

Department of Politics
Goldsmiths College, University of London

PO52011A

2006-07

Politics and Rhetoric

1 c/u, Level 2 undergraduate course

Lecturer:	Dr James Martin	Lecture Time:	Fri 10-11
Office:	WT 709	Lecture room:	RHB 356
Office Hours:	Thurs 10-12noon	Seminar/Workshop:	Fri 11-12 12-1pm
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COURSE OUTLINE

Rhetoric is the art of speech and persuasion. In classical Greece and Rome, rhetoric held a central place in politics. To speak and argue well was an integral part of being a citizen. In modern, democratic societies, speeches and arguments remain a primary source in political life. But we have become more suspicious of what we hear, and perhaps less attentive to the ways we are being persuaded. This course examines the history of political rhetoric from ancient Greece onwards; it outlines the techniques of rhetorical analysis and applies these to the study and writing of political speeches.

Aims

The aims of the course are:

- To get acquainted with the history and scholarship of political rhetoric from antiquity to the present
- To develop a knowledge and understanding of different techniques in rhetorical analysis
- To apply this knowledge and understanding to speech-writing and interpreting

Objectives

The objectives of the course are:

1. To demonstrate knowledge of historical and contemporary debates concerning language and rhetoric in politics
2. To demonstrate knowledge and understanding of rhetorical techniques and analysis
3. To apply knowledge and understanding of rhetoric to the writing of a speech

Assessment

There is no exam for this course. Assessment is 100% by coursework only. There are three pieces of course work:

- An essay of 1.5 thousand words analysing a speech; to be submitted in December 2006 (30%)
- An essay of 2-2.5 thousand words; to be submitted in March 2007 (40%)
- A collectively-written speech to be presented in March 2007 (30%): assessment consists of the written speech itself (10%); a collective report on the process of writing the speech (10%); and individual report on your personal contribution (10%)

See the guidelines on these pieces of coursework at the end of this handout.

Web Resource

The course has a dedicated website at learn.gold with on-line guides to help you through some of the technical parts of speech analysis. There are also links to web resources on rhetoric and to data-bases of speeches you will need to access.

To make use of the website, you will have to log on by entering your Goldsmiths username and password.

BOOKS

There is no single book that will cover all topics in the course. However, the following books are recommended for purchase:

- Herrick, James, The History and Theory of Rhetoric (3rd Edn) Available in the College bookshop.
- Brian McAurthur (ed), The Penguin Book of Twentieth Century Speeches (Penguin, 1999).

You'll also need to look at the links on the website for collections of modern speeches and for information about rhetoric. The really important thing is to listen and read speeches as often as possible.

Lectures

Part One: Rhetoric in History

1. Introduction: the Power of Speech
2. Ancient Greece I: Rhetoric and Democratic Greece
3. Ancient Greece II: Plato and Aristotle
4. Ancient Rome: Cicero and Quintilian
5. The Renaissance

Part Two: Techniques of Rhetoric

6. *Inventio* : discovery
7. *Dispositio* : arrangement
8. *Elocutio* : style
9. *Pronuntiatio* : delivery

Part Three: Rhetoric in Modern Democracy

10. Language, Truth and Communication
11. Politics, 'Propaganda' and 'Spin'
12. Rhetoric and the Media
13. Gender and Speech
14. Populism and 'Anti-politics'

Part Four: Writing and Delivering a Speech

15. Selecting a style of speech
16. Drafting the speech
17. Finalising and delivery
18. Presentations

TEACHING SESSIONS

The teaching sessions for this course are divided into 'seminars' and 'workshops'. Seminars are relatively small discussion groups that discuss topics relating to the lectures in the first and the third parts of the course. There will be set readings for these sessions and you will be expected to come to the class prepared and ready to discuss what you have read.

Workshops, on the other hand, are large group meetings where you will be assigned practical tasks either individually or as groups. These relate to the second and fourth parts of the course. These will mostly be held in the RISB where there will be access to PCs for on-line work. The workshops aim to acquaint you with the on-line materials: you are expected to continue working on-line in your own time.

