conventions of participant reference in Biblical Hebrew texts, asking how participants are introduced into a text and traced further and when this is done by means of proper names, when by nouns, and when by pronominal elements. Examples from many, sometimes controversial, Biblical passages illustrate the patterns involved. Main characters in a text are referred to differently from others. Certain devices of participant reference help to indicate paragraph boundaries. Unusual references to participants aim to be noticed and have rhetorical impact. Proper names may occur where one would have expected a pronominal element (or vice versa). Participants may be mentioned in an unexpected order. Special attention is given to such unusual reference devices and the rhetorical strategies involved: climax, suspense and implicit comment. In a translation, these strategies should still be as clear as they are in the source text. (author’s abstract)

**NT**


Philip Comfort and David Barrett. 1998. *The Complete Text of the Earliest New Testament Manuscripts.* Baker. This book has been the subject of a lively discussion on the textual criticism listserv concerning the significance of transcriptional errors in assessing the value of such a book. Apparently enough errors have been identified to warrant caution in using the book, at least as a source of manuscript evidence.

**Ernst Wendland.** 1998. “‘Dear Children’ Versus the ‘Antichrists’: The Rhetoric of Reassurance in First John,” *Journal of Translation and Textlinguistics* 11:40-84. Approaches the study of rhetoric as manifested in John’s first epistle from the perspective of form, content, and function. Four stylistic features, recursion, contrast, focus, and mitigation, enable the author to enhance his “rhetoric of reassurance.” A concluding section outlines implications of Johannine rhetoric for text analysis, interpretation, and communication (in terms of Bible translation, print formatting, and media transposition).


**Language, Communication, Culture**


Andrew Chesterman. 1998. *Contrastive Functional Analysis.* Benjamins, C., author of *The Memes of Translation,* seeks to show how contrastive analysis and translation theory make use of the concept of similarity in different ways, and to explain how the concept relates to the notion of equivalence. He develops a meaning-based contrastive methodology, outlines a theory of semantic structure that can be used in the methodology, and proposes an approach that integrates aspects of semantics, pragmatics and rhetoric.

Charles S. Kraszewski. 1998. *Four Translation Strategies Determined by the Particular Needs of the Receptor: Translation Theory Backwards.* Mellen. K. focuses on the translation of poetry and drama, with examples from Bible translation. In his discussion of four translation strategies, he...
contends that since translations of literary works are undertaken only because there exists a readership who cannot appreciate them in their original languages, it logically follows that the strategy chosen by the translator must be conditioned by the needs of the receptor. K. has also recently published a translation of Matthew in Greek/English parallel format with an appendix of Patristic commentary on Matthew (Mellen, 1999).


Sociolinguistics, Language and Society. 1998. Mahendra Verma, ed. Sage Publications. Eleven papers explore the relationship between language and society. Case studies include British Sign Language, ideophone variation, forms of address in Malta; a methodological article advocates the use of a phenomenological approach to sociolinguistics.

Language Choices: Conditions, Constraints, and Consequences. 1997. Martin Pütz, ed. Benjamins. The 1995 L.A.U.D. conference papers in this volume explore the relations between social, psychological and (sociolinguistic aspects of language contact and language conflict situations both from a theoretical and an applied linguistics perspective. The essays are arranged in four sections: Language contact and language choice: Sociolinguistic and linguistic issues; Language policy and language planning; Language use and attitudes towards language(s); Code-switching - One speaker, two languages.

Joel C. Kuipers. 1998. Language, Identity, and Marginality in Indonesia: The Changing Nature of Ritual Speech on the Island of Sumba. Cambridge University Press. Analyzes language change in relation to political marginality among the Weyewa, an ethnic group in Indonesia. The shift to Indonesian has displaced a tradition of ritual poetic speech, an important source of authority and identity, but has also given rise to new forms of poetic expression. K. makes the point that "languages differentiate, change, grow, decline, and expand not because of 'natural' life cycles but because of the way that linguistic ideologies...mediate between features of linguistic structure and socioeconomic relations."


