

Syllabus
Political Rhetoric and Speech-Writing

Author	Dmitry Bosnak Department of Literature and Cross-Cultural Communication Meeting Minute # ____ dated _____ 20__
Classroom interaction (hrs.)	36
Self-study (hrs.)	154
Year	2
Format of learning the discipline	Without an online course

1. Course Description

- a. *Prerequisites:* General English, level C1-C2
- b. *Abstract:* In this course we will look at how to create political discourse using logical, psychological and linguistic methods of persuasion. We will also explore the principles of effective debating. The course combines reading and discussing theory with practice in speech-making and debating.

2. Learning Objectives

The course aims at introducing the ways to understand, analyze and create political discourse. Discourse includes the linguistic component proper along with cultural, psychological and social elements. The main concept of the course is therefore the *communicative situation* (speech act) created by rhetorical means.

The particular objectives include:

- understanding the role of logic and logical thinking in political discourse;
- analyzing the role of the audience and the role of the speaker;
- understanding the importance of style in political communication;
- learning the methods of polemic in political sphere;
- understanding the genres of political speech acts.

3. Learning Outcomes

- Understanding the existing analytical approaches to political discourse
- Ability to identify the objectives, the audiences, and circumstances of a political speech act
- Ability to select persuasive verbal means in political communication

- Polemical skills
- Assessment of the effectiveness of a political speech act

4. Course Plan

Module	Topic and content	Contact hours		Self-study
		Lecture	Seminar	
1.	Basic concepts of political communication: the political sphere; political discourse; the rhetorical situation; speech act; critical analysis.	2	4	26
	Argument. The role of logical proofs. Conceptual analysis. Logical fallacies	2	6	24
	Ethos / Identity. The identity of the speaker and structure of the audience.	2	4	24
2.	Pathos. The emotional impact in political communication. The role of allusions and quotations. Elements of non-verbal communication.	2	4	18
	Polemic and political dialogue. Rhetorical attacks and ways to counter them.		4	18
	Genres of political communication (inauguration speech, convention address, debate speech, blogs, parliamentary address, rally speeches): student presentations		2	26
	Final debate		4	18
	<i>Total</i>	8	28	154

5. Reading List

a. Required

1. Beard, A. *The Language of Politics*. Routledge, 2000. [Электронный ресурс.] Режим доступа: <http://site.ebrary.com/lib/hselibrary/detail.action?docID=5001400&p00=beard+language+politics>
2. Van Eemeren, F.H. *Strategic Maneuvering in Argumentative Discourse*. John Benjamins Publishing Company, 2010. [Электронный ресурс.] Режим доступа: <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10387195&p00=strategic+maneuvering+argumentative+discourse>
3. *Politically Speaking: A Worldwide Examination of Language Used in the Public Sphere*. Eds. O. Feldman, Chr. De Landtsheer. Greenwood Press, 1998. [Электронный ресурс.] Режим доступа: <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10005604&p00=politically+speaking%3A+worldwide+examination>

4. *Politics as Text and Talk. Analytic Approaches to Political Discourse*. Eds. P. Chilton, Chr. Schäffner. John Benjamins Publishing Company, 2002. [Электронный ресурс.] Режим доступа: <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10023489&p00=politics+text+talk>

b. *Optional*

1. *Analyzing Genres in Political Communication: Theory and Practice*. Eds. P. Cap, U. Okulska. Amsterdam-Philadelphia: John Benjamins, 2013
2. Atkins, J. Moral Argument and the Justification of Policy: New Labour's Case for Welfare Reform. *British Journal of Politics and International Relations* 12 (2010): 408-24
3. Beasley, V.B. The Rhetoric of Ideological Consensus in the United States: American Principles and American Pose in Presidential Inaugurals. *Communication Monographs* 68.2 (2001): 169-83
4. Bennett, W.L., Iyengar, Sh. A New Era of Minimal Effects? The Changing Foundations of Political Communication. *Journal of Communication* 58 (2008): 707-31
5. Bitzer, L.F. The Rhetorical Situation. *Philosophy & Rhetoric* 25 (1992): 1-14
6. Brummett, B. Towards a Theory of Silence as a Political Strategy. *Quarterly Journal of Speech* 66.3 (1980): 289-303
7. Bull, P. "Political Interviews: Television Interviews in Great Britain." *Politically Speaking*. Greenwood Press, 1998
8. Burke, K. *A Rhetoric of Motives*. University of California Press, 1969
9. Charteris-Black, J. *Politicians and Rhetoric: The Persuasive Power of Metaphor*. 2nd Ed. Palgrave Macmillan, 2011
10. Duncan, M. Polemical Ambiguity and the Composite Audience: Bush's 20 September 2001 Speech to Congress and the Epistle of 1 John. *Rhetoric Society Quarterly* 41.5 (2011): 455-71
11. Dunmire, P.L. Preempting the Future: Rhetoric and Ideology of the Future in Political Discourse. *Discourse and Society* 16.4 (2005): 481-513
12. Dickerson, P. 'I Did It for the Nation': Repertoires of Intent in Televised Political Discourse. *British Journal of Social Psychology* 37 (1998): 477-94
13. Edelman, M. Language, Myths and Rhetoric. *Society Jan.-Feb.* (1998): 131-39
14. Edelman, M. Political Language and Political Reality. *Political Science* 18.1 (1985): 10-19
15. Finlayson, A. From Beliefs to Arguments: Interpretative Methodology and Rhetorical Political Analysis. *The British Journal of Political and International Relations* 9 (2007): 545-63
16. Fløttum, K. EU Discourse: Polyphony and Unclearness. *Journal of Pragmatics* 42 (2010): 990-99
17. Gallie, W.B. Essentially Contested Concepts. *Proceedings of Aristotelian Society* 56 (1955-56): 167-98

