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Visionary Rhetoric
Teaching Imagistic Communication

Rhetoric is visionary and thus unifies people in a common symbolic reality – this is what Ernest Bormann (1972, 1982, 1996) assumed in symbolic convergence theory. Rhetoric is imagistic – this is what Ernesto Grassi (1980) rediscovered studying the unique rhetorical theory of Giambattista Vico (1708). From the very beginning of its disciplinary history, rhetoric has served as the communicative code of community, the art of persuasion, the constitutive force of common symbols and the container of cultural narratives. Rhetoric provided speakers and listeners with visionary speech and imagistic communicative skills. The present paper aims at introducing rhetoric as the pedagogy of visionary communication discussing both the theoretical and methodological aspects. On the basis of a theoretical frame illustrative examples shall highlight how rhetoric constitutes community through images with the force of tropes, figures and effective speech.

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Lang, 2011, and “Mediarhetoric: Complex Visual Literacy”, in András Benedek and Kristóf Nyíri (eds.), *The Iconic Turn in Education* (series VISUAL LEARNING, vol. 1), Frankfurt: Peter Lang, 2011. She holds memberships in Hungarian and international communication associations and boards. E-mail: petra.aczel@uni-corvinus.hu.