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| ALCIDAMAS | ISOCRATES | PLATO  | *PHAEDRUS* |
| argues against written speech and those who write against themwriters are deficient in rhetoric and philosophygood will and memorypragmatic | Based on practical wisdomEngagement in civic affairsDoxaPracticing philosopher = promote good teaching/writing/speakingFor the good of society |  | 1. 260 A &bC2. 261 B3. 262 A4. 262 C5. 263 B6. 266e7. 271d |