Analysing Political Speeches
Rhetoric, Discourse and Metaphor

Jonathan Charteris-Black
University of the West of England, UK
Contents

List of Figures ix
List of Tables x
Preface xii
Acknowledgements 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 Henry V 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
PART II CRITICAL APPROACHES TO DISCOURSE

4. Critical Analysis: Context and Persuasion
   4.1 What is power?
   4.2 Critical discourse analysis, context and circumstances
      4.2.1 Stage 1: analysis of speech 'circumstances'
      4.2.2 Stage 2: identification and analysis of features
      4.2.3 Stage 3: interpretation and explanation
   4.3 Persuasion
   4.4 Summary
   Essential reading

5. Social Agency and Modality
   5.1 Agency
      5.1.1 What is Agency?
      5.1.2 Nominal forms and names
      5.1.3 Verbal processes
   5.2 Modality
      5.2.1 What is modality?
      5.2.2 Levels of modality
      5.2.3 Types of modality
   5.3 Summary
   Essential reading

6. The Discourse-Historical Approach
   6.1 Introduction
   6.2 Discursive strategies and intention
   6.3 Discursive strategies and discrimination
   6.4 Topoi, warrants and arguments
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

Comments on Exercises 241
Further Reading and References 260
Glossary 265
Index 272