Table of contents

Persuasion across times, domains and modalities:
Theoretical considerations and emerging themes 1
Jana Pelclová and Wei-lun Lu

Part I. Persuasion from a historical perspective

CHAPTER 1
Patterns of persuasion in Hungarian medical discourse domain
from the 16th and 17th centuries 21
Agnes Kuna

CHAPTER 2
Construction of the speaker's persuasive image in public discourse:
Classical rhetoric revisited 43
Janja Žmavc

Part II. Persuasion in political discourse

CHAPTER 3
Metaphor as a (de-)legitimizing strategy in leadership discourse:
The language of crisis in Winston Churchill's Cold War speeches 65
Jan Sebera and Wei-lun Lu

CHAPTER 4
Fictionalizing scenarios in political discourse: Catalan self-determination 85
Gonzalo Calle Rosingana

CHAPTER 5
"The end is near": Negative attitude and fear in political discourse 109
Francisco O. D. Veloso and Dezheng Feng

Part III. Persuasion in social context

CHAPTER 6
Reframing as a persuasive device in public speech:
Beyond globalized biodiversity 127
Anna Franca Plastina

CHAPTER 7
Dissuasion by characterization: The "poisoning" of an heroic analogy in Russian public discourse 149
Ludmilla A'Beckett

Part IV. Persuasion in marketing

CHAPTER 8
Saving face online: Institutional responses to negative customer reviews on *TripAdvisor* 181
Christopher Hopkinson

CHAPTER 9
Constructing the ideal organization: Metaphor in higher education brand communication 207
Carl Jon Way Ng

Part V. Persuasion in academic discourse

CHAPTER 10
Persuasion in academic discourse: Cross-cultural variation in Anglophone and Czech academic book reviews 227
Olga Dontcheva-Navrátilová

CHAPTER 11
Promotional strategies in academic writing: Statements of contribution in Spanish and ELF research articles 259
Pilar Mur-Dueñas

Part VI. Persuasion from multimodal perspectives

CHAPTER 12
Iconicity in independent noun phrases in print advertising: A multimodal perspective 281
Jana Pelclová

CHAPTER 13
Persuasion in musical multimedia: A conceptual blending theory approach 303
Mihailo Antović

Subject index 329

Name index 333