

Political Communication: Political Rhetoric
POLS 418
MWF 10:00-10:50

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Quiz

- ▶ Briefly discuss two things your read.
- ▶ How are the politics of rhetoric and the rhetoric of politics different?

Before we get started...

- ▶ News
- ▶ Project Questions
- ▶ Unless instructed otherwise, you should read what is assign in the syllabus, taking into account we are one day behind.
- ▶ This week Kaid Chapters 6-8
- ▶ Simon book next week.

Goals

- ▶ Rhetoric of Politics
- ▶ Politics of Rhetoric
- ▶ Rhetoric in Communication

Goals

- ▶ What comes to mind when you hear the words political rhetoric in the context of American politics?
- ▶ It seems that rhetoric is often used in a pejorative fashion in American politics.
 - ▶ Ex: That's the usual Democratic rhetoric. Here is what is really going on....
 - ▶ Is rhetoric inherently a bad thing?
 - ▶ Has political rhetoric changed over time?
- ▶ At its most basic level, what is rhetoric?

Rhetoric vs Politics

- ▶ How does the author distinguish between the rhetoric of politics?

Rhetoric vs Politics

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Rhetoric vs Politics

- ▶ How does the author distinguish between the rhetoric of politics?
 - ▶ “Whereas ‘the rhetoric of politics’ takes us into the institutionalized and noninstitutionalized arenas of power relations wherein collectives negotiate the distribution and redistribution of material and symbolic resources, ‘the politics of rhetoric’ drives us into the power dynamics of the negotiation processes themselves. The first being the systemic and the second, on the epistemic” (p, 147-148)
 - ▶ Do you agree with the authors argument that we need to separate politics and rhetoric and examine the terms in light of the other in order to understand their meanings?

Rhetoric and Political Communication

- ▶ What are scholars who explore political rhetoric examine in modern times?
- ▶ The study of political communication is the study of the relationship between politics and rhetoric.