



Biden Speech January, 6th 2022 Apell an die Vernunft
Fakten
Autoritätsargumente
Vergleiche
Antithese wahr – falsch

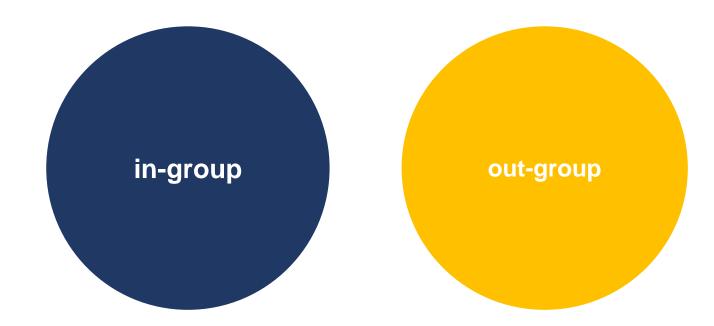
Emotionalisierung





Soziale Identität

Psychologie der Polarisierung Sozialpsychologie



Psychologie der Polarisierung Sozialpsychologie

Motivated Reasoning

Psychologie der Polarisierung Kognitionspsychologie

Polarisierung und Motivated Reasoning

Motivated Reasoning

"An increasing line of research shows that people with different ideologies are likely to interpret the same information differently (e.g., Jerit & Barabas, 2012). One mechanism that can explain this consistent finding is that of motivated reasoning (Kunda, 1990; Lodge & Taber, 2013). People resort to motivated reasoning when they are presented with facts that contradict their predispositions, and they will interpret new information in such a way as to not disturb their previously held worldviews."

Douglas, Karen M., et al. (2019): Understanding Conspiracy Theories. In: Advances in Political Psychology 40. S. 3-35, hier: S. 12.



"Grounding is essential to communication. Once we have formulated a message, we must do more than just send it off. We need to assure ourselves that it has been understood as we intended it to be."

Clark, Herbert H. / Susan E. Brennan: Grounding in Communication. In: Lauren B. Resnick / John M. Levine / Stephanie D. Teasley (Eds.): Perspectives on Socially Shared Cognition. Washington, DC 1993, p. 147.

Persuasion?

Psychologie der Polarisierung Kognitionspsychologie

Polarisierung durch Verschwörungsnarrative



Verschwörungstheorien in Krisenzeiten

Individuelle Entlastung

Ablenkung von eigenen Problemen



Identifikation (Burke)



"allow to preserve beliefs in the face of uncertainty and contradiction"

"people who lack agency and control may reclaim some sense of control"

"maintain a positive image of the self"

Karen M. Douglas et al. (2019): Understanding Conspiracy Theories. In: Advances in Political Psychology 40. S. 3-35, hier: S. 7-8.



Conventional Thinking

Healthy skepticism

Responsive to Evidence

Strives for Coherence



Actual conspiracy

Conspiratorial Thinking

Overriding suspicion

Over-interpreting evidence

Contradictory



Imagined conspiracy

Lewandowski, Stephan & Cook, John (2020): The Conspiracy Theory Handbook. Available at http://sks.to/conspiracy. S. 3.



Rhetorik in aristotelischer Tradition:
Dominanz der logos Ebene



"Humans as rhetorical beings are as much valuing as they are reasoning animals."

Walter Fisher: Toward a logic of good reasons. In: Quarterly Journal of Speech 64 (1978) S. 376-384.

Walter Fisher The Narrative Paradigm

"By "narration" I refer to a theory of symbolic actions – words and/or deeds – that have sequence and meaning for those who live, create, or interpret them."

Walter Fisher: Narration as a Human Communication Paradigm. The Case of Public Moral Argument. In: Communication Monographs, 51 (1984) S. 1-22, hier: S. 1.



"The narrative paradigm, then, can be considered a dialectical synthesis of two traditional strands in the history of rhetoric: the argumentative, persuasive theme and the literary, aesthetic theme. [....] The narrative paradigm challenges the notions that human communication – if it is to be considered rhetorical – must be an argumentative form, that reason is to be attributed only to discourse marked by clearly identifiable modes of inference and/or implication, and that the norms for evaluation of rhetorical communication must be rational standards taken essentially from informal or formal logic. "

Walter Fisher: Narration as a Human Communication Paradigm. The Case of Public Moral Argument. In: Communication Monographs, 51 (1984) S. 1-22, hier: S. 2.

Polarisierung und Narrativität Storyline Protagonisten Spannung Leerstellen **Immersive Kraft**



Walter Fisher The Narrative Paradigm

"Obviously, as I will note later, some stories are better than others, more coherent, more "true" to the way people and the world are – in fact and in value. In other words, some stores are better in satisfying the criteria of the logic of good reasons, which is attentive to reason and values."

Walter Fisher: Narration as a Human Communication Paradigm. The Case of Public Moral Argument. In: Communication Monographs, 51 (1984) S. 1-22, hier: S. 10.



