Keywords: *Web 2.0* technologies; typologies of *Web 2.0* technologies; models for educational technology selection

Research type: general review

► PRINCIPLES OF REPETITION AND VARIATION IN RHETORIC

Rūta Brūzgienė
Mykolas Romeris University, Lithuania, ruta.bruzgiene@mruni.eu

Research question - Relation between the poetics of traditional rhetorical discourse and analogues of the development of the musical theme and the form of music.

Purpose - To discuss the expression of principles of repetition and variation from the aspects of traditional rhetoric: lexicon, syntactic intonation and form, and to analyze their relations with the principles of development of the musical theme and analogues of composition.

Design/methodology/approach - Several tasks are raised in this research paper: to discuss the ontological fundamentals of principles of repetition and variation, to describe the relationship between the principles of traditional rhetoric of poetics and homiletics and musicality of the text, in terms of its effectiveness, also to present a detailed analysis of rhetorical text homily. Research uses a comparative method, method of functional analysis, and concept of intermediality, based on the ideas of R. Koženiauskienė, I. Bucley, V. Daujotytė, J. Girdzijauskas, A. Ambrazas, D. Jakaitė, D. Čiočytė, A. Mykolaitytė, V. Karbusicky, V. Bobrovsky, W. Wolf and etc. works.

Findings - Types of repetition and variation in traditional rhetoric at different levels are systematized and their relationship with the principles of musical development and the possibilities of analogues of the musical form are discussed, an innovative methodology is developed, an original analysis of homilies is performed.

Research limitations/implications - Research is based on a general theory of rhetoric and musical form, attention is paid to the main interlinks of the principles of repetition and variation for both arts. Sermons of OFM Cap. Father Stanislovas, which are famous with their concentration of various means of rhetoric and musicality, are selected for analysis.

Practical implications - After analyzing the interlinks between rhetoric of poetics and thematic of music and its composition, it is possible to use a number of music principles to strengthen persuasion.

Originality/Value - Research is original and innovative in terms of theory and its application for a concrete analysis.

Keywords: rhetoric, non-verbal language, repetition, variation, musical principles, analogues, form, sermons

Research type: research paper

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DISCOURSE, TECHNOLOGY AND TRANSLATION

AND FEATURED WORKSHOP ON TRANSLATION

INTERNATIONAL SCIENTIFIC INTERDISCIPLINARY CONFERENCE

MYKOLAS ROMERIS UNIVERSITY



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Alvyda Liuolienė, Mykolas Romeris University, Lithuania

KEYNOTE SPEAKERS:

Prof. dr. Sandrine Zufferey, University of Bern, and Jet Hoek, Utrecht Institute of Linguistics
Prof. dr. Jacqueline Visconti, University of Genoa
Assoc. Prof. dr. Carl Vogel, Trinity College Dublin, University of Dublin

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