

A Pragma Rhetoric Analysis Of Persuasion

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Language and Politics in Africa - John Obiero Ogone 2020-05-15

Language and Politics in Africa is a fine collection of both empirically and theoretically based articles from across the African continent and beyond, but all focusing on the twin issues of Language and Politics in post colonial African countries. The authors offer critical perspectives on contemporary theoretical, empirical and policy issues related to language and how such issues manifest themselves at the inevitable interface with politics in a number of African countries. Coming at a time when most African countries are still grappling with language policy and planning issues while others are increasingly having to contend with the political outcomes of linguistically and ethnically heterogeneous nation-states, the present volume is a must read for scholars and students who are interested on the twin issues of language and politics since it represents one of the first attempts at documenting how language and politics affect each other in a number of African countries. The volume is divided into two sections dealing with the politics of language and the language of politics in African countries.

[Pragmatics and its Interfaces](#) - Cornelia Ilie 2018-09-07

This volume offers state-of-the-art overviews of the cross-disciplinary role and impact of Pragmatics in relation to several areas of study that it interfaces with. Pragmatics has contributed significant insights to a

range of disciplines, just as these disciplines have contributed to it. Borrowing and cross-pollination between disciplines is natural, as well as necessary, but at times it seems important to take a pause and reflect on and problematize the role of pragmatics at these interfaces. In an age when disciplinary boundaries are being blurred, we need to investigate the relationship and interplay between pragmatics and related or complementary fields of enquiry with the goal of broadening and deepening our understanding of the contributions and boundaries of pragmatics as such. Here in twelve original contributions, internationally recognized authorities explore the current state and future trends in Pragmatics vis-à-vis adjacent disciplines.

[Understanding Political Persuasion](#) - Douglas Mark Ponton 2020-09-08

This book builds on the consolidated research field of Political Discourse Analysis and attempts to provide an introduction suitable for adoption amongst a readership wishing to understand some of the principles underlying such research, and above all to appreciate how the tools of discourse analysis might be applied to actual texts. It summarises some of the work that has been done in this field by authorities such as Halliday, Fairclough, Wodak, Chilton, Van Dijk, Martin, Van Leeuwen and others to provide the would-be analyst with practical ideas for their own research. Naturally, this would not be the first time that such a

handbook or introductory reference book has been proposed. Fairclough himself recently produced one; however, his work, simply entitled *Political Discourse Analysis*, inevitably includes theoretical insights from his own research. The beginning analyst can, at times, experience a sense of bewilderment at the mass of theoretical writing in linguistics, in the search for some practical, usable tools. I explain a variety of such tools, demonstrating their usefulness in application to the analysis of a number of political speeches, from different historical periods and diverse social contexts. The author's hope is that would-be students of political rhetoric, of whatever level and from a variety of research areas, will be able to pick up this book and find tools and techniques that will assist them in actual work on texts. Naturally, it is also hoped that they will be inspired to follow up the suggestions for further reading which they will find in the bibliography.

Paul's Argumentation in Galatians - Mika Hietanen 2007-07-26

Galatians is a polemical letter which contains a substantial amount of argumentative passages. Paul evidently wanted to persuade by using the best arguments possible to convince his addressees. Using a state-of-the-art method from the discipline of argumentation analysis, Paul's argumentation can be analysed with a precision that standard exegetical methods cannot provide. The pragma-dialectical method developed in Amsterdam facilitates an analysis which is both descriptive and normative. On the one hand, Paul's argumentation can be described, such as the relationship between premisses and conclusions, the structure of the arguments, and features relating to rhetorical strategy. On the other hand, the method makes it possible to evaluate Paul's argumentation against a set of rules for sound reasoning. Fallacies and problematic arguments can be described accurately. The spiritual nature of Paul's matters do not relieve him of rationality, and Paul himself does not argue as if it did. Paul's argumentation is found problematic in several respects. There is a tension in the text: Paul works a great deal to argue his claims while at the same time giving the impression that he merely wants to declare his standpoints and does not want to carry out an argumentation at all. Many of the conclusions are presented as self-

evident, even when they are not. Paul's style is far from an ideal model of the resolution of a dispute. Paul relies heavily on an argumentative strategy with maximal use of rhetorical devices. The analysis shows that a contemporary method of argumentation analysis provides tools necessary to adequately describe and understand both individual arguments and the overarching strategy of the argumentation in a Pauline text.

