

The discussion of rhetoric in *Mengzi*

Abstract: *Mengzi* is one of the most prestigious books among Confucian classics. It is not only the direct material for studying Mencius' thoughts and activities, but also has very high literary value, especially his prose which has become the model of later writers.

Mencius' writing style is vigorous, full of emotion, and his words are powerful as well as unrestrained, thus he is famous for his eloquence. *Mengzi* includes widely from the ancient myths to the preceding and current sages' words, which are expressed through a dialogic and argumentative style. Besides using metaphors and analogies, Mencius is an expert in trapping his opponents when they argue, hence making his opponents speechless. He is also good at using rhetorical methods, such as asking in reply, arguing from positive and negative perspectives, contrast and repeat, etc., in order to increase the vigor of writing and strengthen the persuasion.

The eloquence in *Mengzi* is perfectly expressed through its mature rhetorical art. Discovering the rhetorical art in *Mengzi* is meaningful to us. In addition, it is encouraging us to fully understand, while inheriting and spreading this cultural heritage.

Key words: *Mengzi* Rhetoric Research