



The Hebrew University of Jerusalem

Syllabus

POLITICAL RHETORIC IN ISRAEL - 56983

Last update 10-10-2013

HU Credits: 4

Degree/Cycle: 2nd degree (Master)

Responsible Department: Political Science

Academic year: 1

Semester: Yearly

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Shaul Shenhav

Coordinator Email: shaul.shenhav@mail.huji.ac.il

Coordinator Office Hours: Monday, 10:15-11:15, Room 4322

Teaching Staff:

Dr. Shaul Shenhav

Course/Module description:

In the seminar we will try to understand the contribution of rhetoric to understanding the political arena. We will apply the Israeli case to demonstrate theoretical and methodological issues related to the connection between rhetoric and politics. We will also try to learn about the political system in Israel in light of rhetorical analysis.

Course/Module aims:

The purpose of the course is to hold theoretical and analytical discussions on the role rhetoric in the political arena, and to examine this role by systematic analysis of political speeches and other political texts

Learning outcomes - On successful completion of this module, students should be able to:

- 1. Clarify meanings of the concept of rhetoric and to identify their different sources.*
- 2. Point at changes in the role and status of rhetoric as an area of study, teaching and training throughout history; present the fundamental differences between rhetoric and philosophy.*
- 3. Empirically analyze political texts applying different approaches to study rhetoric and discourse analysis; In some cases to develop new methods for the analysis of political texts; explain and interpret the role of rhetoric in the political arena.*

Attendance requirements(%):

80

Teaching arrangement and method of instruction: The course combines lectures, theoretical and methodological discussions, analysis of speeches in class, presentation of students' projects and personal meetings.

Course/Module Content:

Part 1: Rhetoric and politics

- Key questions and basic concepts: What is political rhetoric, how can we understand the interrelations between political rhetoric and political reality

-Political rhetoric – from ancient Greece till today: The role of political rhetoric in ancient Greece and its implications on the political communication today.

Part 2: analyzing Political rhetoric

This section reviews a variety of approaches to analyzing political rhetoric. Different approaches will help in characterizing the rhetoric of political leaders in Israel, from the early days to the present state.

Primary sources (speeches, statements, announcements ...) will be distributed during the lessons.

- Rhetorical criticism – introduction
- Principles to the analysis of political rhetoric
- Arguments and poetic devices in rhetoric
- Neo-Aristotelian Criticism
- Narrative approach
- Generic approach
- Ideological and critical approaches
- metaphor analysis
- Rhetorical criticism, Discourse analysis and Conversation analysis

Part 3 Israeli Rhetoric

This part of the seminar will be devoted to Israeli rhetoric. We will discuss the roles of rhetoric in political campaigns, and ask ourselves whether there are unique characteristics to Israeli political rhetoric.

Part D: Presentation in class

Required Reading:

Section 1: Rhetoric and politics

- Key questions and basic

Foss, Sonja K. Rhetorical Criticism. 4th edition. Long Grove, Illinois: Waveland Press, 2009, pp. 3-6.

Kuypers, Jim A. and King Andrew, "What is Rhetoric?", Rhetorical Criticism: Perspective in Action, edited by Jim A. Kuypers, Lanham, MD: Lexington Books, 2009.

Chaim Perelman, L'Empire rhétorique, Paris: Vrin, 1977, pp. 1-25.

Dictionary definitions of rhetoric

The Oxford English Dictionary; Merriam Webster

- Political rhetoric – from ancient Greece till today

Aristotle, Rhetoric, book 1, chapters 1-3.

Zoran, Gabriel, "introduction", in Aristotle, *Rhetoric*, translated by Gabriel Zoran, Tel Aviv: Poalim, 2002 (in Hebrew), pp. 1-41.

Quintilian, *Institutes of Oratory*, translated by J. S. Watson, London: G. Bell, 1892-95; book 1, chapter 6; book 2, chapter 4.

Also available in:

<http://honeyl.public.iastate.edu/quintilian/index.html>

Part 2: analyzing political rhetoric

- Rhetorical criticism – approaches

Foss, *Rhetorical*, pp. 6-9.