18. Hopkins, N., Kahani-Hopkins, V. The Antecedents of Identification: A Rhetorical Analysis of British Muslim Activists' Constructions of Community and Identity. *British Journal of Social Psychology* 43 (2004): 41-57
19. Hostetler, M.J. The Enigmatic Ends of Rhetoric: Churchill's Fulton Address as Great Art and Failed Persuasion. *Quarterly Journal of Speech* 83.4 (1997): 416-28
20. Ivie, R.L. Metaphor and the Rhetorical Invention of Cold War "Idealists." *Communication Monographs* 54.2 (1987): 165-82
21. Jerit, J. Survival of the Fittest: Rhetoric During the Course of an Election Campaign. *Political Psychology* 25.4 (2004): 563-75
22. Kurz, T., Augoustinos, M., Crabb, Sh. Contesting the 'National Interest' and Maintaining 'Our Lifestyle': A Discursive Analysis of Political Rhetoric Around Climate Change. *British Journal of Social Psychology* 49 (2010): 601-25
23. Martin, J. Situating Speech: A Rhetorical Approach to Political Strategy. *Political Studies* 63.1 (2015): 25-42
24. Myers, F. Political Argumentation and the Composite Audience: A Case Study. *Quarterly Journal of Speech* 58.1 (1999): 55-71
25. Proctor, K., Su L. I.-W. The 1st Person Plural in Political Discourse – American Politicians in Interviews and in a Debate. *Journal of Pragmatics* 43 (2011): 3251-3266
26. Reicher, S. & Hopkins, N. Self-Category Construction in Political Rhetoric: An Analysis of Thatcher's and Kinnock's Speeches Concerning the British Miners' Strike. *European Journal of Social Psychology* 26 (1996): 353-71
27. Tileaga, C. What Is a 'Revolution'? National Commemoration, Collective Memory and Managing Authenticity in the Representation of a Political Event. *Discourse & Society* 19.3 (2008): 359-82
28. Weltman, D., Billig M. The Political Psychology of Contemporary Anti-Politics: A Discursive Approach to the End-of-Ideology Era. *Political Psychology* 22.2 (2001): 367-82
29. Аверинцев С.С. Риторика и истоки европейской литературной традиции. М.: Языки русской культуры, 1996
30. Аристотель. Риторика // Античные риторика. М.: Изд-во Московского ун-та, 1978 (стр. 15-164)
31. Аристотель. Риторика. Книга III // Аверинцев С. Риторика и истоки европейской литературной традиции. М.: Языки русской культуры, 1996 (стр. 367–432)
32. Бахтин М.М. Слово в романе (гл. «Слово в поэзии и слово в романе») // Собрание сочинений, т 3. М.: Языки славянских культур, 2012 (стр. 29–53)
33. Бредемайер К. Черная риторика: Власть и магия слова. М.: Альпина Бизнес Букс, 2005
34. Вагапова Д. Х. Риторика в интеллектуальных играх и тренингах. М.: Цитадель, 2001
35. Ван Дейк, Т.А. Дискурс и власть: Репрезентация доминирования в языке и коммуникации. М.: Книжный дом «ЛИБРОКОМ», 2013
36. Гадамер Х.-Г. Истина и метод: Основы философской герменевтики. М.: Прогресс, 1988
37. Голуб И.Б., Розенталь Д.Э. Книга о хорошей речи. М.: ЮНИТИ, 1997

38. Ивин А.А. Основы теории аргументации. М.: ВЛАДОС, 1997
39. Ключев И.В. Риторика: Инвенция. Диспозиция. Элокуция. М.: ПРИОР, 2001
40. Сопер П. Основы искусства речи. М., 1992
41. Хазагеров Г.Г. Политическая риторика. М.: Николо-Медиа, 2002
42. Цицерон. Об ораторе // Эстетика: Трактаты. Речи. Письма. М.: Искусство, 1994 (стр. 364–366)

c. *Online*

Logical fallacies:

