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Sommario/riassunto	Since antiquity, the notion of rhetoric has been associated with Aristotle, Cicero and Quintilian. Their theories are central to the understanding that, on the one hand, rhetoric can be used for persuading and convincing an audience, and on the other, for becoming an eloquent speaker. Based on this understanding, the study of rhetoric was for many years regarded by scholars as a meaningless enterprise as it was perceived as a study of linguistic ornamentation. However, in the beginning of t...