Trusted messengers

Counter-messages created by former members of an extremist community ("exiters") are evaluated more positively [...].

Show empathy

Approaches should be empathic and seek to build understanding with the other party. Because the goal is to develop the conspiracy theorist's open-mindedness, communicators must lead by example.

Affirm critical thinking

Conspiracy theorists perceive themselves as critical thinkers who are not fooled by an official account. This perception can be capitalized on by affirming the value of critical thinking [...] towards a more critical analysis of the conspiracy theory.

Avoid ridicule

Aggressively deconstructing or ridiculing a conspiracy theory, or focusing on "winning" an argument, runs the risk of being automatically rejected.

Lewandowski, Stephan & Cook, John (2020): The Conspiracy Theory Handbook. Online: http://sks.to/conspiracy. S. 10.

Mental Simulation & Perspective Taking

Perspective Taking Daniel C. Batson

Objective Perspective

Imagine-self Perspective

Imagine-other Perspective

Invitational Rhetoric (Foss & Griffin 1995)

Heinz Bude Ausufernder Individualismus





Bude, Heinz: Solidarität. Die Zukunft einer großen Idee. München 2019.

Invitational Rhetoric vs. Traditional Rhetoric "Most traditional rhetorical theories reflect a patriarchal bias in the positive value they accord to changing and thus dominating others. In this essay, an alternative rhetoric - invitational rhetoric - is proposed, one grounded in the feminist principles of equality, immanent value, and self-determination. Its purpose is to offer an invitation to understanding, and its communicative modes are the offering of perspectives and the creation of the external conditions of safety, value, and freedom."

Foss, Sonja K. und Cindy L. Griffin: Beyond Persuasion: A Proposal for an Invitational Rhetoric. In: Communication Monographs 62 (1995): S. 2-18, hier: S. 2.



"Embedded in efforts to change others is a desire for control and domination, for the act of changing another establishes the power of the change agent over that other."

Foss, Sonja K. und Cindy L. Griffin: Beyond Persuasion: A Proposal for an Invitational Rhetoric. In: Communication Monographs 62 (1995): S. 2-18, hier: S. 3.

Definition Invitational Rhetoric

"Invitational rhetoric is an invitation to understanding as a means to create a relationship rooted in equality, immanent value, and self-determination. Invitational rhetoric constitutes an invitation to the audience to enter the rhetor's world and to see it as the rhetor does. In presenting a particular perspective, the invitational rhetor does not judge or denigrate others' perspectives but is open to and tries to appreciate and validate those perspectives, even if they differ dramatically from the rhetor's own. Ideally, audience members accept the invitation offered by the rhetor by listening to and trying to understand the rhetor's perspective and then presenting their own. When this happens, rhetor and audience alike contribute to the thinking about an issue so that everyone involved gains a greater understanding of the issue in its subtlety, richness, and complexity."

Foss, Sonja K. und Cindy L. Griffin: Beyond Persuasion: A Proposal for an Invitational Rhetoric. In: Communication Monographs 62 (1995): S. 2-18, hier: S. 5.

Invitational Rhetoric & Change

"Change may be the result of invitational rhetoric, but change is not its purpose. When change does occur as a result of understanding, it is different from the kind of change that typifies the persuasive interactions of traditional rhetoric. In the traditional model, change is defined as a shift in the audience in the direction requested by the rhetor, who then has gained some measure of power and control over the audience. In invitational rhetoric, change occurs in the audience or rhetor or both as a result of new understanding and insights gained in the exchange of ideas."

Foss, Sonja K. und Cindy L. Griffin: Beyond Persuasion: A Proposal for an Invitational Rhetoric. In: Communication Monographs 62 (1995): S. 2-18, hier: S. 6.



Paradigm of constricted potentiality

- Strategy for change: Persuasion
- Route to change: Prescribed
- Focus of efforts: External
- Outcome of efforts: Change in material conditions

Paradigm of constructed potentiality

- Strategy for change: Interpretation
- Route to change: Unspecified
- Focus of efforts: Internal
- Outcome of efforts: Self-change

Sample strategies:

- Reframing
- Appreciation
- Enactment

Sonja K. Foss and Karen A. Foss: Constricted and Constructed Potentiality: An Inquiry into Paradigms of Change. In: Western Journal of Communication 75 (2011) S. 205–238.



"The process of engaging in invitational rhetoric assumes two primary rhetorical forms. One is **offering perspectives**, a mode by which rhetors put forward for consideration their perspectives; the second is the creation of **external conditions** that allow others to present their perspectives in an atmosphere of respect and equality."

Foss, Sonja K. und Cindy L. Griffin: Beyond Persuasion: A Proposal for an Invitational Rhetoric. In: Communication Monographs 62 (1995): S. 2-18, hier: S. 7.



Invitational Rhetoric & Social Media