
Contents

<i>List of Core Speeches</i>	ix
<i>List of Figures</i>	x
<i>List of Tables</i>	xi
<i>Introduction</i>	xii
<i>Acknowledgements</i>	xx

PART I TRADITIONAL APPROACHES TO RHETORIC, ORATORY AND DISCOURSE

1. Classical Rhetoric: Artistic Proofs and Arrangement	3
1.1 Introduction: rhetoric, oratory and persuasion	3
1.2 Branches of oratory	6
1.3 The proofs	8
1.3.1 Ethos: character	8
1.3.2 Logos: reason	12
1.3.3 Pathos: emotion	16
1.4 Arrangement in classical rhetoric	19
1.5 Summary	27
Essential reading	33
2. Classical Rhetoric: Style and Figures	34
2.1 Introduction: what is style?	34
2.2 Style in classical rhetoric	36
2.3 Figures of speech	43
2.3.1 Schemes	43
2.3.2 Tropes	49
2.3.3 Interaction between schemes and tropes	54
2.4 Summary	58
Essential reading	58
3. Coherence and Cohesion in Discourse	59
3.1 Introduction – what is coherence?	59
3.1.1 Coherence and speech circumstances	59
3.2 What is cohesion?	61
3.3 Grammatical cohesion	62
3.3.1 Reference	62

3.3.2	Deixis	64
3.3.3	Anaphoric reference	67
3.3.4	Cataphoric reference	68
3.3.5	Other reference categories	69
3.4	Lexical cohesion	70
3.4.1	Repetition and reiteration	71
3.4.2	Semantic relations: antonyms and synonyms	72
3.4.3	Collocation	73
3.5	Summary	77
	Essential reading	83

PART II CRITICAL APPROACHES TO DISCOURSE

4.	Critical Analysis: Context and Persuasion	87
4.1	What is power?	87
4.2	CDA, context and circumstances	90
4.2.1	Stage 1: analysis of speech 'circumstances'	91
4.2.2	Stage 2: identification and analysis of features	94
4.2.3	Stage 3: interpretation and explanation	97
4.3	Persuasion	99
4.4	Summary	105
	Essential reading	108
5.	Social Agency and Modality	109
5.1	Agency	109
5.1.1	What is agency?	109
5.1.2	Nominal forms and names	110
5.1.3	Verbal processes	113
5.2	Modality	115
5.2.1	What is modality?	115
5.2.2	Levels of modality	119
5.2.3	Types of modality	121
5.3	Summary	132
	Essential reading	132
6.	The Discourse-Historical Approach	133
6.1	Introduction	133
6.2	Discursive strategies and intention	137
6.3	Discursive strategies and discrimination	139
6.4	Topoi, warrants and arguments	143
6.4.1	Example 1: traffic congestion	147
6.4.2	Example 2: the case for war	148
6.5	Sample text analysis using DHA	151

6.6	A critique of DHA	157
6.7	Summary	160
	Essential reading	161
7.	Ad Hominem Arguments and Corpus Methods	162
7.1	Introduction – impoliteness in politics	162
7.2	Ad hominem arguments and impoliteness as entertainment	165
7.3	Ad hominem arguments and impoliteness as coercion	168
7.4	Corpus methods for exploring the rhetoric of Donald Trump	173
7.4.1	Introduction and method	173
7.4.2	Trump keywords	175
7.4.3	Adjective-noun patterns: ‘Us’ and ‘Them’ groups	178
7.4.4	Negative emotions and ad hominem arguments	181
7.4.5	Size adjectives	185
7.4.6	Verb patterns: ‘attack’ and ‘defend’ strategies	188
7.5	Summary	192
	Essential reading	193

PART III CRITICAL METAPHOR ANALYSIS

8.	Researching Metaphor in Public Communication	197
8.1	Introduction: Blair and the ‘beacon’ metaphor	197
8.2	Metaphor: definition and appeal	201
8.3	Research design for metaphor in political discourse: an overview	205
8.4	Metaphor identification and classification	213
8.5	Summary	215
	Essential reading	216
9.	Critical Metaphor Analysis: Theory and Method	217
9.1	Introduction	217
9.2	Metaphor identification in critical metaphor analysis	219
9.3	Case Study 1: identification of metaphor in Obama’s first inaugural address	225
9.4	Theoretical approaches to metaphor	228
9.4.1	Conceptual metaphor theory applied	229
9.4.2	Conceptual blending theory applied	231
9.5	Case Study 2: interpretation of metaphor in Obama’s first inaugural address using conceptual metaphor theory	236
9.6	Evaluating conceptual metaphor and blending theory	240
9.7	Summary	241
	Essential reading	242

10. Purposeful Metaphor and Social Cognition	243
10.1 Introduction	243
10.2 The purposes of metaphor	247
10.2.1 General rhetorical purpose: gaining the audience's attention and establishing trust	248
10.2.2 Heuristic purpose: framing issues so that they are intelligible in a way that is favourable to an argument	249
10.2.3 Predicative purpose: implying an evaluation of political actors and their policies	251
10.2.4 Empathetic purpose: to arouse the audience's feelings in such a way that they will be favourable to the speaker	254
10.2.5 Aesthetic purpose: creating textual coherence	255
10.2.6 Ideological purpose: to offer a 'worldview'	257
10.2.7 Mythic purpose	262
10.3 Case Study 3: explanation of metaphor in Obama's first inaugural address	262
Essential reading	266
<i>Comments on Exercises</i>	267
<i>Further Reading and References</i>	283
<i>Glossary</i>	289
<i>Index</i>	295