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978-0-521-84435-2 - Classical Rhetoric and the Arts in Early Modern Europe

Caroline Van Eck

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CLASSICAL RHETORIC AND THE ARTS IN EARLY MODERN EUROPE



In this book Caroline van Eck examines what roles classical rhetoric played in visual persuasion in the arts and architecture of early modern Europe. Rhetoric is the study of persuasive communication. Originally its main concern was persuasive speech, but from its first systematic treatments by Aristotle, Cicero and Quintilian it gave great importance to the use of visual means of persuasion – gesture, facial expression or vivid description. This is the first full-length study to look at the issue of visual persuasion in this period, both in architecture and the visual arts, and to investigate what roles rhetoric played in visual persuasion from the perspective of artists and of viewers.

Caroline van Eck is professor of architectural history at Leiden University, The Netherlands. In 2004 she was the first art historian to be awarded one of the prestigious VICI grants from the Dutch Foundation of Scientific Research (NWO). She has published widely on Renaissance architecture, rhetoric and artistic theory; edited *British Architectural Theory 1540–1750: An Anthology of Texts* and co-edited *Dealing with the Visual: Aesthetics, Art History and Visual Culture*, and *The Concept of Style in Philosophy and the Arts*, which was also published by Cambridge University Press.

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FOR HENDE BAUER

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