

Contents

Introduction

TON VAN HAAFTEN, HENRIKE JANSEN, JAAP DE JONG
AND WILLEM KOETSEN RUIJTER 9

PART I Fundamentals of Rhetoric

- 1 Deliberation, Free Speech and the Marketplace of Ideas
INEKE SLUITER 25
- 2 Rhetoric, Classicism and Democracy: The Conveyance of
Moral and Political Values in Late Antique Rhetorical Education
MANFRED KRAUS 49
- 3 Melody and Rhythm in Ancient Political Discourse.
On How Emotions Induce Persuasion
MARIE FORMARIER 61
- 4 Generalizing *Stasis* Theory for Everyday Use
CHRISTIAN KOCK 81
- 5 Rhetoric and Argumentation
J. ANTHONY BLAIR 95

PART II The Rhetoric of Verbal Presentation

- 6 Generalizing about the Persuasive Effects of Message Variations:
The Case of Gain-Framed and Loss-Framed Appeals
DANIEL J. O'KEEFE 117
- 7 The Contribution of *Praeteritio* to Arguers' Strategic
Maneuvering in the Argumentation Stage of a Discussion
A. FRANCISCA SNOECK HENKEMANS 133
- 8 Limits and Effects of *Reductio ad Absurdum* Argumentation
HENRIKE JANSEN, MARIANNE DINGEMANSE
AND INGRID PERSOON 143
- 9 Professionalizing Speech Production. Changes in 15 Years of
Ministerial Speeches
JAAP DE JONG AND BAS ANDEWEG 159

- 10 The Correlation between Style and Argument in
Newspaper Columns

HILDE VAN BELLE 185

PART III Rhetoric and the Media

- 11 If This Goes On...: The Rhetorical Construction of
Future Problems

JOEL BEST 203

- 12 Exploring Everyday Ethos. Ethos Techniques in
Online Discussions about Extraordinary Experiences

PETER BURGER AND LOTTE ANEMAET 219

- 13 The Popular Virgin and the Wolf in Sheep's Clothing:
A Case Study of the Imaging of Victims and Offenders

WILLEM KOETSENUIJTER AND GABRY VANDERVEEN 241

- 14 "Conceptual and Fanciful" or "a Depiction of Reality":
Exploiting Visual Modality to Claim Environmental Ethos in
UK Advertizements for Automotive and Energy Companies (2007-2008)

SUSAN HOGBEN 271

PART IV Rhetoric and Politics

- 15 Rhetoric and the (Re)Constitution of Collective Identity:
The Example of Poland

CEZAR M. ORNATOWSKI 291

- 16 Symbolic Power: Political Rhetoric in a State of Exception

BART VAN KLINK, OLIVIER LEMBCKE AND

PABLO LEANDRO CIOCCHINI 307

- 17 Do New Parties Bring Personalization, a Narrow Issue Agenda
and Populist Rhetoric? Evidence from Dutch Election
Campaign Coverage from 1998 to 2006

JANET TAKENS, ANITA VAN HOOF,

JAN KLEINNIJENHUIS AND WOUTER ATTEVELDT 327

- 18 Parliamentary Debate and Political Culture: The Dutch Case

TON VAN HAAFTEN 349

PART V The Rhetoric of Topoi

- 19 Talking about Sustainability: Responses to Frames in Persuasive
Messages about Sustainable Agriculture and Food
BALDWIN VAN GORP AND MARGOT VAN DER GOOT 373
- 20 Responding to Expert Arguments
Emerging Lay Topoi in Focus Group Interviews on GM Crops
ANDERS HORSBØL 395
- 21 Speaking of Terror: Challenging Norms of Rhetorical Citizenship in
Danish Public Discourse
LISA STORM VILLADSEN 407
- 22 Strategic Maneuvering with Linguistic Arguments in the
Justification of Judicial Decisions
EVELINE FETERIS 423

Contributors 441

Index 443