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Persuasion and Power | Georgetown University Press

In the universities of Europe during the Middle Ages, persuasion (rhetoric) was one of the basic liberal arts to be mastered by any educated man; from the days of imperial Rome through the Reformation, it was raised to a fine art by preachers who used the spoken word to inspire any number of actions, such as virtuous behaviour or religious pilgrimages.

Persuasion | psychology | Britannica

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