Lucian Gideon Conway III, Laura Janelle Gornick, Chelsea Burfeind, Paul Mandella, Andrea Kuenzli, Shannon C. Houck, Deven Theresa Fullerton, "Does Complex or Simple Rhetoric Win Elections? An Integrative Complexity Analysis of U.S. Presidential Campaigns. *Political Psychology*, 2012, 33-59.

- Rhetorical criticism – introduction

Foss, *Rhetorical*, pp. 9-20.

- Arguments and poetic devices in rhetoric

Primary sources in class

- Neo-Aristotelian Criticism

Foss, *Rhetorical*, pp. 21-29.

- Narrative approach

Foss, *Rhetorical*, pp. 307-319.

one of the following two:

Shenhav, Shaul. R. *Thin and Thick Narrative Analysis: On the Question of Defining and Analyzing Political Narratives*, *Narrative Inquiry*, 2005, 15 (1), pp. 77-86.

Patterson, M., & Monroe, K. R. (1998). *Narrative in political science*. *Annual Review of Political Science*, 1, 315-331.

- Generic approach

Foss, *Rhetorical*, pp. 137-147.

- Ideological and critical approaches

Foss, *Rhetorical*, pp. 209-224.

Teun van Dijk, 'Principles of Critical Discourse Analysis', *Discourse and*

Society, 1993, 4 (2), 249-283.

- metaphor analysis

Foss, Rhetorical, pp. 267-276.

- Rhetorical criticism, Discourse analysis and Conversation analysis

James Paul Gee, an introduction to Discourse Analysis: theory and methods, 2nd edition, New York: Routledge, 2005, pp. 20-34.

Part 3 Israeli Rhetoric

Landau Rachel, ha- Reṭoriḳah shel mishlav ha-ne'um ha-poliṭi be-Yiśra'el (Tale Aviv: Eked, 1986), pp. 99-111. (in hebrew).

Additional Reading Material:

For additional reading by topics, see course website

Daniel Henninger, "Obama and the Speech", The Wallstreet Journal, July 16, 2009.
[<http://online.wsj.com/article/SB124770201578748541.html>]

Director: Tom Hooper (director), David Seidler (writer), The King's Speech (2010), <http://www.imdb.com/title/tt1504320/>

Shay Frogel, Rhetoric, Tel Aviv: Dvir.

White, Hayden, The Suppression of Rhetoric in the Nineteenth Century, The rhetoric canon, edited by Brenda Deen Schildgen, Detroit, Mich. Wayne State University Press, 1997, pp. 21-45.

Kastely, James L. "Pathos: Rhetoric and Emotion." A Companion to Rhetoric and Rhetorical Criticism. Eds. Walter Jost and Wendy Olmsted. Malden, MA: Blackwell Publishing, pp. 2004, pp. 221-237.

Antony Weston, A Rulebook for Arguments, 3rd edition Indianapolis: Hackett Publishing Company, 2000, pp. xi-xiv, 32-39.

Foss, Rhetorical, pp. 30-60.

Foss, Rhetorical, pp. 320-353.

Tannen, Deborah.. "'All Relationships are Stories': Three Narrative Types in Sister Discourse." Narrative Inquiry 18.2 (2008): 206-229.

Clandinin, Jean D. The Handbook of Narrative Inquiry: Mapping a Methodology, Sage: 2007.

Shlomith Rimmon Kenan, Narrative Fiction, 2nd edition, London: Routledge, 2002.

Foss, Rhetorical, pp. 148-208

Foucault, Michel. L'ordre Du Discours: Lecon Inaugurale Au College De France Prononcee Le 2 Decembre 1970. Paris: Paris : Gallimard, 1994, c1971, 1994.

Foss, Rhetorical, pp. 225-266.

Foss, Rhetorical, pp. 277-306.

Lakoff, George and Johnson, Mark, Metaphors we live, Chicago: University of

Chicago Press, 1980.

Alan Bryman, *Social Research Methods*, 2nd edition, Oxford: Oxford UP, 2004, pp. 363-378.

