

DESCRIPTION FOR THE GENERAL PUBLIC

The objective of the project *Rhetoric of Identity: Neo-Latin Writers of Venetian Dalmatia* is to investigate the ways in which the neo-Latin writers of Dalmatia wrote about their identity. By identity I understand the set of meanings that define who we are when we occupy a particular role in society, in a particular group, or determine characteristics that identify ourselves as persons. Thus, identity is a multifaceted phenomenon. In regard of the writers of 15th and 16th centuries, who are the subject of this project, the most important components of the identity were: belonging the community of the Latin Christendom, being subjects of the Republic of Venice, patrician traditions of the particular communes, Slavic ethnic identity, finally the family and social bonds. All these elements manifested themselves in the oeuvre of writers such as: Marko Marulić, Juraj Šižgorić or Vinko Pribojević. The key to unlock the meanings constituting the identity in the framework of this project is rhetorical reading. This method allows employing the writing prescriptions universally shared by writers of the Renaissance. The “uncoded meanings” will be put in the context of a synthetic image of the Dalmatian cultural memory. My motivation for undertaking the research on the rhetorical manifestations of the identities of yore lays in observing the continuations, ruptures and transformations of the forlorn, but also still active motifs that organise the collective imagery even today.