<http://www.logicalfallacies.info/>

<http://utminers.utep.edu/omwilliamson/ENGL1311/fallacies.htm>

https://web.cn.edu/kwheeler/fallacies_list.html

Videos and recordings of political speech acts:

Clinton, W.J. DNC Speech on August 27, 2008

<https://www.youtube.com/watch?v=fl7Jc8tNxck&index=10&list=WL>

Luther King, M. I Have a Dream, 1963, Washington, D.C.

https://www.youtube.com/watch?v=jw1R_JBuHEQ&index=11&list=WL

Thatcher, M. CBS Interview 1985

<http://www.youtube.com/watch?v=ryMsn2r8LaY&list=WL&index=15>

Best Presidential Debate Moments

<https://www.youtube.com/watch?v=Jmgu235PG9o>

Obama, B. Inaugural Address 2009

<https://www.youtube.com/watch?v=LXqd2kyyyis>

Cameron, D. European Union Address, 23 January 2013

http://www.youtube.com/watch?v=TcR1cG_LZSQ

Thatcher, M. Conservative Party Address on 12 October, 1985

<http://www.youtube.com/watch?v=iOizSzKZtRY>

1992 Presidential Debate

https://www.youtube.com/watch?v=Jg9qB_BIjWY&list=WL&index=16

Радио Эхо Москвы

<http://echo.msk.ru/>

Additional materials:

American Rhetoric: Rhetorical Figures in Sound:

<http://www.americanrhetoric.com/rhetoricaldevicesinsound.htm>

Poynter – A Global Leader in Journalism:

<http://www.poynter.org/>

Political Speeches:

[http://users.wfu.edu/louden/Political%20Communication/Class%20Information/SPEECHES.](http://users.wfu.edu/louden/Political%20Communication/Class%20Information/SPEECHES.html)

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6. Grading

The final grade for the entire course consists of the following elements: Exam 1 and 2 (30%) + Course Activity (20%) + Debate (20%) + Presentation (20%) + Terminology test (10%).

The examination after the first module contributes 40% to the total Exam Grade and the examination after the second module, respectively, 60%.

Course participation

It involves activities such as: constructing arguments, analyzing logical errors, verbally presenting a concept depending on the type of audience, building arguments for a composite audience, analyzing and training the use of stylistic means.

Debate

The two debates on burning political issues are held during the last two weeks. The students are expected to split each time into participants and the audience. The latter is supposed to ask questions and assess the participants. Because it requires much time to prepare the arguments, the students are expected to do most of that work outside classroom.

Presentations

The course participants make groups to research and present information about the main genres of political discourse.

Terminology test

Sample array of terms: enthymeme; composite audience; identification; deliberative speech; epidemiological speech; disposition; eloquence; in-group / outgroup; fallacies of relevance, ambiguity, presumption; inauguration speech; “spin”; rhetorical situation.

7. Examinations

The examination for the first module (Exam 1) has a written form. It is written in class during the last week. The students are given 40 minutes to answer 2-3 questions that require synthesizing the information from the assigned readings because most of the reading will take place in the first module. The exam does not so much aim to test close familiarity with the sources, but rather the ability to analyze the authors' ideas and put them together.

The examination at the end of the course (Exam 2) is a spoken exam. The students must prepare an analysis of a political speech, thus demonstrating the understanding of the entire array of rhetorical means that have been studied throughout the course.

Below is the plan of analysis:

- 1. Goals and target audiences.** Identifying the audience(s) of the speech act; is the audience composite? Determine the initial position of the audience and the way the speaker attempts to change it. Make reference to the historical and cultural background, if necessary.
- 2. The key metaphors.** How does the type of audience influence the metaphors used to move it. Explain how the speaker constructs in-group/out-group, if relevant. Identify what metaphors the speaker is using to create his/her own image.
- 3. Rhetorical impact.** Identify other devices to build argumentation and make an emotional impact. Does the speaker use polemical techniques? Logical fallacies? What is the role of intonation, rhythm and non-verbal methods of contacting the audience?
- 4. Assessment of the speech act.** Did the speaker achieve the expected goals? What influence did the speech act have on the public? What devices were especially effective/least effective?

8. Methods of Instruction

The course combines analysis of political speech acts with practical exercises. That is why coursework involves a variety of teaching methods. Along with extensive reading on the topic and discussing in classroom, the participants are given practical tasks of analyzing and constructing elements of political discourse. We will explore a number of cases (speech acts of political figures) presented in a multimedia format. The course terminates with the role-playing game in the form of debate on a relevant topic in which participants have the opportunity to evaluate each other's work.

9. Equipment: A laptop, a projector, and loudspeakers