

The language of persuasion in politics

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Note(s) : "Some of the material in this book appeared in an earlier publication by the same authors, Persuasion in politics (2010, LED)." (page XIX)

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Résumé ou extrait : La 4e de couv. indique : "This accessible introductory textbook looks at the modern relationship between politicians, the press and the public through the language they employ, with extensive coverage of key topics including: 'spin', 'spin control' and 'image' politics ; models of persuasion: authority, contrast, association ; pseudo-logical and 'post-truth' arguments ; political interviewing: difficult questions, difficult answers ; metaphors and metonymy ; rhetorical figures ; humour, irony and satire. Extracts from speeches, soundbites, newspapers and blogs, interviews, press conferences, election slogans, social media and satires are used to provide the reader with the tools to discover the beliefs, character and hidden strategies of the would-be persuader, as well as the counter-strategies of their targets. This book demonstrates how the study of language use can help us appreciate, exploit and protect ourselves from the art of persuasion. With a wide variety of practical examples on both recent issues and historically significant ones, every topic is complemented with guiding tasks, queries and exercises with keys and commentaries at the end of each unit. This is the ideal textbook for

all introductory courses on language and politics, media language, rhetoric and persuasion, discourse studies and related areas."

Sujet - Nom commun : Communication en politique

Persuasion (rhétorique) -- Aspect politique