Date 2006	Session Autumn Term		Date 2007	Session Spring Term
Week 1.	Lecture 1.		Week 13.	Lecture 10.
Oct 06	Organisation of seminars		Jan 12	No seminar
Week 2.	Lecture 2.		Week 14.	Lecture 11.
Oct 13	Seminar 1 Groups A/B		Jan 19	Seminar 3 Group A/B
Week 3.	Lecture 3.		Week 15.	Lecture 12.
Oct 20	Seminar 1 Groups C/D		Jan 26	Seminar 3 Groups C/D
Week 4.	Lecture 4.		Week 16.	Lecture 13.
Oct 27	Seminar 2 Groups A/B		Feb 2	Seminar 4 Groups A/B
Week 5.*	Lecture 5.		Week 17.*	Lecture 14.
Nov 03	Seminar 2 Groups C/D		Feb 09	Seminar 4 Groups C/D
Week 6.	TUTORIAL WEEK		Week 18.	TUTORIAL WEEK
Nov 10	No classes		Feb 16	No classes
Week 7.*	Lecture 6.		Week 19.*	Lecture 15.
Nov 17	Workshop 1		Feb 23	Workshop 4.
Week 8.*	Lecture 7.		Week 20.*	Lecture 16.
Nov 24	Workshop 2		March 2	Workshop 5.
Week 9.*	Lecture 8.		Week 21.*	Lecture 17.
Dec 01	Workshop 3		March 09	Open session
Week 10.*	Lecture 9.		Week 22.	Presentations
Dec 08	Open session		March 16	
Week 11.	No classes		Week 23.	No classes
Dec 15			March 23	

* RISB 102 booked for this course, 11am-12noon, 12-1pm

Seminar and Workshop Topics

Seminar 1	Rhetoric and Democracy in Ancient Greece
Seminar 2	Rhetoric and Power in Ancient Rome
Seminar 3	'Truth' and 'Spin' in Modern Democracy
Seminar 4	Power and Speech

Workshop 1	Analysing Arguments
Workshop 2	Analysing Speech Construction
Workshop 3	Analysing Language
Workshop 4	Selecting a Speech
Workshop 5	Drafting the Speech

READINGS

The readings below are organised under lecture headings, but sometimes the texts will be relevant to several different categories. Please don't hesitate to look outside of this list for relevant and/or interesting materials. Try to keep your eyes (and ears) open for interesting speeches.

Politics, Language and Speech

Skinner, Quentin, 'Retrospect: Studying Rhetoric and Conceptual Change', Visions of Politics, vol. I: Regarding Method.

Herrick, James, The History and Theory of Rhetoric, ch. 1

Perelman, The Realm of Rhetoric (1982).

Rhetoric in Ancient Greece

Arendt, The Human Condition. Ch. 2

Aristotle, The Art of Rhetoric

Corbett, Edward P.J. and Connors, Robert J. Classical Rhetoric for the Modern Student (4th edn) (1999), ch. 6 'A Survey of Rhetoric'

Davies, Democracy and Classical Greece

Dixon, P. Rhetoric (1971), chs 2 and 3

Farrar, 'Ancient Greek Political Theory as a Response to Democracy', Ch. 2 of Dunn (ed), Democracy

Finley, Economy and Society in Ancient Greece

Finley, The Ancient Greeks

Habinek, Thomas. Ancient Rhetoric and Oratory (2004)

Held, D. Models of Democracy, ch. 1.

Herrick, James, The History and Theory of Rhetoric, chs. 2-4

Hesk, Jon. Deception and Democracy in Classical Athens (2000).

Isocrates I. (2001)

Kennedy, G.A. Classical Rhetoric and Its Christian and Secular Tradition from Ancient to Modern Times (1980)

Kennedy, G.A. Classical Rhetoric and its Christian and Secular Tradition (1980), chs1-4.

Kennedy, G.A. The Art of Persuasion in Ancient Greece (1963)

Lawson-Tancred, H.C. Introduction to Penguin (1991) edition of Aristotle, The Art of Rhetoric

Lloyd, 'Democracy, Philosophy, and Science in Ancient Greece', Ch. 3 of Dunn (ed), Democracy

Plato, Gorgias, Phaedrus, Protagoras, The Republic

Thorley, Athenian Democracy.
Wood, Peasant-Citizen and Slave: the foundations of Athenian Democracy.
Worthington, Ian (ed.), Persuasion: Greek Rhetoric in Action (1994)

Rhetoric in Ancient Rome

Cicero, Marcus Tullius. Cicero: On the Ideal Orator (De Oratore) (2001)
Fantham, Elaine, The Roman World of Cicero's De Oratore (2004)
Gunderson, Erik. Staging Masculinity: The Rhetoric of Performance in the Roman World (2000).
Habinek, Thomas. Ancient Rhetoric and Oratory (2004)
Held, D. Models of Democracy, ch. 2
Herrick, James, The History and Theory of Rhetoric, ch. 5
Kennedy, G.A. Classical Rhetoric and its Christian and Secular Tradition (1980), ch 5.
Quintilian, The Orator's Education: v. 1. Donald A. Russell (ed.) (2001)
Clarke, M. L. Rhetoric at Rome (1953)
Morstein-Marx, Robert. Mass Oratory and Political Power in the Late Roman Republic (2004)

