

Special Issue

The Pedagogy of Evangelization in the New World (16th and 17th Centuries)

Message from the Guest Editor

The incorporation of 'strange peoples' into the orb of European Latin Christianity in the XVth century led to the appearance of varied and complex rhetorical methodologies that went through the defense of the sacred word as the only mode of conversion, by the adaptation of preaching techniques to the presupposed neophyte abilities, and by the imbrication and recognition of the native cultural experience in the European rhetorical principles. From this last paradigm, the discovery of different forms of transmission of native knowledge through figurative resources favored the specific updating of the visual mnemonic functions of classical European rhetoric. The didactic–iconographic persuasive practice would thus transcend the evangelizing limits to be proposed as a useful political and propaganda mechanism in the creation of new sociocultural imaginaries and narratives about the New World.

In this Special Issue, we intend to delve into the paradigms of these new forms of evangelization, paying special attention to the functions of the image as a persuasive and mnemonic resource in colonial America of the sixteenth and seventeenth centuries.

Guest Editor

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Fresh developments in the disciplines that consistently make significant contributions to our understanding of religious personality, authority, devotion, and community – disciplines ranging from psychology, sociology, and anthropology to history, art history, philosophy, literary criticism, and political science – fuel general, as well as scholarly, interest in the world's religions.

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