What is Rhetoric? - Michel Meyer 2017

This book offers a new approach to the principles and functioning of rhetoric. In everyday life, we often debate issues or simply discuss questions. Rhetoric is the way in which we answer questions in an interpersonal context, when we want to have an effect on those with whom we are communicating. They can be convinced or charmed, persuaded or influenced, and the language used can range from reasoning to the sharing of narratives, literary or otherwise. *What is Rhetoric?* provides a breakthrough in the field, offering a systematic and unified view of the topic. The book combines the social aspects of rhetoric, such as the negotiation of distance between speakers, with the theory of emotions. All the principal authors from Plato and Aristotle to contemporary theorists are integrated into Michel Meyer's 'problematological' conception of rhetoric, based on the primacy of questioning and answering in language and thought.

Persuasive Games in Political and Professional Dialogue - Răzvan Săftoiu 2015-09-15

Persuasive Games in Political and Professional Dialogue is about the rediscovery of humans as proficient users of language in the sense that - while involved in a dialogue - they listen, observe, discuss, reason, evaluate and conclude; in other words, speakers are no longer interested in defeating the other and proving him/her wrong, but in learning from the other. The volume comprises 12 articles, distributed in two sections - *Persuasion in Political Dialogue* and *Persuasive Strategies in Professional Dialogue* - which approach the topic of persuasion as it unfolds from political and professional communication. The articles in the proposed volume depict relevant theoretical and practical issues related to

persuasion in two communication sites: politics and workplace, and they are results of consistent research conducted by the contributors in various settings. The contributions provide critical, valuable insights into the dynamic process of creating and maintaining relationships at an individual and at a professional level.

Persuading the Galatians - D. Francois Tolmie 2005

Rhetorical analyses of the Pauline letters concentrate on the way in which Paul went about persuading his readers by means of his letters. Normally scholars employ ancient rhetorical models to explain this. D. Francois Tolmie's study represents the first attempt to reconstruct Paul's rhetorical strategy in the Letter to the Galatians in a different way, namely by concentrating on the letter itself in order to develop the best categories for describing the way in which Paul tried to persuade his readers.

Considering Pragma-Dialectics - Peter Houtlosser 2014-04-04

Considering Pragma-Dialectics honors the monumental contributions of one of the foremost international figures in current argumentation scholarship: Frans van Eemeren. The volume presents the research efforts of his colleagues and addresses how their work relates to the pragma-dialectical theory of argumentation with which van Eemeren's name is so intimately connected. This tribute serves to highlight the varied approaches to the study of argumentation and is destined to inspire researchers to advance scholarship in the field far into the future. Replete with contributions from highly-esteemed academics in argumentation study, chapters in this volume address such topics as: *Pragma-dialectic versus epistemic theories of arguing and arguments; *Pragma-dialectics and self-advocacy in physician-patient interactions; *The pragma-dialectical analysis of the ad hominem family; *Rhetoric, dialectic, and the functions of argument; and *The semantics of reasonableness. As an exceptional volume and a fitting tribute, this work will be of interest to all argumentation scholars considering the astute insights and scholarly legacy of Frans van Eemeren.

Examining Argumentation in Context - Frans H. van Eemeren 2009

"Examining Argumentation in Context: Fifteen studies on strategic

maneuvering "contains a selection of papers on strategic maneuvering in argumentative discourse. Starting point of all of these contributions is that a satisfactory analysis and evaluation of strategic maneuvering is possible only if the argumentative discourse is first situated in the communicative and interactional context in which it occurs. While some of the contributions present general views with regard to strategic maneuvering, other contributions report on the results of empirical studies, examine strategic maneuvering in a particular legal or political context, or highlight the presentational design of strategic maneuvering. "Examining Argumentation in Context" therefore provides an insightful "view of recent developments in the research on strategic maneuvering, which is currently prominent in the study of argumentation.