Renaissance Rhetoric

Herrick, James, The History and Theory of Rhetoric, chs 6-8
Kennedy, G.A. Classical Rhetoric and its Christian and Secular Tradition (1980).
Rebhorn, Wayne A. (ed.). Renaissance Debates on Rhetoric (1999)
Sonnino, L.A. A Handbook of Sixteenth Century Rhetoric (1968)
Shakespeare, W. Julius Caesar, Richard II, Hamlet
Skinner, Quentin, 'Moral ambiguity and the Renaissance art of eloquence' in Skinner, Visions of Politics, vol. II (2002)
Skinner, Quentin, 'The rediscovery of republican values', Visions of Politics, vol. II (2002)
Skinner, Quentin, Reason and Rhetoric in the Philosophy of Hobbes (1997), esp, ch. 1.
Skinner, Quentin, Visions of Politics, vol. III: Hobbes and Civil Science, esp chs 2, 3 and 4.

Techniques of Rhetoric (workshops 1-3)

Aristotle, The Art of Rhetoric
Bitzer, L.F. 'The Rhetorical Situation' in Lucaites, J.L., Contemporary Rhetorical Theory: A Reader (1999).
Corbett, Edward P.J. and Connors, Robert J. Classical Rhetoric for the Modern Student (4th edn) (1999).
Cottrell, Stella. Critical Thinking Skills: Developing Effective Analysis and Argument (2005).
Kemp, Gary, and Bowell, Tracey. Critical Thinking; A Concise Guide (2005).
Lakoff, G. Metaphors We Live By (1980)
Lucaites, J.L., Contemporary Rhetorical Theory: A Reader (1999).
Thomson, Anne. Critical Reasoning. A Practical Introduction (2001).
Weston, Anthony. A Rule Book for Arguments (2001)

'Truth' and 'Spin' in Modern Democracy

Chilton, P. Analysing Political Discourse: Theory and Practice (2004)

- Cohen, D. 'Classical Rhetoric and Modern Theories of Discourse' in Worthington, Ian (ed.), Persuasion: Greek Rhetoric in Action (1994)
- Condit, C.M. 'The Rhetorical Limits of Polysemy' in Lucaites, J.L., Contemporary Rhetorical Theory: A Reader (1999).
- Crew, I. Et al. Political Communications: why Labour won the general election of 1997 (1998)
- Fairclough, N. New Labour, New Language (2000).
- Fairclough, N. Media Discourse (1995)
- Finlayson, A. 'Elements of the Blairite Image of Leadership', Parliamentary Affairs (2002), no. 55, pp. 586-99
- Finlayson, A. 'Political Science, Ideas and Political Rhetoric', Economy and Society
- Finlayson, A. 'The Problem of the Political Interview', The Political Quarterly (2001), pp. 335-44
- Finlayson, A. Making Sense of New Labour (2003)
- Finlayson, A. 'How to make an argument for Europe', Renewal, vol. 13, no. 1 (2005): see
<http://www.renewal.org.uk/vol13no1howtomaketheargumentforeurope.htm>
- Franklin, B. Packaging Politics (1994)
- Herrick, James, The History and Theory of Rhetoric, chs 9-10
- Norris, P. A Virtuous Circle: Political Communications in Post-Industrial Democracies (2000)
- Silberstein, S. War of Words. Language, Politics and 9/11 (2004).
- Street, J. Mass Media, Politics and Democracy (2001)
- Street, J. Politics and Popular Culture (1997)

Power and Speech

- Black, E. 'The Secocnd Persona' in Lucaites, J.L., Contemporary Rhetorical Theory: A Reader (1999).
- Boothe, W. The Rhetoric of Rhetoric (2004).
- Chilton, Paul. Analysing Political Discourse: Theory and Practice (2004).
- Hall S. & Jaques, M. Thatcherism
- Hall, S. The Hard Road to Renewal
- Herrick, James, The History and Theory of Rhetoric, ch. 11
- Laclau, Ernesto. On Populist Reason (2005)
- Leith, D & Myerson, G. The Power of Address (1989)
- Martin, James, 'Discourse' in I. MacKenzie (ed) Political Concepts: A Reader and Guide (2005)
- McGee, M.C. 'In Search of "the People": A Rhetorical Alternative' in Lucaites, J.L., Contemporary Rhetorical Theory: A Reader (1999).
- Musloff, Andreas. Metaphor and Political Discourse. Analogical Reasoning in Debates about Europe (2004)
- Nelson, J.S. et al, The Rhetoric of the Human Sciences (1987)
- Panizza, Francisco. Populism and the Mirror of Democracy (2005)
- Richardson, Elaine B. and Jackson, R.L. (Eds). Understanding African American Rhetoric: Classical Origins to Contemporary Innovations (2003)
- Smith, New Right Discourse on Race and Sexuality
- Taggart, Paul. Populism
- Young, I. M. Justice and the Politics of Difference (1990)
- Young, I. M. Inclusion and Democracy (2000), ch. 2.