Relevance Theory: Applications and Implications. 1998. R. Carston and S. Uchida, eds. Benjamins. Several papers in this collection investigate relevance theory's account of figurative uses of language, such as irony, metaphor and metonymy.

David F. Armstrong. 1999. Original Signs: Gesture, Sign, and the Sources of Language. Gallaudet University Press. A. presents a view of the evolution of language that is based on the assumption that language is inherently a primarily dual-channel activity—both auditory and visual.


Benjamins. B. argues that languages can generally be regarded as belonging to a tense-prominent, aspect-prominent, or mood-prominent language type, and several characteristics can be correlated with the relative prominence that languages attach to the three verbal categories.


Ning Yu. 1998. The Contemporary Theory of Metaphor: A Perspective from Chinese. Benjamins. Aims to help give metaphor theory a wider cross-linguistic and cross-cultural perspective. Among other things, explores which conceptual metaphors are universal, widespread, or culture-specific.


H. brings together a wide range of information to describe the profession and verbal art of griots—African storytellers/historians.


S. probes the essence of story and storytelling, with an emphasis on how the storyteller uses structural elements to convey and evoke emotions. Traditional stories from South African, Xhosa, and San cultures make up a significant portion of the book.


James J. O’Donnell. 1998. *Avatars of the Word: From Papyrus to Cyberspace*. Harvard University Press. O. describes his essays as “an attempt to think about how we rework some of the connections among speaking and writing and reading today...a historical perspective based in western cultures from Greco-Roman antiquity to the present...an exploration of what those histories have to say about us, the pasts we receive, and the futures we shape.” There’s an accompanying Web page at: http://ccat.sas.upenn.edu/jod/avatars

*Missiology* 27/1 (1999) is devoted to resources on missiology. The articles, papers from the 1998 Annual Meeting of the American Society of Missiology, introduce the reader to the wide range of missiological reference tools that are available or being created, including encyclopedias, biographical dictionaries, geographically specific tools, the “Bibliography on Missiology” project, directories, and electronic resources.

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**Conference Notices**

**IOMS** — The theme of the first session of the 1999 meeting of the International Organization for Masoretic Studies will be “Integrating the Masorah into the Classroom: Using BHQ.” The IOMS will meet this year in Boston, MA, in conjunction with the SBL/AAR meeting, November 20-23, 1999.

**AIBI** — The Association Internationale Bible et Informatique has issued an open invitation to its 6th International Conference on the Bible and Computers, to take place in Stellenbosch, South Africa, July 18-22, 2000. The theme is “The Bible and Computers: The Bible From Alpha to Byte (a new millennium).” Past conferences have concentrated on Text (1985), Methods, Tools and Results (1988), Methodological Issues (1991), Impact of Computers on Biblical Studies (1994), and Translation and Transmission (1997). For this meeting, contributors will be requested to envisage the future of their research as broadly as possible in terms of the evolution of technology, computers, internet, multimedia, miniaturization, cultural pluralism, loss of text-literacy, massmedia and constraints on the expression of opinion, new tools for exploring archaeological materials, world organization of research and knowledge, etc. In short, how should the Bible be made relevant via the computer in the 21st century?

The first part of the conference will consist of practical workshops on computer know-how, Computer and Grammar, Computer and Multimedia, and Computer and Textual Issues.

The second part of the conference (Wednesday-Friday) will be in three sections: Hebrew Bible/Old Testament, Greek Bible (Septuagint), New Testament, each section with a keynote address, followed by short papers, which will be published as usual.