The Concise Encyclopedia of Communication - Wolfgang Donsbach 2015-02-03

This concise volume presents key concepts and entries from the twelve-volume ICA International Encyclopedia of Communication (2008), condensing leading scholarship into a practical and valuable single volume. Based on the definitive twelve-volume IEC, this new concise edition presents key concepts and the most relevant headwords of communication science in an A-Z format in an up-to-date manner. Jointly published with the International Communication Association (ICA), the leading academic association of the discipline in the world. Represents the best and most up-to-date international research in this dynamic and interdisciplinary field. Contributions come from hundreds of authors who represent excellence in their respective fields. An affordable volume available in print or online.

Discourse Reflexivity in Linear Unit Grammar - Cameron Smart 2016-07-26

Discourse Reflexivity in Linear Unit Grammar: The case of IMDb message boards represents a significant landmark. Not only is it the first in-depth corpus-based study to be based on Linear Unit Grammar, it is also the first study to present a unified model of both Linear Unit Grammar and Linear Unit Discourse Analysis. To illustrate this model, the book focuses on the role of discourse reflexivity in the linear

structure of online message board discourse from the Internet Movie Database (IMDb) webpage. It is shown that discourse reflexivity plays a central role in the linear structure and antagonism characteristic of this type of discourse. This book will particularly appeal to those who have an interest in carrying forward the innovations in the description of grammar, lexis and discourse proposed by John Sinclair in his lifetime as well as to those with a specific interest in discourse reflexivity and computer-mediated communication.

Persuasion in Public Discourse - Jana Pelclová 2018-08-08

This book approaches persuasion in public discourse as a rhetorical phenomenon that enables the persuader to appeal to the addressee's intellectual and emotional capacities in a competing public environment. The aim is to investigate persuasive strategies from the overlapping perspectives of cognitive and functional linguistics. Both qualitative and quantitative analyses of authentic data (including English, Czech, Spanish, Slovene, Russian, and Hungarian) are grounded in the frameworks of functional grammar, facework and rapport management, classical rhetoric studies and multimodal discourse analysis and are linked to the constructs of (re)framing, conceptual metaphor and blending, mental space and viewpoint. In addition to traditional genres such as political speeches, news reporting, and advertising, the book also studies texts that examine book reviews, medieval medical recipes, public complaints or anonymous viral videos. Apart from discourse analysts, pragmaticians and cognitive linguists, this book will appeal to cognitive musicologists, semioticians, historical linguists and scholars of related disciplines.

The Philosophy of Argument and Audience Reception - Christopher W. Tindale 2015-04-30

Recent work in argumentation theory has emphasized the nature of arguers and arguments along with various theoretical perspectives. Less attention has been given to the third feature of any argumentative situation - the audience. This book fills that gap by studying audience reception to argumentation and the problems that come to light as a result of this shift in focus. Christopher W. Tindale advances the tacit

theories of several earlier thinkers by addressing the central problems connected with audience considerations in argumentation, problems that earlier philosophical theories overlook or inadequately accommodate. The main tools employed in exploring the central issues are drawn from contemporary philosophical research on meaning, testimony, emotion and agency. These are then combined with some of the major insights of recent rhetorical work in argumentation to advance our understanding of audiences and suggest avenues for further research.

Rhetoric and Argumentation in the Beginning of the XX Century -

Henrique Jales Ribeiro 2009-12-01

This book is the edition of the Proceedings of the International Colloquium "Rhetoric and Argumentation in the Beginning of the XXIst Century" which was held at the Faculty of Letters of the University of Coimbra, in October 2-4, 2008, and was organized by Henrique Jales Ribeiro, Joaquim Neves Vicente and Rui Alexandre Grácio. The main purpose of the Colloquium was to commemorate the publication in 1958 of the books *La nouvelle rhétorique: Traité de l'argumentation*, and *The Uses of Arguments*, by, respectively, C. Perelman/L. Olbrechts-Tyteca, and S. Toulmin. But another important goal was to take stock of the state of rhetoric and argumentation theory at the beginning of a new century. It was a unique event, without parallel in Portugal and worldwide - considering its theme and its aims -, which gathered some of the World's most renowned rhetoric and argumentation theorists: Alan Gross, Douglas Walton, Erik Krabbe, Frans V. Eemeren, F. Snoeck Henkemans, Guy Haarscher, John Anthony Blair, Marianne Doury, Oswald Ducrot, Ruth Amossy. The book includes a variety of very important contributions to rhetoric and argumentation theory, ranging from those that naturally fall within the subject matter, to the areas of philosophy, linguistics, communication theory, education theory and law theory. The "art", as it was called in the Medieval curricula, is no longer a discipline amongst others and has become, according to the view of some specialists and largely owing to Perelman and Toulmin influences, a "new paradigm" of rationality for our age, which auspiciously encompasses all fields of knowledge and culture. The book is divided into five parts: I- Historical