Speech Writing (workshops 4-5)

- Corbett, Edward P.J. and Connors, Robert J. Classical Rhetoric for the Modern Student (4th edn) (1999).

Dowis, Richard, The Lost Art of the Great Speech (2000)
Hughes, D. and Phillips, B. The Oxford Union Guide to Successful Public Speaking (2000)
Janner, Greville. Janner's Complete Speechmaker (5th edn, 1994)

Collections of Speeches

Copeland, Lewis et al (eds) The World's Great Speeches (4th edn, 1999)
Kinnock, Neil. Thorns and Roses. Speeches 1983-1991 (1992)
Safire, William (ed) Lend me Your Ears. Great Speeches in History. New York/London: Norton and Co, 2004. Updated edn.
Brian McAurthur (ed), The Penguin Book of Twentieth Century Speeches (Penguin, 1999)
Brian McAurthur (ed), The Penguin Book of Historic Speeches (Penguin, 1996)

ASSESSED COURSEWORK

1. First Essay (to be submitted in December 2006)

Analyse the rhetorical techniques at work in one political speech of your own choice

This essay counts as 30% of your overall mark

Instructions:

- This assessment consists of a 1.5-2 thousand word analysis in your own words of a single speech
- You will be expected to draw attention to rhetorical techniques you have been looking at in the course
- The speech that you analyse must be attached to your essay (but it will not form part of your word count)

2. Second Essay (to be submitted in March 2007)

This essay counts as 40% of your overall mark

This assessment consists of one essay of 2-2.5 thousand words answering one of the questions (below) concerning the historical/modern significance of rhetoric. It must be word processed, paginated and include a bibliography. Insert your student number, but not your name on the front page.

1. Is Plato's criticism of rhetoric relevant today? Explain your answer.
2. Must a good orator also be a good man? Answer in relation **either** to Greece **or** Rome.
3. If politics is a 'science', is rhetoric necessary? Answer in relation to rhetoric **after** the Renaissance.
4. Can Truth be separated from Power? Answer in relation to contemporary approaches to language and communication.
5. Does the media tell us what to think? Discuss in relation to rhetorical theory.

6. Are political 'spin doctors' the new Sophists?
7. Is rhetorical speech gendered? Explain your answer with examples.
8. How do 'the people' figure in modern political rhetoric?

3. Speech Writing (to be submitted in March 2007 and presented in the final session)

This task counts as 30% of your overall mark.

This assessment involves you working with other students on the course in groups of 3-4 to write a short speech drawing on the techniques and issues covered in the previous two-thirds of the course.

You will be assessed in three different ways:

1. *Collectively*: each member of the group receives the same mark for the speech they write together (10% of overall mark);
2. *Collectively*: each member of the group receives the same mark for a report written on the speech you deliver (10% of overall mark)
3. *Individually*: each individual receives a mark for a reflective account on their own contribution to the speech (10% of overall mark).

NOTE: The performance of the speech in the final session will not be assessed.

This is an opportunity simply to deliver the speech in front of your peers who may even have useful advice for you before you submit it and the various other pieces of assessed work relating to it.

Instructions:

- Groups should consist of 3-4 members (allocated by the course tutor)
- Each member agrees to take responsibility for a specific part of the speech (style, argument etc; see below)
- Each group will be given a topic by the course tutor on which to write the speech
- The speech must be 4-5 minutes in length
- It must present an argument in a way that seeks to be persuasive both in style and content
- You must use specific techniques learned in the course
- You ought to examine 'great speeches' to see how these use certain techniques
- You must not plagiarise other speeches, though moderate borrowing of methods is allowed
- You must draft the speech and then redraft the speech until you are agreed that it is as good as you believe it could be
- One person must deliver the speech (not assessed) at the workshop prior to the submission date

Submission:

The finalised speech must be printed and submitted along with a group report that answers the following questions:

1. What was the argument of the speech and how was this presented in terms of style?
2. What sources (other speeches, guides to techniques, etc) did you use and how did you make use of them?
3. What difficulties did you come across in writing the speech and how were these overcome?

- The group report must be written collectively, but submitted as **one whole** piece of work.
- It must be written on A4 paper; stapled; in double-spaced text; 12 point Times New Roman or Arial font
- It must include a full bibliography
- It must consist of 1000–1250 words (not including speech)

The individual report must be written and submitted **separately**. It must answer the following questions:

1. What was your task in the writing of the speech and how did you contribute to the whole?
 2. Explain in your view what was the most important or effective part of the speech?
- The individual report must be written on A4 paper; stapled; in double-spaced text; 12 point Times New Roman or Arial font
 - It must consist of 500-750 words