



## **P R E S S E M I T T E I L U N G**

2. März 2010

### **Vortrag Gabriella Mazzon: Pathos as Rhetorical Strategy in Drama and Art of the Middle Ages**

Pathos was a common instrument of public communication in the Middle Ages, an era in which emotion-based rhetoric superseded other strategies of influencing and instructing the populace. Gabriella Mazzon asserts that verbal and visual elements are often employed in tandem to impress the public and to aid the memory. These new communication types were particularly prevalent in the later centuries of the Middle Ages, when new mendicant monastic orders introduced novel methods of preaching.

#### **Gabriella Mazzon**

#### **Pathos as Rhetorical Strategy in Drama and Art of the Middle Ages:**

#### **A Comparison of Visual and Verbal Acts of Communication**

#### **Vortrag am IFK, Wien**

**8. März 2010, 18.00 Uhr c.t. (öffentlich zugänglich, freier Eintritt)**

**Vortrag in englischer Sprache**

**Gabriella Mazzon** is full professor in English Language and Linguistics at the University of Cagliari, Italy. Her main research interests are varieties of English, the history of English, and the historical sociopragmatics of English. She is IFK\_Senior Fellow.

Publications (among others): *Interactive Dialogue Sequences in Middle English Drama*, Amsterdam 2009; (ed.), *Studies in Middle English Forms and Meanings*. (Proceedings of the 5th ICOME Conference, Naples, 24–27 August 2005), Wien 2007; *A History of English Negation*, London 2004; *Pronouns and Nominal Address in Shakespearean English: A Socio-Affective Marking System in Transition*, in: Irma Taavitsainen und Andreas Jucker (Hg.), *Diachronic Perspectives on Address Term Systems*, Amsterdam, 2003.