

CONTENTS

<i>Acknowledgments</i>	xi
<i>List of contributors</i>	xii
Rhetoric, Linguistics, and the Study of Persuasion: An Overview and an Introduction <i>Randy Allen Harris and Jeanne Fahnestock</i>	1
PART I	
Basic Constituents of Rhetorical Persuasion	25
1 Patterns of Argument: Aristotelian <i>Topoi</i> and Argumentation Schemes <i>Christopher W. Tindale</i>	27
2 A Reason to Feel: Rhetorical Style and Pathotic Enthymemes in Political Discourse <i>Cameron Mozafari</i>	44
3 Exploring Expert Appeals to Ethos with Statistical Corpus Analysis: Personal and Contextual Factors and Their Influence on Climate Scientists' Use of Appeals to Expertise <i>James Wynn</i>	60
4 Stasis: Moving People to Action <i>David H. Charney</i>	78
5 Making Meaning out of Texts: An Approach through the Interpretive Stases <i>Martin Camper</i>	96

6	Using Examples to Misrepresent the World <i>Michael Billig and Cristina Marinho</i>	113
PART II		
Enduring Features of Persuasive Language		129
7	Sonic Rhetoric: The Persuasive Power of Spoken Language <i>Gabrijela Kišiček</i>	131
8	Humor <i>Chris Holcomb and Heather Buzbee</i>	147
9	Strategic Questioning <i>Cornelia Ilie</i>	165
10	Evaluating to Persuade in Statistical Framing: A Conceptual Tool for Rhetors and Audiences <i>Daniel Libertz</i>	190
11	A Framework for Understanding Polarizing Language <i>William Donohue and Mark Hamilton</i>	207
PART III		
Figures of Speech in Persuasion		225
12	The Tropes: Metaphor and Its Friends <i>Randy Allen Harris</i>	227
13	The Rhetoric of <i>Prosopopoeia</i> : Persuading in Others' Voices <i>Bryan Blankfield</i>	246
14	Phantasia, Enargeia, and Catachresis: Use and Abuse of Metaphors in Korean Political Rhetoric <i>Mansup Heo</i>	261
15	The Proleptic Suite <i>Ashley Rose Mehlenbacher</i>	278
16	Litotes and Repetition: The Identification Engine in Classic Chinese Maxims <i>Ying Yuan</i>	293

PART IV

Fields and Genres of Persuasion 309

- 17 The Languages of Science 311
Alan G. Gross
- 18 Legal/Forensic Persuasion 323
James Jasinski
- 19 Asian American Persuasion: The Subtleties of Speaking
 with Others' Words 340
Jennifer Lin LeMesurier
- 20 Interactivity in Genre Forms: Ceremonial and Legislative Government
 Apologies as Distinct Rhetorical Acts Toward Reconciliation 355
Martha S. Cheng
- 21 Persuasion in Songs of Protest: Deliberation Through Metaphors
 and Music in South African Struggle Songs 373
Sisanda Nkoala
- 22 Games, Language, and Persuasion 389
Steve Wilcox
- 23 Multi-Genre Arguing in the Sciences: The Genetics of Longevity
 Controversy 406
Jeanne Fahnestock
- 24 Propaganda 422
John Oddo

PART V

Roots of Persuasion 439

- 25 The Development of Persuasive Communication: Animals
 and the Evolved Mind 441
Alex C. Parrish
- 26 Young Children's Argumentative Contributions 457
Sara Greco and Anne-Nelly Perret-Clermont
- 27 Persuasive Language Development: The Case of Irony and Humour
 in Children's Language 475
Penny M. Pexman

28	Grounding Cognition: Intersections of Rhetorical Theory and Cognitive Science <i>Todd Oakley</i>	488
PART VI		
	Computational Methods of Examining Persuasive Language	503
29	Computer-Aided Close Reading: Visualizing Contrastive Persuasion Strategies <i>David Kaufer and Suguru Ishizaki</i>	505
30	Computer-Based Analysis: Argument Mining <i>John Lawrence and Jacky Visser</i>	525
	<i>Glossary</i>	541
	<i>Index</i>	546