

Abstract: The aim of this paper is to analyse the role of rhetoric within the neoplatonic-philosophical exercise presented by Synesius of Cyrene in his *Dion*, and to show how reevaluating word's beauty is closely related to ethics. Synesius highlights the relevance of writing rhetorical speeches, which are the purest expression of intelligible beauty in the sensible world reminiscent of Plato's *Phaedrus*. They are not only an instrument for philosophical speculation, but also the best way to guarantee aesthetic and cognitive delight, which the 'philosophy of silence', which had spread through Late Antiquity, cannot awaken. Synesius upholds writing as a joyful exercise commensurate with human nature as an alternative to the 'overwhelming' ethics of assimilation to God. Synesius's writing itself also demonstrates the vitality of this exercise by being incoherent, thus also representing the soul's writing.

Keywords: Synesius of Cyrene, *Dion*, Rhetoric, Neoplatonic beauty, Soul's writing.