

*Abstract: Our paper also brings forward an ancient but (most probably) forgotten distinction of the rhetor (Pseudo)Hermogenes, referring to the insertion of the quotation (in verse) into a certain discourse. Surprisingly enough, the terms used by (Pseudo)Hermogenes are very much alike to those used by Coseriu for a similar distinction concerning the usage of RDU (= “repeated discourse units”) within a text. With Coseriu, we come across **the collage technique** (when RDU are taken in a text as such), as well as **parodic imitation** (when RDU are modified for various reasons, in order to fit the new context), while with (Pseudo)Hermogenes we discover the introduction of the quotation (in verse) by **katà kóllesin** (literally, ‘by gluing’, identical to **the collage technique**) and also by **katà paroidían** (similar to the **parodic imitation** above mentioned). Furthermore, we tried, at the same time, to illustrate the principle of tradition, so much recommended by Coseriu in the research field.*