
Ethos and Consensus in Galatians:
A Rhetorical Arrangement of the Letter and
Its Interpretation

加拉太書中的集體意識與認同：
本書論辯的鋪陳及其詮釋

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摘要

只使用一種研究方法，不足以詳盡地分析保羅的書信。本文試圖以寫信學 (epistolography) 和修辭分析 (rhetorical analysis) 共同攜手合作，藉著保羅寫給加拉太人的信，更進一步了解保羅與加拉太人之間的互動。

更具體的說，對於保羅的說服策略，本文提出了一個不同以往的詮釋。本文基本假設，加拉太書的修辭類型是屬於勸說式 (deliberative genre)。根據亞里士多德，此類型的主要說服手段是集體意識 (ethos) (角色，也就是演說者的身份與權威對聽眾的影響力)。

要是這個假設成立，那麼就加拉太人接受保羅的論述來說，集體意識應發揮了關鍵性的作用。本文以快速瀏覽加拉太書文本，相互交織來凸顯集體意識的說服功能。

關鍵詞：保羅、加拉太書、寫信學、修辭學、集體意識

Abstract

Paul's letters cannot be exhaustively analyzed by using only one method. This article assesses how epistolography and rhetorical analysis can work together to provide a better understanding of Paul's interaction with the Galatians in his letter.

More specifically, this article suggests a different interpretation of Paul's persuasive strategy. The basic working hypothesis is that Galatians belongs to the deliberative rhetorical genre, in which, according to Aristotle, ethos (character, that is: the identity and authority of the speaker and listeners) is the main method of persuasion.

If this is true, the ethos of Paul and the Galatians should play an important role in having the Galatians accept Paul's theses. This assumption is illustrated by a cursive reading of the text of Galatians, contextually highlighting the presence of ethos, its interplay with the content, and its persuasive function.

Keywords: Paul, Galatians, epistolography, rhetoric, ethos