

1. Record Nr.	UNINA9910784302903321
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Titolo	Reformation and the culture of persuasion // Andrew Pettegree [[electronic resource]]
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2005
ISBN	1-107-15143-0 1-280-20291-2 0-511-12559-3 0-511-19907-4 0-511-12596-8 0-511-56737-5 0-511-61461-6 0-511-12510-0
Descrizione fisica	1 online resource (xi, 237 pages) : digital, PDF file(s)
Disciplina	274/.06
Soggetti	Reformation Persuasion (Psychology) Influence (Psychology) Psychology, Religious
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di bibliografia	Includes bibliographical references (p. [218]-231) and index.
Nota di contenuto	Cover; Half-title; Title; Copyright; Dedication; Contents; Illustrations; 1 The dynamics of conversion; 2 Preaching; 3 Militant in song; 4 Reformers on stage; 5 The visual image; 6 Industry and intellect; 7 Pamphlets and persuasion; 8 New solidarities; 9 The culture of belonging; Bibliography; Index;
Sommario/riassunto	Why did people choose the Reformation? What was it in the evangelical teaching that excited, moved or persuaded them? Andrew Pettegree here tackles these questions directly by re-examining the reasons that moved millions to this decisive and traumatic break with a shared Christian past. He charts the separation from family, friends, and workmates that adherence to the new faith often entailed and the new solidarities that emerged in their place. He explores the different media

of conversion through which the Reformation message was communicated and imbibed - the role of drama, sermons, song and the book - and argues that the potency of print can only be understood as working in harmony with more traditional modes of communication. His findings offer a persuasive new answer to the critical question of how the Reformation could succeed as a mass movement in an age before mass literacy.

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