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Nota di contenuto	Front matter -- Contents -- Introduction -- A. Scope and Genres of Renaissance Rhetoric -- B. Poetica Rhetorica -- C. Intermedial Rhetoric -- D. Poeta Orator: Shakespeare as Orator Poet -- E. Iconography of Rhetoric and Eloquence -- Back matter
Sommario/riassunto	Der Band bietet eine kulturhistorische Darstellung der europäischen Renaissance mit dem Schwerpunkt von Poetik und Literatur unter den Aspekten Imagination/Inventio, Gattungstheorie/Dispositio, Stil/Elocutio, Architektur/Memoria sowie Darstellung/Actio. Shakespeares Werke dienen der exemplarischen Veranschaulichung der beschriebenen rhetorischen Phänomene. Besondere Aufmerksamkeit ist der Rhetorik von Malerei und Musik sowie der rhetorischen Kulturideologie gewidmet. Since Jacob Burckhardt's Kultur der Renaissance in Italien (1869) rhetoric as a significant cultural factor of the renaissance has largely been neglected. The present study seeks to remedy this deficit regarding the arts by concentrating on literary theory and its aspects of imagination (inventio), genre (dispositio of the genera), style (elocutio), mnemonic architecture (memoria) and representation (actio), with illustrative examples taken from Shakespeare's works, but also on the

intermedial rhetoric of painting and music. Particular attention is given to the rhetorical ideology of the Renaissance.