and philosophical studies on the influences of Perelman and Toulmin; II- Studies in argumentation theory; III- Linguistic approaches to argumentation theory; IV- Rhetoric; and communication theory / education theory approaches to argumentation; and V- Law theory approaches to argumentation.

Multimodal Argumentation and Rhetoric in Media Genres -

Assimakis Tseronis 2017-12-15

This collection advances the study of context-dependent characteristics of argumentative discourse by examining a variety of media genres in which text and image (and other semiotic modes) combine to create meaning. The chapters have been written by an international group of senior and junior scholars researching multimodal argumentation in the last two decades. In each chapter, a specific approach to argumentation and rhetoric is combined with insights from visual studies, metaphor theory, scientific visualization, cognitive science, semiotics, conversation analysis, or (documentary) film theory in order to explain how multimodal genres function argumentatively and rhetorically. Together the chapters present a state-of-the-art in the analysis of multimodal argumentation in such diverse genres as print advertisements, news photographs, scientific illustrations, political cartoons, documentaries, film trailers, political TV advertisements, public debates, and political speeches. The volume will be of interest to advanced students and scholars in argumentation studies, rhetoric, and multimodal communication.

The Routledge Handbook of Language and Persuasion - Jeanne Fahnestock 2022-09-30

This handbook provides a wide-ranging, authoritative, and cutting-edge overview of language and persuasion. Featuring a range of international contributors, the handbook outlines the basic materials of linguistic persuasion – sound, words, syntax, and discourse – and the rhetorical basics that they enable, such as appeals, argument schemes, arrangement strategies, and accommodation devices. After a comprehensive introduction that brings together the elements of linguistics and the vectors of rhetoric, the handbook is divided into six

parts. Part I covers the basic rhetorical appeals to character, the emotions, argument schemes, and types of issues that constitute persuasion. Part II covers the enduring effects of persuasive language, from humor to polarization, while a special group of chapters in Part III examines figures of speech and their rhetorical uses. In Part IV, contributors focus on different fields and genres of argument as entry points for research into conventions of arguing. Part V examines the evolutionary and developmental roots of persuasive language, and Part VI highlights new computational methods of language analysis. This handbook is essential reading for those researching and studying persuasive language in the fields of linguistics, rhetoric, argumentation, communication, discourse studies, political science, psychology, digital studies, mass media, and journalism.

Rhetorical Style - Jeanne Fahnestock 2011-10-12

A comprehensive guide to the language of argument, *Rhetorical Style* offers a renewed appreciation of the persuasive power of the English language. Drawing on key texts from the rhetorical tradition, as well as on newer approaches from linguistics and literary stylistics, Fahnestock demonstrates how word choice, sentence form, and passage construction can combine to create effective spoken and written arguments. With examples from political speeches, non-fiction works, and newspaper reports, *Rhetorical Style* surveys the arguer's options at the word, sentence, interactive, and passage levels, and illustrates the enduring usefulness of rhetorical stylistics in analyzing and constructing arguments.

Passions and Persuasion in Aristotle's Rhetoric - Jamie Dow 2015

Jamie Dow presents an original treatment of Aristotle's views on rhetoric and the passions, and the first major study of Aristotle's 'Rhetoric' in recent years. He attributes to Aristotle a normative view of rhetoric and its role in the state, and ascribes to him a particular view of the kinds of cognitions involved in the passions.

Rhetorical Argumentation - Christopher W. Tindale 2004-05-27

The study of argumentation has primarily focused on logical and dialectical approaches, with minimal attention given to the rhetorical

facets of argument. *Rhetorical Argumentation: Principles of Theory and Practice* approaches argumentation from a rhetorical point of view and demonstrates how logical and dialectical considerations depend on the rhetorical features of the argumentative situation. Throughout this text, author Christopher W. Tindale identifies how argumentation as a communicative practice can best be understood by its rhetorical features.

