## **Contents**

	List of figures and tables	x
	Preface wonder-mander 2	xii
	Acknowledgements	xix
	3.3.2 The complex problem solution model	
Unit 1:	Politics and the language of persuasion	1
	1.1 Politics is conducted through language	1
	1.2 Persuasion and rhetoric in a democratic society	3
	1.3 Professional persuaders and the art	
	of the 'spin-doctor'	7
	1.4 Epilogue: when persuasion is superfluous to	
	requirements, even in some 'democracies'	12
	Further reading	14
	Keys and commentaries	14
	or, ittely unders make it all right?   1 7	
Unit 2:	Evaluation: what's good and what's bad	18
	2.1 Evaluative language	18
	2.1.1 Grammatical evaluation	19
	2.1.2 Textual evaluation	21
	2.1.3 Lexical evaluation	21
	2.2 Evaluation by language choice	23
	2.2.1 Denotation and connotation	23
	2.3 'Insider' words (good), 'outsider' words (bad)	26
	2.4 Hooray words and boo words	29
	2.5 Evaluation by selection of information:	
	what to leave in and what to leave out	31
	2.6 Evaluation and modality	33
	2.6.1 Modality as your degree of commitment	
	to a belief	33
	2.6.2 Modality and evaluation in political	145
	Comment basel wood to photody and	34
	2.7 Extension task. What examining grammatical	
	evaluation can reveal: a case study of	
	the US Declaration of Independence	36

	Furt	her reading	39		
	Case	e studies	39		
	Keys	s and commentaries	40		
Unit 3:	Way	s of persuading	45		
	3.1	Authority	47		
	3.2	Comparison and contrast	51		
		3.2.1 'Us' against 'them'	51		
		3.2.2 Beyond 'us' against 'them'	54		
		3.2.3 Surprise tactics and the Garden			
	2.2	Path diversion	56		
	3.3		59		
		3.3.1 The simple problem-solution model	59 60		
	21	3.3.2 The complex problem-solution model	62		
	3.4		63		
	3.5	Association	66		
	Keys	s and commentaries	00		
Unit 4:	Cave emptor!: arguments good and bad,				
		and false, logical and non-logical	74		
	4.1	Euphemism and dysphemism	75		
	4.2		76		
	4.3	Tu quoque (also known as: 'you're just as bad'			
		or 'two wrongs make it all right')	78		
	4.4		79		
	4.5	(False) binary opposition (false dichotomy,			
		the excluded middle)	82		
	4.6	False parallels (odd couples)	88		
	4.7	Causation or correlation? (Post hoc ergo propter			
		hoc: 'after this, therefore because of this')	89		
		4.7.1 Two phenomena can be linked by			
		a third factor	90		
		4.7.2 Two phenomena might simply	0.4		
		be coincidence who will be the second to the	91		
	_	4.7.3 Multiple causation	92		
		ther reading will be will will will be seen a seen	93		
		e studies to sometimor as vullaboly. 1.3.5	93		
	Key.	s and commentaries	94		
Unit 5:	The	rhetoric of liberty, freedom, emancipation	97		
		Binomials and bicolons	98		
	5.2	The three-part list (or tricolon)	99		
	-	5.2.1 Beyond three moustable (20 and	101		

Keys and commentaries

Contents

150

VII

Unit 8:	Ques	stions and responses		157
	8.1	Institutional discourse		157
	8.2	From deference to hostility		158
	8.3	Difficult questions, difficult answers		160
10 t 3:		8.3.1 Assertions and presupposition		160
	8.4	Question structure		165
		8.4.1 Repetition and interruption		167
	8.5	Taking responsibility (or not): attribu	ition	
		and neutralism in questions		168
	8.6	Primary and secondary sources		169
	8.7	Fighting back		172
	8.8	Who is talking? One above you or or	ne of you?	174
		ew exercise		178
	Furt	her reading		178
	Keys	and commentaries		178
	Revi	ew key		182
Unit 9:	Hun	nour, irony and satire in politics		185
	9.1	Politics and humour		185
		9.1.1 Humour and subversion		186
		9.1.2 Self-deprecating humour and		
		affective face		189
	9.2	Irony and sarcasm		190
		9.2.1 Irony		190
		9.2.2 Sarcasm Washa and Grand		193
	9.3			194
		9.3.1 Satire's long history		195
	9.4	Animal Farm (George Orwell, 1945)		197
	9.5	Modern satires		200
		her reading		202
	Oth	er resources		202
	Keys	s and commentaries		203
Unit 10	: The	language of election and referendum	campaigns	206
	10.			
		of 2016: the most divisive ever?		206
		10.1.1 Campaigning on social me	edia	207
		10.1.2 Campaign metonyms		209
145	-9	10.1.3 Gendered evaluation		212
	10.		Durchas wa	215
		10.2.1 The 2014 Scottish Referen	idum:	
		background	Kentara W	216
		10.2.2 The European Union Refe	rendum:	217
		background		217

10.2.3 10.2.4 10.2.5 10.2.6 Further reading Keys and comm		219 221 223 225 227 228
Conclusion		235
Glossary		236
References		241
		245
	Metaphors in I Have a Dream	
	How often is the term the Arsb world use	