

Strumenti

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ISBN: 88-7853-004-2

I^a edizione agosto 2004

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**THE POLITICS OF PRONOUN AND
METAPHOR IN POLITICAL SPEECH**

SETTE CITTÀ



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Introduction

This study will try to show how pronominal relations and rhetorical strategies in discourse determine the relationship speaker/audience, thus conditioning the development of ideological content. The texts themselves will be therefore analysed from three different points of view:

- a) In terms of discourse analysis:
the system of pronominal usage will be analysed in the texts to define production roles and reception roles. The work of Goffman on “Footing” (Goffman 1979) will supply the conceptual tools together with Levinson’s critique of Goffman (Levinson 1988) and Ensink’s development of a systematic approach to the analysis of pronouns in political speech (Ensink 1997);
- b) In terms of rhetorical analysis:
rhetorical analysis will highlight structures and schemes of persuasive devices used to influence the audience in specific ways. Consideration of the place of rhetoric in Critical Discourse Analysis will be uppermost. Of particular interest from this point of view is the work of Klein (1995) and Sauer (1997) on the role of rhetoric in Critical Discourse analysis. Norman Fairclough’s paper “Rhetoric and Critical Discourse Analysis” (1997) will also be considered;
- c) In terms of ideological content:
both discourse analysis and rhetorical analysis of the given texts will be related to the creation of ideological meanings in context

The integration of rhetorical analysis into Critical Discourse Analysis is a disputed area. Its place, however, in the analysis of political speech is relevant and allows us to understand the relationship between linguistic structures, on the one hand, and how those structures are designed to influence an audience in specific ways, on the other.

Before going on to consider the various texts, we will develop the critical tools necessary to analyse them by defining political language, by developing a critical discourse approach to pronominal usage, by reflecting on the possible uses of rhetoric in Critical Discourse Analysis and by describing how ideological content is established in terms of context.