The Rhetorical Turn - Herbert W. Simons 2011-02-15

We have only recently started to challenge the notion that "serious" inquiry can be free of rhetoric, that it can rely exclusively on "hard" fact and "cold" logic in support of its claims. Increasingly, scholars are shifting their attention from methods of proof to the heuristic methods of debate and discussion—the art of rhetoric—to examine how scholarly discourse is shaped by tropes and figures, by the naming and framing of issues, and by the need to adapt arguments to ends, audiences, and circumstances. Herbert W. Simons and the contributors to this important collection of essays provide impressive evidence that the new movement referred to as the rhetorical turn offers a rigorous way to look within and across the disciplines. The Rhetorical Turn moves from biology to politics via excursions into the rhetorics of psychoanalysis, decision science, and conversational analysis. Topics explored include how rhetorical invention guides scientific invention, how rhetoric assists political judgment, and how it integrates varying approaches to meta-theory. Concluding with four philosophical essays, this volume of case studies demonstrates how the inventive and persuasive dimensions of scholarly discourse point the way to forms of argument appropriate to our postmodern age.

A Speaker's Guidebook with The Essential Guide to Rhetoric - Dan O'Hair 2011-10-26

A Speaker's Guidebook with The Essential Guide to Rhetoric includes a full tabbed section that provides brief yet comprehensive coverage of rhetorical theory — from the classical to the contemporary — and its practical applications.

Persuading People - Robert Cockcroft 2013-12-01

This fascinating and practical book explores persuasive techniques in the

English language, and is the ideal introduction for students and others with a professional interest in persuasion. Using a wide range of lively and accessible illustrative material, Robert Cockcroft and Susan Cockcroft unpick the complexities of persuasive language - both written and spoken - and enable readers to develop and enhance their rhetorical skills. Now thoroughly revised and expanded, the second edition of this successful text includes: - Developed application of cognitive linguistic theory, which sheds new light on the emotional and logical powers of persuasion - Extended and updated examples of rhetoric in action - Clear pointers for further study to allow readers to continue their exploration into rhetorical theory and practice - A new final chapter which invites readers to practice their skills using updated versions of traditional rhetorical exercises

Considering Pragma-Dialectics - Peter Houtlosser 2014-04-04

Considering Pragma-Dialectics honors the monumental contributions of one of the foremost international figures in current argumentation scholarship: Frans van Eemeren. The volume presents the research efforts of his colleagues and addresses how their work relates to the pragma-dialectical theory of argumentation with which van Eemeren's name is so intimately connected. This tribute serves to highlight the varied approaches to the study of argumentation and is destined to inspire researchers to advance scholarship in the field far into the future. Replete with contributions from highly-esteemed academics in argumentation study, chapters in this volume address such topics as: *Pragma-dialectic versus epistemic theories of arguing and arguments; *Pragma-dialectics and self-advocacy in physician-patient interactions; *The pragma-dialectical analysis of the ad hominem family; *Rhetoric, dialectic, and the functions of argument; and *The semantics of reasonableness. As an exceptional volume and a fitting tribute, this work will be of interest to all argumentation scholars considering the astute insights and scholarly legacy of Frans van Eemeren.

Paul and Ancient Rhetoric - Stanley E. Porter 2016-02-24

In this volume, major international scholars examine ancient rhetoric's role in understanding Paul and his writings within his Hellenistic context.

Reasonableness and Effectiveness in Argumentative Discourse - Frans H. van Eemeren 2015-08-27

This volume presents 50 contributions on the themes of reasonableness and effectiveness and their connections, which are central issues in argumentation theory. It discusses van Eemeren's views on the study of argumentation; the approach to argumentation adopted in pragma-dialectics; pragma-dialectical perspectives on the dialectical and pragmatic dimensions of argumentative discourse; the notion of strategic maneuvering; the pragma-dialectical method of analyzing argumentative discourse; the treatment of fallacies as violations of rules for critical discussion; pragma-dialectical views on context, the role of logic, verbal indicators of argumentative moves and argument schemes; and the process of writing and rewriting argumentative texts. The pragma-dialectical quantitative approach to empirical research on argumentative discourse is illustrated by reporting on selected, illustrative experimental studies, as well as qualitative studies of historical cases.

