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L'Année rabelaisienne

2017



La publicité iatrosophiste de Rabelais *Captatio benevolentiae* et persona de l'auteur du *Tiers livre* au *Cinquième livre*

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- **Author:** Francis (Scott)
- **Abstract:** This article traces the evolution of the persona that Rabelais adopts in his prologues, from the *Third Book* to the *Fifth Book*. Following the prescriptions of Aristotle, Cicero, and Quintilian for *captatio benevolentiae*, Rabelais presents himself as a doctor concerned only for the health of the reader, while at the same time implicitly admitting his manipulation of the latter; he presents himself as an iatrosophist so as to set the reader on his guard against the strategies of *captatio*.
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