Additional sources

Blum-Kulka, Shoshana, Liebes, Tamar, "Peres Versus Nethanyahu: Television Wins the Debate", *Televised Election Debates: An International Comparison*, edited by Coleman S, London: McMillan, 1999.

Burke, Kenneth , *A rhetoric of Motives*, Berkley and Los Angeles: The University of California Press, 1969.

Chilton ,Paul, A. 2004, *Analysing political discourse : theory and practice*, New York: Routledge

Chilton, Paul, Schaffner, Shristina, "Discourse and Politics", *Discourse as Social Interaction*, vol. 2, edited by Van Dijk T., London: Sage, 1997, pp. 206-230.

Goffman, Erving, *Forms of Talk*, Philadelphia: University of Pennsylvania Press, 1981.

Goffman, Erving, *Frame Analysis*, New-York:, Harper and Row, 1974.

Herzog, Hanna, Ben-Rafael, Eliezer, "The Study of Language and Communication in the Israeli Social Sciences", *Language and Communication in Israel*, edited by Herzog H., Ben-Rafael E., New Brunswick and London: Transaction Publishers, 2001, pp. 3-27.

Jaworsky, Adam, Coupland, Nikolas, *The Discourse Reader*, New York : Routledge, 1999.

Kampf, Zohar, *The pragmatics of forgiveness: judgments of apologies in the Israeli political arena*, *Discourse & society*, 19 (5), pp. 577-598.

Kennedy, George A., *A New History of Classical Rhetoric*, Princeton, New Jersey: Princeton University Press, 1994.

Kennedy, George A., *The Art of Persuasion in Greece*, London: Routladge, 1963.

Pocock, John Greville, *Politics, Language and Time*, London: Methuen & Co, 1972.

Schiffrin, Deborah, Tannen, Deborah, Hamilton, Heidi E., *The Handbook of Discourse Analysis*, edited by Schiffrin D., Tannen D., Hamilton H.E., Oxford: Blackwell, 2001.

Shenhav, Shaul, R. "Once Upon a Time there was a Nation: Narrative Conceptualization Analysis". *The Concept of 'Nation' in the Discourse of Israeli Likud Party Leaders*, *Discourse & Society*, 2004, 15 (1), pp. 81-104.

Shenhav, Shaul, R., "Communication of the Israeli Leadership with Families of Fallen Soldiers", *Middle Eastern Studies*, 45 (5), 691-707.

Shenhav, Shaul. R. *Detecting Stories: Revealing the Hidden "Voices" in Public Political Discourse*, *Journal of Language and Politics*, 2007 6 (2), pp. 177-200.

Shenhav, Shaul. R. *Political Narratives and Political Reality*, *International Political Science Review*. Vol. 27, No. 3, 2006, pp. 245-262.

Shenhav, Shaul. R. *Showing and Telling in Parliamentary Discourse: The case of repeated interjections to Rabin's speeches in the Israeli Parliament*, *Discourse & Society*, forthcoming, 19 (2), Spring, 2008.

Sorning, Karl, "Some remarks on Linguistic Strategies of Persuasion" *Language, Power ans Ideology*, ed. by R.Wodak, John Benjamins Publishers Company,

Amsterdam and Philadelphia, 1989, pp. 95-113.

List of Journals: Argumentation; Argumentation and Advocacy; Discourse & Society; Discourse Studies; Journal of Language & Politics; Narrative Inquiry; Philosophy and Rhetoric; Quarterly Journal of Speech; Rhetoric & Public Affairs; Rhetoric review; Rhetoric Society Quarterly; Rhetorica; Rhetoric review; Semiotica.

Course/Module evaluation:

End of year written/oral examination 0 %

Presentation 0 %

Participation in Tutorials 10 %

Project work 90 %

Assignments 0 %

Reports 0 %

Research project 0 %

Quizzes 0 %

Other 0 %

Additional information:

participation includes:

- a short reading report (pass/fail)*
- a research proposal (pass/fail)*
- Attendance and participation*
- Speech presentation*
- Final project presentation*

full details are in the course website