Let's talk politics - Hilde Van Belle 2014-04-15

In this volume on political argumentation, the study of argument takes place within a rhetorical framework. As such, it is a contribution to the study of argumentation-in-context with an explicit rhetorical approach. Rather than focusing on the poor quality of political participation and political understanding by citizens, this volume explores how the study of rhetoric, both as an academic discipline and as a political practice, stands in a unique position to critically engage with a 'contextualized' understanding of politics and civic engagement. Many contributions in this volume confront classical rhetorical concepts and theories with current political developments such as globalization and multiculturalism and the emergence of new democracies. Others focus explicitly on deliberative rhetoric in the political realm, or undertake a critical analysis of political texts and public events in order to explore what this can imply for the development of a 'critical' citizenship.

CDA and PDA Made Simple - Bahaa-eddin M. Mazid 2014-11-24

CDA and PDA Made Simple cuts many long stories short and encapsulates a long-standing tradition in modern and contemporary

linguistics. The theoretical scope of the book encompasses a lengthy review of relevant studies in the area of critical discourse analysis (CDA), and, more broadly, in the areas of power, control, ideology and politics as realized and enacted in discourse. The book also brings together a detailed theoretical background on the main tenets and assumptions, tools and recipes, trends and extensions and critiques and applications of critical and political discourse analysis (PDA). Its analytical focus is predominantly on how ideology and power are linguistically and meta-linguistically realized, specifically through transitivity, modality, metadiscourse and presupposition in some discourse genres in English.

Discourse, of Course - Jan Renkema 2009

Discourse, of Course comes after Jan Renkema's "Introduction to Discourse Studies" (2004)" for undergraduates. The new book is a collection of twenty short papers. It is a "capita selecta" course and meant for graduate programs. The aim of this book is threefold: to present material for advanced courses in discourse studies; to unfold a stimulating display of research projects to future PhD students; to give an overview of new developments after the 2004 "Introduction to Discourse Studies." This publication fulfills both the teacher's need for a state-of-the-art overview of the main topics in discourse, and the student's need to acquire standards for developing research plans in theses and dissertations. It gives a combination of approaches from very different schools in discourse studies, ranging from argumentation theory to genre theory, from the study of multimodal metaphors to cognitive approaches to coherence analysis. This book is not only meant to serve as a textbook, but also as a reference book for researchers who want an update for various main topics in the field."

Topical Themes in Argumentation Theory - Frans H. van Eemeren 2012-05-05

Topical Themes in Argumentation Theory brings together twenty exploratory studies on important subjects of research in contemporary argumentation theory. The essays are based on papers that were presented at the 7th Conference of the International Society for the Study of Argumentation (ISSA) in Amsterdam in June 2010. They give an

impression of the nature and the variety of the kind of research that has recently been carried out in the study of argumentation. The volume starts with three essays that provide stimulating theoretical perspectives on argumentation. Subsequently, some views are explained on the intriguing topics of 'dissensus' and 'deep disagreement'. After a discussion of three different approaches to the treatment of types of argumentation some classical themes from antique argumentation theory are revisited. The new research area of visual argumentation is explored in the next part. The volume concludes with three reports of experimental studies concerning argumentative discourse. The volume starts with three essays that provide stimulating theoretical perspectives on argumentation. Subsequently, some views are explained on the intriguing topics of 'dissensus' and 'deep disagreement'. After a discussion of three different approaches to the treatment of types of argumentation some classical themes from antique argumentation theory are revisited. The new research area of visual argumentation is explored in the next part. The volume concludes with three reports of experimental studies concerning argumentative discourse. The volume starts with three essays that provide stimulating theoretical perspectives on argumentation. Subsequently, some views are explained on the intriguing topics of 'dissensus' and 'deep disagreement'. After a discussion of three different approaches to the treatment of types of argumentation some classical themes from antique argumentation theory are revisited. The new research area of visual argumentation is explored in the next part. The volume concludes with three reports of experimental studies concerning argumentative discourse.

