

# **The Crisis of Rhetoric - Renewing Political Speech and Speechwriting**

## **Workshop 5: Media Rhetoric**

**Date:** Thursday September 13<sup>th</sup>, 2018

**Time:** 10.00-16.00

**Location:** Arts 0.28, Arts Building, University of East Anglia

**Overview:** Today, if people experience a political speech it is most likely not to be live, in real time or as part of a crowd. Rather, they will come across the speech through print, broadcast or digital media where oratory is often fragmented and incorporated into, for example, Party Political Broadcasts, news reports, documentaries and comedy shows. This has transformed the ways in which political speech is written and delivered. Speechwriters are forced to adapt arguments to the demands or the genres of the media and to find ways to speak to unknown audiences. Political argument is likely to be communicated visually as well as through text and sound. This one-day workshop will promote collective debate and discussion about these and related issues.

**Key questions for this workshop include:** Do media forms and formats help or hinder the communication of political argument? How do media formats shape and reshape debate styles? How can we analyse and understand the visual dimensions of political argument? Do electronic media undermine 'traditional' rhetoric or give rise to new forms? How do audiences react to and engage with broadcast rhetoric and debates?

### **Schedule**

10.00 Arrival and registration (Arts 0.28)

10.15 Introduction to the workshop (Henriette van der Blom and Alan Finlayson)

10.30 Session 1: Orators in the News  
Speaker: Emily Harmer (University of Liverpool)  
Chair: Alan Finlayson (University of East Anglia)

11.45 Coffee

12.00 Session 2: Rhetorical Audiences  
Speaker: Jens Kjeldsen (University of Bergen)  
Chair: Judi Atkins (University of Aston)

13.15 Lunch (Arts 0.29)

14.00 Session 3: Media & Rhetorical Performance  
Speaker: Alan Finlayson (University of East Anglia)  
Chair: Henriette van der Blom (University of Birmingham)

15.15 Closing Discussion and 'Next Steps'

16:00 End of workshop

## Speaker Biographies

**Emily Harmer** is Lecturer in Media, in the Department of Communication and Media, University of Liverpool. Her research is focused on the changing relationships between gender, media and politics. Key recent publications include ‘More Stable than Strong: Women’s Representation, Voters and Issues’, in *Parliamentary Affairs* and ‘“Are you tough enough?” Performing gender in the UK leadership debates 2015’ in *Media, Culture and Society*. Emily has co-convened the UK Political Studies Association’s Media and Politics Specialist Group since 2013 and has been the Assistant Editor for the *European Journal of Communication* since 2015.

**Jens E. Kjeldsen** is Professor of Rhetoric and Visual Communication at the Department of Information Science and Media Studies, University of Bergen (Norway), where he has worked as deputy head of department and board member for The Faculty of Social Sciences. He also works as Professor of Rhetoric at Södertörn University (Stockholm, Sweden). His research is focused on rhetorical audiences, rhetoric and the media, and visual rhetoric and argumentation. Key recent publications in English include the book *Rhetorical Audiences: Reception and audience studies of rhetoric* (Palgrave) and articles such as ‘The Rhetoric of Thick Representation: How Pictures Render the Importance and Strength of an Argument Salient’, in *Argumentation: an international journal on reasoning*.

**Alan Finlayson** is Professor of Political and Social Theory at the University of East Anglia. His research is primarily concerned with political rhetoric and political ideologies and he is Co-Investigator on this AHRC funded research network looking at “The Crisis of Rhetoric”.

## Location

The workshop will take place in the Arts Building, Room 0.28 on the University of East Anglia campus. For information on getting here see: <https://www.uea.ac.uk/about/visiting-staying/getting-here>

If you are coming by car and want parking then let the organiser (Alan Finlayson) know in advance.

You can see a campus map here:

<https://www.uea.ac.uk/documents/3154295/0/UEA+Campus+Map+Oct+2017/067016f8-41c7-e15e-63b4-bc4c6bd94a1b>

Buses will drop you off in Square M29. Taxis will *probably* drop you off at the Security Lodge (No. 1. In Square M25). The workshop takes place in a building numbered 3 on this map (square K25). If you have gone the right way you will go up some stairs into the building and you will see signs for the event (which is on the ground floor).