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Nota di contenuto	Front Matter Contents Acknowledgments Abbreviations Introduction Christian Literary Culture and the Study of Simplicity The Plain Style in Classical Rhetoric Scripture and the Creative Motive Channels of Transmission: Augustine and Paul The Church Fathers and Christian Style Medieval Rhetoric and the Art of Simplicity Regenerate Art: The Major Reformers Renaissance Plainness: Sources, Contexts, and Uses Spiritual Rhetoric and the English Reformation Epilogue: Decline and Transformation Notes Bibliography Index
Sommario/riassunto	Locating the roots of the plain style in secular and philosophic classicism, Auksi examines theories on classical rhetoric from Demetrius and Dionysius of Halicarnassus to Cicero and Quintilian. He shows how biblicists deliberately transformed a heathen mode, and demonstrates that rhetoric served a pragmatic function among the church fathers. He also discusses the different responses of Renaissance translators, rhetors, polemicists, and humanists to the stylized medieval inheritance, paying particular attention to the issue of sacred plainness in preaching. The epilogue provides a convincing argument for the decline of the plain style in the late seventeenth century and describes how the almost vanished ideal of plainness was

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