Manuscrito - 2002

Strategic Maneuvering in Argumentative Discourse - Frans H. van Eemeren 2010

In "Strategic Maneuvering in Argumentative Discourse," Frans H. van Eemeren "brings together the dialectical and the rhetorical dimensions of argumentation by introducing the concept of strategic maneuvering. Strategic maneuvering refers to the arguer's continual efforts to

reconcile aiming for effectiveness with being reasonable. It takes place in all stages of argumentative discourse and manifests itself simultaneously in the choices that are made from the topical potential available at a particular stage, in adaptation to audience demand, and in the use of specific presentational devices. Strategic maneuvering derails when in the specific context in which the discourse takes place a rule for critical discussion has been violated, so that a fallacy has been committed. Van Eemeren makes clear that extending the pragma-dialectical approach to argumentation by taking account of strategic maneuvering leads to a richer and more precise method for analyzing and evaluating argumentative discourse."

Metaphor and Persuasion in Strategic Communication - Federica Ferrari 2018-10-22

This groundbreaking work adopts an alternative metaphor-based approach to challenge, unpack, and redefine our understanding of persuasion and strategic communication and the extents to which they shape political discourse. The book's theoretical and methodological grounding in metaphor allows for an alternative perspective on strategic communication but also a robust discussion of both persuasion and other kinds of related discursive processes at work in political communication, including narrative, identification, and ideology. The volume integrates case studies from prominent political discourses, including those of George W. Bush, Jr., Tony Blair, and Barack Obama, to highlight the crucial role of persuasion management and sustainability in the public sphere and the ways in which it might inform political action and change in a positive way. Broadening our perception of the possibilities of persuasion and strategic communication, this dynamic volume is key reading for students and scholars in communication studies, political science, rhetoric, and cognitive linguistics.

Arabic Rhetoric - Hussein Abdul-Raof 2006-09-27

Arabic Rhetoric explores the history, disciplines, order and pragmatic functions of Arabic speech acts. It offers a new understanding of Arabic rhetoric and employs examples from modern standard Arabic as well as providing a glossary of over 448 rhetorical expressions listed in English

with their translations, which make the book more accessible to the modern day reader. Hussein's study of Arabic rhetoric bridges the gap between learning and research, whilst also meeting the academic needs of our present time. This up-to-date text provides a valuable source for undergraduate students learning Arabic as a foreign language, and is also an essential text for researchers in Arabic, Islamic studies, and students of linguistics and academics.

Giving Reasons - Lilian Bermejo Luque 2011-07-31

This book provides a new, linguistic approach to Argumentation Theory. Its main goal is to integrate the logical, dialectical and rhetorical dimensions of argumentation in a model providing a unitary treatment of its justificatory and persuasive powers. This model takes as its basis Speech Acts Theory in order to characterize argumentation as a second-order speech act complex. The result is a systematic and comprehensive theory of the interpretation, analysis and evaluation of arguments. This theory sheds light on the many faces of argumentative communication: verbal and non-verbal, monological and dialogical, literal and non-literal, ordinary and specialized. The book takes into consideration the major current comprehensive accounts of good argumentation (Perelman's New Rhetoric, Pragma-dialectics, the ARG model, the Epistemic Approach) and shows that these accounts have fundamental weaknesses rooted in their instrumentalist conception of argumentation as an activity oriented to a goal external to itself. Furthermore, the author addresses some challenging meta-theoretical questions such as the justification problem for Argumentation Theory models and the relationship between reasoning and arguing.

Pondering on Problems of Argumentation - Frans H. van Eemeren
2009-02-11

Pondering on Problems of Argumentation is a collection of twenty essays brought together for anyone who is interested in theoretical issues in the study of argumentation. This collection of papers gives the reader an insightful and balanced view of the kind of theoretical issues argumentation theorists are currently concerned with. Because most of the perspectives on argumentation that are en vogue are represented,

this volume provides a multidisciplinary and even interdisciplinary outlook on the current state of affairs in argumentation theory. Some of the contributions in *Pondering on Problems of Argumentation* deal with problems of argumentation that have been recognized as theoretical issues for a considerable time, like the problems of fallaciousness and identifying argumentation structures. Other contributions discuss issues that have become a focus of attention only recently or regained their prominence, such as the relationship between dialectic and rhetoric, and the strategic use of the argumentative technique of dissociation. In five separate sections papers are included dealing with argumentative strategies, problems of norms of reasonableness and fallaciousness, types of argument and argument schemes the structure of argumentation and rules for advocacy and discussion.

