
Contents

<i>List of Figures</i>	ix
<i>List of Tables</i>	x
<i>Preface</i>	xii
<i>Acknowledgements</i>	xxi

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	11
1.3.3 Pathos: emotion	14
1.4 Arrangement in classical rhetoric	16
1.5 Summary	23
Core text: Barack Obama, inaugural speech, 20 January 2009	24
Essential reading	29
2. Classical Rhetoric: Style and Figures	30
2.1 Introduction: what is style?	30
2.2 Style in classical rhetoric	32
Core text 2.1: Lt. Col. Tim Collins' 'Eve of Battle' speech	35
2.3 Figures of speech	39
2.3.1 Schemes	39
2.3.2 Tropes	45
Core text 2.2: Speech from Shakespeare's <i>Henry V</i>	49
2.3.3 Interaction between schemes and tropes	50
2.4 Summary	54
Essential reading	54
3. Coherence and Cohesion in Discourse	55
3.1 Introduction: what is coherence?	55
3.1.1 Coherence and speech circumstances	55
3.2 What is cohesion?	57

3.3	Grammatical cohesion	58
3.3.1	Reference	58
3.3.2	Deixis	60
3.3.3	Anaphoric reference	63
3.3.4	Cataphoric reference	64
3.3.5	Other reference categories	65
3.4	Lexical cohesion	67
3.4.1	Repetition and reiteration	68
3.4.2	Semantic relations: antonyms and synonyms	68
3.4.3	Collocation	70
3.5	Summary	74
	Core text: John F. Kennedy inaugural speech, 20 January 1961	74
	Essential reading	80

PART II CRITICAL APPROACHES TO DISCOURSE

4.	Critical Analysis: Context and Persuasion	83
4.1	What is power?	83
4.2	Critical discourse analysis, context and circumstances	86
4.2.1	Stage 1: analysis of speech 'circumstances'	87
4.2.2	Stage 2: identification and analysis of features	89
4.2.3	Stage 3: interpretation and explanation	91
4.3	Persuasion	93
4.4	Summary	99
	Essential reading	99
5.	Social Agency and Modality	101
5.1	Agency	101
5.1.1	What is Agency?	101
5.1.2	Nominal forms and names	103
5.1.3	Verbal processes	105
5.2	Modality	108
5.2.1	What is modality?	108
5.2.2	Levels of modality	111
5.2.3	Types of modality	113
5.3	Summary	122
	Essential reading	122
6.	The Discourse-Historical Approach	123
6.1	Introduction	123
6.2	Discursive strategies and intention	127
6.3	Discursive strategies and discrimination	129
6.4	Topoi, warrants and arguments	133

6.4.1	Example 1: traffic congestion	136
6.4.2	Example 2: the case for war	138
6.5	Sample text analysis using DHA	140
	Core text: Michael Howard, immigration speech, 22 September 2004	141
6.6	Fallacious arguments	146
6.7	A critique of DHA	148
6.8	Summary	151
	Essential reading	152

PART III CRITICAL METAPHOR ANALYSIS

7.	Researching Metaphor in Public Communication	155
7.1	Introduction: Blair and the ‘beacon’ metaphor	155
7.2	Metaphor: definition and appeal	159
7.3	Research design for metaphor in political discourse: an overview	162
7.4	Metaphor identification and classification	170
7.5	Summary	172
	Essential reading	173
8.	Critical Metaphor Methodology	174
8.1	Introduction	174
8.2	Metaphor identification in critical metaphor analysis	176
8.3	Case Study 1: identification of metaphor in Obama’s first inaugural address	182
8.4	Interpretation: approaches to the classification of metaphors	185
8.5	Classification and conceptual metaphors	187
8.6	Case Study 2: interpretation of metaphor in Obama’s first inaugural address	188
8.7	Evaluating conceptual metaphors	192
8.8	Summary	193
8.8.1	Framework for critical metaphor analysis	193
	Essential reading	194
9.	Purposeful Metaphor and Social Cognition	196
9.1	Introduction	196
9.2	The purposes of metaphor	200
9.2.1	General rhetorical purpose: gaining the audience’s attention and establishing trust	201
9.2.2	Heuristic purpose: framing issues so that they are intelligible in a way that is favourable to an argument	202

9.2.3	Predicative purpose: implying an evaluation of political actors and their policies	204
9.2.4	Empathetic purpose: to arouse the audience's feelings in such a way that they will be favourable to the speaker	207
9.2.5	Aesthetic purpose: creating textual coherence	208
9.2.6	Ideological purpose: to offer a 'world view'	210
9.2.7	Mythic purpose	214
9.3	Case Study 3: explanation of metaphor in Obama's first inaugural address	215
	Essential reading	218
10.	Rounding Up: David Cameron's European Union Speech	219
10.1	Introduction	219
10.2	Classical rhetoric: style	220
10.3	Classical rhetoric: schemes and tropes	222
10.4	Social agency and modality	226
10.5	Discourse-historical approach	232
10.6	Conclusion	236
	Core text: prologue, David Cameron's European Union Speech, 23 January 2013	238
	<i>Comments on Exercises</i>	241
	<i>Further Reading and References</i>	260
	<i>Glossary</i>	265
	<i>Index</i>	272