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| ALCIDAMAS | ISOCRATES | PLATO | *PHAEDRUS* |
| argues against written speech and those who write against them  writers are deficient in rhetoric and philosophy  good will and memory  pragmatic | Based on practical wisdom  Engagement in civic affairs  Doxa  Practicing philosopher = promote good teaching/writing/speaking  For the good of society |  | 1. 260 A &bC  2. 261 B  3. 262 A  4. 262 C  5. 263 B  6. 266e  7. 271d |