

## TABLE OF CONTENTS

FOREWORD—Prof. Johan Thom .....	i
PREFACE .....	v
ACKNOWLEDGEMENTS .....	xi
1. The theory and practice of oral proclamation .....	1
1.0 Introduction: Do we need another “criticism” in biblical studies? .....	1
1.1 Survey of the field of “performance criticism”—theory and practice .....	4
1.1.1 Some assumptions of “performance criticism”: .....	4
1.1.2 Some applications of PC: .....	24
1.1.3 Some assessments of PC: .....	32
1.1.4 Some aspects of “performative analysis”: .....	48
1.2 Conclusion: On the need to distinguish “performance” from “proclamation” .....	53
2. The dramatic orality of James in terms of form and function.....	57
2.1 Introducing the “dramatic” character of the epistle of James .....	58
2.2 What sort of “drama” does James deliver? .....	60
2.3 On the communicative relevance of James’ dramatic discourse .....	67
2.4 Survey of the dramatic features in James and their rhetorical significance	70
2.4.1 Discourse category (text-type/genre) .....	71
2.4.2 Discourse structure (thematic organization) .....	78
2.4.2.1 A deductive or inductive text arrangement? .....	79
2.4.2.2 A topical display of key concepts in James .....	85
2.5 Discourse texture (compositional style).....	94
2.5.1 Formulaic opening expressions, including commands and vocatives	95
2.5.2 Sound play: rhythm, rhyme, paronomasia, assonance/alliteration .....	97
2.5.3 Proverbial/sapiential sayings and maxims .....	98
2.5.4 Rhetorical and leading questions .....	99
2.5.5 Graphic imagery, vivid figures of speech, setting-specific analogies	100
2.5.6 Forceful language—imperatives, jussives, hyperbole, irony.....	102
2.5.7 Sharp contrasts and antithetical pairings.....	104
2.5.8 Modified word order for special effects.....	106
2.5.9 Embedded direct speech .....	108
2.5.10 Pervasive intertextuality.....	109
2.5.11 Local and global reiteration .....	111
3. Applying the oral-rhetoric of James in Bible translation.....	117
3.1 Epistolary communicative function .....	117
3.2 Case studies of an oral-rhetorical approach to text analysis and translation .....	119
3.2.1 Analyzing the Greek text (2:14-26) .....	121

3.2.2 Analyzing the Greek text (3:9-18) .....	126
3.2.2.1 Linguistic overview of the discourse .....	126
3.2.2.2 Literary overview of the discourse .....	128
3.2.2.3 Discussion of the linguistic and literary analysis charts .....	131
3.3 Translating the texts for oral proclamation .....	132
3.3.1 Samples of English and Chewa translations for 2:14-26 .....	133
3.3.2 Samples of English and Chewa translations for 3:13-18 .....	138
3.4 Formatting the text for oral articulation .....	141
3.5 Evaluation: On the need to know “for whom?” and “for what purpose?”	142
4. The rhetoric of reassurance in 1 John and its oral re-presentation .....	147
4.0 Introduction .....	147
4.1 Why the great need for reassurance? .....	148
4.2 Is John too among the rhetors? .....	151
4.2.1 Four distinct but integrated aspects of Johannine oral rhetoric .....	153
4.2.1.1 Recursion .....	154
4.2.1.2 Contrast .....	160
4.2.1.3 Focus .....	165
4.2.1.4 Mitigation .....	169
4.2.2 The rhetoric of epistolary speech acts .....	175
4.3.0 Implications of Johannine oral rhetoric for biblical studies and contemporary communication .....	180
4.3.1 Form-Content .....	181
4.3.2 Function .....	189
4.3.2.1 Bible translation .....	192
4.3.2.2 Text supplementation .....	194
4.3.2.3 Public proclamation .....	196
4.3.2.4 Media transposition .....	203
4.0 Conclusion: Just focus on the Light/Life .....	204
5. Performing Philemon: A study in ancient and modern communication techniques .....	207
5.1 Introduction .....	207
5.2 Ancient communication techniques: Aspects of literary-rhetorical text analysis .....	211
5.2.1 Genre Selection .....	215
5.2.2 Compositional Shifts .....	221
5.2.3 Patterned Recursion .....	228
5.2.4 Artistic Highlighting .....	233
5.2.5 Rhetorical Shaping .....	243
5.3 Modern communication techniques: Producing an oratorical Bible translation .....	258
5.3.1 What is an “oratorical” (LiFE) translation? .....	259
5.3.2 An oratorical translation technique applied and compared .....	268

5.4 Conclusion: Some implications of an oratorical-performative approach for translation production (project administration, management, and assessment)	275
6. Proclamatory structure and style in 1 Peter	283
6.0 Introduction	283
6.1 The purpose of this epistle	284
6.2 Five stylistic techniques and their compositional function in 1 Peter	286
6.2.1 Recursion	287
6.2.1.1 Suffering	288
6.2.1.2 Steadfastness	289
6.2.1.3 Salvation	289
6.2.1.4 Sanctification	290
6.2.1.5 Priesthood	291
6.2.2 Contrast	293
6.2.3 Comparison	296
6.2.4 Review	298
6.2.5 Disjunction	303
6.3 A topical and structural outline of 1 Peter	306
6.4 So what? Applying the structural outline	319
6.5 On the rhetorical significance of macro- and micro-form in 1 Peter	325
6.6 A rhetorical model of the “argument” of 1 Peter	336
6.6.1 Introduction	336
6.6.2 The model applied	337
6.6.3 Concluding “argument”: 1 Peter as a whole	346
6.7 The contemporary relevance of 1 Peter for God’s “holy priesthood” living in an African “Babylon”	348
6.7.1 On the need for a contextualized communication of this epistle	348
6.7.2 Proclaiming 1 Peter 2:1-10 oratorically to an African audience	360
7. Conclusion: The implication of PC studies for Bible translation	367
7.1 Underscoring the importance of a performance-critical approach for biblical exegetes	368
7.2 Encouraging translators to prepare oral-aural-oriented vernacular translations	371
7.3 Promoting the oral proclamation of Scripture among contemporary audiences	375
APPENDIX	383
BIBLIOGRAPHY	385
INDEX	409