

Francesco De Martino

Abstract

Descriptions are specimens of the poet's cleverness, evidence of his ability to promote products and people, including himself. The effectiveness of self-promotion is the guarantee that the poet will also promote the client. Utility and pleasure are the two aspects on which to focus in the promotional descriptions, as already explained Aelius Theon in his *Progymnasmata*, anticipating the interpretation by Jean Marie Floch of the semiotic square.

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