

## Contents

Foreword . . . . .	VII
Illustrations . . . . .	XI
Introduction: Renaissance Culturology and Rhetoric . . . . .	1
A. SCOPE AND GENRES OF RENAISSANCE RHETORIC . . . . .	11
B. POETICA RHETORICA . . . . .	
Rhetorical Poetics in the Renaissance . . . . .	85
Inventio Poetica	
The Rhetorical Conceptualization of Poetic Imagination . . . . .	111
Dispositio Poetica	
The Rhetorical Conceptualization of Poetic Genres . . . . .	151
Elocutio Poetica	
The Rhetorical Conceptualization of Poetic Style . . . . .	179
Memoria Poetica	
The Rhetorical Conceptualization of Poetic Architecture . . . . .	201
Actio Poetica	
The Rhetorical Conceptualization of Acting and Poetry . . . . .	251
C. INTERMEDIAL RHETORIC . . . . .	295
Pictura Rhetorica	
The Rhetorical Conceptualization of the Visual Arts and Pictorial Poetry . . . . .	297
Musica Rhetorica	
The Rhetorical Conceptualization of Music and Musical Poetry . . . . .	365
D. POETA ORATOR: SHAKESPEARE AS ORATOR POET . . . . .	413
Shakespeare and the <i>Ars Rhetorica</i> . . . . .	415
Hamlet's Speech to the Players: Rhetorical Delivery ( <i>actio</i> ) as Dramatic Acting . . . . .	435

The Rhetoric of <i>Othello</i> . . . . .	455
Intertextual Rhetoric	
The Comic Interlude in Shakespeare's <i>Midsummer Night's Dream</i> . . .	477
Immediacy	
The Rhetoric of Presence in Renaissance Drama . . . . .	489
E. ICONOGRAPHY OF RHETORIC AND ELOQUENCE . . . . .	499
F. INDICES . . . . .	553
Names . . . . .	553
Subjects . . . . .	565