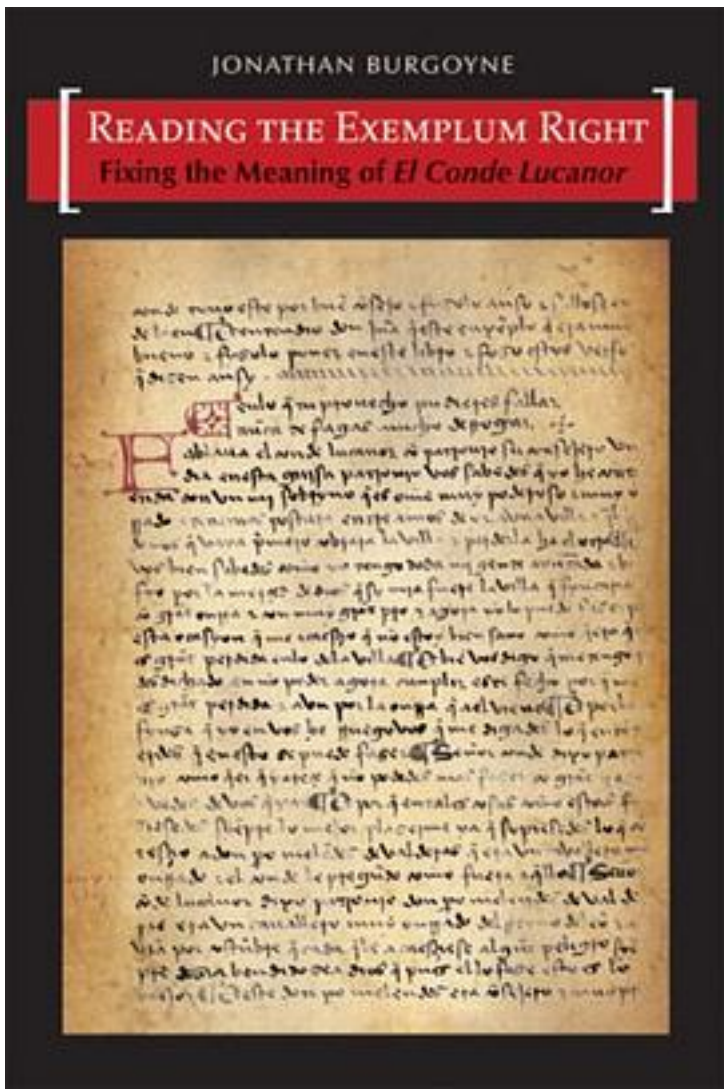


# Reading the Exemplum Right



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This study situates Juan Manuel at the apex of the European literary tradition of the "exemplum," demonstrating the coercive power and authority of the illustrative tale. Following the medieval modes of reading and writing that structure Juan Manuel's text, Burgoyne uncovers a rhetorical lesson woven into the entire five-part "Conde Lucanor" that lays bare the inherent ambivalence of the "exemplum" as a narrative sign. Burgoyne then traces the earliest response to Juan Manuel's work as it can be uncovered in the layout, variance, interlineations, and marginalia found in the various late medieval and early modern manuscript witnesses of "El Conde Lucanor." The study concludes by testing the hypothesis that a work's earliest audience can establish a tradition of reading that effectively prevents alternative interpretations and fixes an orthodox meaning of the text for future generations.

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