

## LINGUA INGLESE I.

### • What is **Rhetoric**?

Is the formal study of persuasion; it includes both speech and writing. It examines the how of language, the methods and means of communication.

### • What is **Oratory**?

It was divided into three branches: deliberative, forensic and epideictic.

- **deliberative's** purpose is to judge the course of action (parliamentary or local governmental meetings)
- **forensic's** purpose is to accuse or defend actions (in law courts)
- **epideictic's** purpose is to honor or commemorate someone or something (cerimonial, funerals) and the audience does not have to make a decision

### • What are **The Proofs**?

Aristotele proposed a distinction between: artistic and inartistic proofs (as ethos, logos and pathos)

- **ethos** appeals to his practical wisdom, goodwill and virtue, which contribute to his ethical credibility to establish trust between him and the audience
- **logos** appeals to reason
- **pathos** appeals to emotions (happiness or pain), which could also be aroused through humor

### • Which are **The Five Canons**?

They were invention, arrangement, style, memory and delivery.

According to Aristotele, speeches required a minimum of four parts: introduction, narrative, proof and conclusion:

- **prologue** is the first part, in which the orator has to create a rapport with the audience and to arouse interest
- **narrative's** purpose is to outline the main arguments by setting out the central facts of a case
- **proof** is the very kernel of a speech
- **refutation** is where the orator attacks his opponents by attacking their characters or ethos
- **epilogue** is the final part of a speech, to bring the focus back to the orator by summarizing the main arguments and by appealing to the audience's emotions

### • What is a **Metaphor**?

Aristotele proposed that it consists in giving the thing a name that belongs to something else; Johnson proposed that it gives you two ideas for one. They are used in political speeches and refer to sport and war terminology: elections are described as horse races, the vice president as the running mate and the little known candidate is known as the dark horse; politics is a win-lose game and the one who wins is the winner-take-all primary. War neologisms are, for example, 'embedding' used for journalists called 'embeds'.

**Critical metaphor analysis** aims to identify which metaphors are chosen in political speeches and to explain why these are chosen.

1. the first stage is a contextual analysis leading to research questions and selection of speeches
2. the second stage is the identification of metaphors
3. the third stage identifies and classifies metaphors
4. the fourth stage explains metaphors and how they influence an audience and how important their persuasive role is

There are several **types** of metaphor: **novel**, **entrenched** and **conventional** (these two are the majority of metaphors used in political speeches)

To classify and interpret metaphors we also need to examine them in individual speeches.

A **conceptual metaphor** is a metaphor (or figurative comparison) in which one idea (or conceptual domain) is understood in terms of another.

The **conceptual domain** from which we draw metaphorical expressions to understand another conceptual domain is known as the source domain; the conceptual domain that is understood in this way is the target domain.

### **Critical Discourse Analysis:**

(talk about rhetoric, ethos, logos and pathos, speaker and audience, repetition, metaphors)

**Fairclough** distinguishes three moments of it: description, interpretation, explanation.

In the third stage, ideology has an important role. The use of pronouns establishes the position of the audience; also rhetoric is fundamental.

- **Addressees** have a decisive role, too.
- **Speakers** are classified into three types: animator, author and principal.

- **animator** is the same person who speaks
- **author** is the person who conceived the message
- **principal** is the person who speaks on behalf of the institutions

• **Pronouns:**

- we can be used as 'inclusive' or 'exclusive'
- you could refer to the audience that is not there physically, identifies 'another'
- I identifies 'self'

• **Repetition:**

It is necessary to involve the audience (repetition, dialogue and imagery create involvement in discourse); it also indicates the type of interaction in the speech between the speaker and the audience.

**Figures of Speech:**

- **ALLITERATION**, repetition of the same letter or sound within nearby words (why not waste weekend..)
- **ANAPHORA**, repetition of the same word or groups of words at the beginning of successive sentences (this... this...)
- **ANADIPLOSIS**, repetition of the last word from the previous line at the beginning of the next (...fear. Fear...)
- **DIAPHORA**, repetition of a common name to designate an individual and to signify the qualities connoted by the individual's name or title (the president won't be a president if...)
- **HYPERBOLE**, exaggeration (I've told you million times to...)
- **METONYMY**, reference to something or someone by naming one of its attributes (ascoltare il cuore)
- **OXYMORON**, placing two ordinarily opposing terms adjacent to one another; paradox (darkness visible)
- **PERSONIFICATION**, reference to abstractions or inanimate objects as though they had human qualities or abilities (America-citizens)
- **SYNECDOCHE**, a whole is represented by naming one part of its parts or vice versa (leg)
- **SYNTHETON**, when by convention two words are joined by a conjunction for emphasis (rich and poor)
- **TRICOLON**, three (even more) parallel elements of the same length occurring together in a series (veni, vidi, vinci)