Controversy and Confrontation - Frans H. van Eemeren 2008

The essays that are collected in *Controversy and Confrontation* provide a closer insight into the relationship between controversy and confrontation that deepens our understanding of the functioning of argumentative discourse in managing differences of opinion. Their authors stem from two backgrounds. First, the controversy scholars Dascal, Marras, Euli, Regner, Ferreira, and Lessl discuss historical controversies in science, both from a theoretical and an empirical perspective; Saim concentrates on a historical controversy; Fritz provides a historical perspective on controversies by analyzing communication principles. Second the argumentation scholars Johnson, van Laar, van Eemeren, Garssen and Meuffels address theoretical or empirical aspects of argumentative confrontation; Aakhus and Vasilyeva examine argumentative discourse from the perspective of conversation analysis; Jackson analyzes argumentative confrontation in a recent debate between scientists and politicians. Last but not least, two contributors, Kutrovátz and Zemplén, make an attempt to bridge the study of historical controversy and the study of argumentation.

Contextualizing Pragma-Dialectics - Frans H. van Eemeren
2017-12-12

Contextualizing Pragma-Dialectics contains a selection of 18 article

reporting on research conducted in the past decade in which the institutional context in which argumentative discourse takes place is systematically taken into account. Some articles provide relevant theoretical backgrounds, other articles make clear how the extended pragma-dialectical theory can be used to analyse and evaluate argumentative discourse in specific institutional contexts. Next to argumentative discourse in the legal domain and the medical context of health communication, a great deal of attention is paid to various argumentative practices in the political domain or dealing with specific social issues. A contribution on multimodal argumentation is also included. All contributing authors are actively engaged in the International Learned Institute for Argumentation Studies (ILIAS).

Discourse Studies - Teun A Van Dijk 2011-03-28

Covers contemporary debates and research literature; covers everything from grammar, narrative, argumentation, cognition and pragmatics to social, political and critical approaches; adds two wholly new chapters on ideology and identity; and, puts the student at the centre.

Argumentation in Political Interviews - Corina Andone 2013-07-17

In *Argumentation in Political Interviews* Corina Andone uses the pragma-dialectical concept of strategic maneuvering to gain a better understanding of political interviews as argumentative practices. She analyzes and evaluates the way in which politicians react in political interviews to the accusation that the position they currently hold is inconsistent with a position they advanced before. The politicians' responses to such charges are examined for their strategic function by concentrating on a number of concrete cases and explaining how the arguers try to enhance their chances of winning the discussion. In addition, the soundness criteria are formulated for judging properly when the politicians' responses are indeed reasonable. This book is

important to argumentation theorists, discourse analysts, communication scholars and all other researchers and students interested in the way in which language is used for the purpose of persuasion in a political context. Corina Andone is Assistant Professor of Speech Communication, Argumentation Theory and Rhetoric at the Faculty of Humanities of the University of Amsterdam in the Netherlands.

Argumentation Theory: A Pragma-Dialectical Perspective - Frans H. van Eemeren 2018-07-27

The book offers a compact but comprehensive introductory overview of the crucial components of argumentation theory. In presenting this overview, argumentation is consistently approached from a pragma-dialectical perspective by viewing it pragmatically as a goal-directed communicative activity and dialectically as part of a regulated critical exchange aimed at resolving a difference of opinion. As a result, the book also systematically explains how the constitutive parts of the pragma-dialectical theory of argumentation, which are discussed in a number of separate publications, hang together. The following crucial topics are discussed: (1) argumentation theory as a discipline; (2) the meta-theoretical principles of pragma-dialectics; (3) the model of a critical discussion aimed at resolving a difference of opinion; (4) fallacies as violations of a code of conduct for reasonable argumentative discourse; (5) descriptive research of argumentative reality; (6) analysis as theoretically-motivated reconstruction; (7) strategic manoeuvring aimed at combining achieving effectiveness with maintaining reasonableness; (8) the conventionalization of argumentative practices; (9) prototypical argumentative patterns; (10) pragma-dialectics amidst other approaches. *Argumentation Theory: A Pragma-Dialectical Perspective* is clearly written and makes argumentation theory understandable to all scholars and advanced students interested in argumentation research.