For more information, contact: Prof. Johann Cook (University of Stellenbosch) at COOK@akad.sun.ac.za

**International Colloquium on The Text of the New Testament and its Witnesses before 200 AD** — Lille, France, July 10-13, 2000. This will be the second in a series of colloquia that aim to reexamine fundamental issues involving the NT text, including: general questions concerning the context and production of the NT documents; the Gospel witnesses, variant readings, and stages in the development of the text; Acts, Epistles, and Revelation witnesses, variant readings, and stages of development; concluding with round table discussions on the directions textual criticism of the NT should take. For more information, contact J.K. Elliott at J.K.Elliott@leeds.ac.uk

**SNTS post-conference** — Gosnell Yorke and Ernst Wendland are organizing a Bible Society panel for the post-conference session of the Society for New Testament Studies 1999 meeting in Pretoria. The session will be August 8-11 on the theme of African Hermeneutics and Theology.
NEW DISCUSSION LISTS

Hebraisticum is a new discussion list for Classical Hebrew Studies. It is an open list on topics and issues of interest in the whole field of classical Hebrew, i.e. Biblical Hebrew, Hebrew Epigraphy, Hebrew of Sirach and Hebrew Language of the DSS. It is intended to support a European Network for Classical Hebrew, to encourage scholarly interaction and exchange of information in the field of Classical Hebrew. Hebraisticum is a project of the Mainzer Arbeitskreis für Althebräische Sprache at the Johannes Gutenberg-Universität Mainz. Conference languages are German, English, or French. To subscribe, send the message “subscribe hebraisticum” in the body of an e-mail message to: majordomo@mail.uni-mainz.de.

Corpus Paulinum, a moderated academic e-list dedicated to the scholarly discussion and evaluation of critical questions surrounding the life, influence, teaching, theology, and the writings of the Apostle Paul, is up and running and open for subscription and posting. Details regarding the List’s focus, protocols, and methods for subscribing can be found at http://metalab.unc.edu/corpus-paul/
**NEWS & VIEWS**

**NEW UBS HANDBOOKS!**

Two welcome additions to the Handbooks series have recently appeared: *Ecclesiastes* and *Song of Songs*, both authored by Lynnell Zogbo and Graham Ogden.

**Guidance in Translating Supplementary Materials**

A request for information has come from a consultant in a Bible translation organization—“One of the tasks that we are increasingly becoming involved in is to consult with pastors and theologians in other countries to translate catechisms, theological texts, and other church materials that supplement the biblical text. Bible translation principles do apply, but there are additional factors involved in producing a good translation of these materials into another language, especially those without much literary tradition. Do you know of any resources or contacts that would help personnel in training and consulting with colleagues in these tasks? Or even if you can point me to another website or internet resource, I would appreciate it.”

If you can help out, please contact Sarah Lind at sarahlind@compuserve.com

**Keep Us Informed**

TOs, when you publish an article or book or give a paper at a conference, try to remember to send me email about it so it can go into *TIC Talk*. An accompanying short description or abstract is also useful for readers.

**Paratext News . . .**

These new or updated Standard Texts can now be downloaded from the Scripture Download Page of the UBS Translations Server:

- Swahili Union Bible - new
- Luther Bible and DCs - new
- Parole de Vie New Testament and Psalms - update
- Contemporary English Version Bible - update
- Die Gute Nachricht

Go to http://www.ubs-translations.org and follow the link to the “Library” (this is in the Members Area). You will be prompted for your User Name and Password. Once you are in, you will see a tab at the top of the screen that says Scripture. There is a link to that area for downloadable texts.

**Correction**

Note the correction of the URL for *TIC Talk* on the front page. The correct URL is http://www.ubs-translations.org/

**Charge for photocopies**

The cost of articles received through Interlibrary Loan can range from nothing to over $10, depending on the library and the length of the article. **If you have price restrictions, please make that clear when you write to ask for copies of articles. In general, in-house requests for copies of articles mentioned in TIC Talk will be provided without charge to your account, no matter where we get them. Use of all photocopied articles must comply with copyright laws. This means that if a request does not appear to fall within the definition of fair use, we will need to order copies from the publisher at your expense.**
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