



ROUTLEDGE
HANDBOOKS



Routledge Handbook of Descriptive Rhetorical Studies and World Languages

Edited by Weixiao Wei and James Schnell

ROUTLEDGE HANDBOOK OF DESCRIPTIVE RHETORICAL STUDIES AND WORLD LANGUAGES

The Routledge Handbook of Descriptive Rhetorical Studies and World Languages offers a useful collection of papers that presents rhetorical analysis of the discursive practice in different cultural settings.

Covering issues from America to Europe and Asia, and topics from politics to media, education to science, agriculture to literature, and so on, the handbook describes how language can guide listeners' interpretations, alter their perceptions and shape their worldviews. This book offers a solid foundation for rhetorical studies to become an essential discipline in arts and humanities, engendering innovative theory and applications in areas such as linguistics, literature, history, cultural studies, political science and sociology.

This handbook will be crucial for students and researchers in areas such as literature and linguistics, communication studies, political science and arts and humanities in general. This book will also be useful to social science, education, business, law, science and engineering departments due to its coverage of rhetoric in a multidisciplinary and multi-lingual context.

Weixiao Wei has been working as a lecturer at the College of Foreign Languages and Literatures, Taiyuan University of Technology, China, for 12 years since she obtained her MA degree in 2010. In July 2017, she received a visiting scholarship from the China Scholarship Council (CSC) to undertake research projects at Swansea University, UK, for a year. Since then, she has published two monographs and six book chapters with Routledge. She is currently the chief editor of the *Routledge Handbook of Descriptive Rhetorical Studies* and is planning another handbook of language learning in a global context. She is also the editor of the Chinese language studies section in the upcoming *Routledge Research Encyclopedia of Chinese Studies*. In addition to preparing research papers, a monograph and an edited volume for further publication, she has been pursuing her PhD study in rhetoric and composition at the University of Houston, USA.

James Schnell, PhD (Ohio University), is an Assistant Professor in the Defense Critical Languages & Culture Program at the University of Montana, USA. He is a three-time Fulbright Scholar (Cambodia, Myanmar and Kosovo) and has published widely on matters having to do with cross-cultural communication, most specifically focusing on China. Schnell has taught in the USA at Cleveland State University, Ohio State University, University of Cincinnati, and Miami University and in China at Beijing Jiaotong University. He was a visiting scholar at Fudan University, China, in 2017.

ROUTLEDGE HANDBOOK OF
DESCRIPTIVE RHETORICAL
STUDIES AND WORLD
LANGUAGES

Edited by Weixiao Wei and James Schnell



Routledge
Taylor & Francis Group
LONDON AND NEW YORK

Designed cover image: Andyworks via Getty Images

First published 2023

by Routledge

4 Park Square, Milton Park, Abingdon, Oxon OX14 4RN

and by Routledge

605 Third Avenue, New York, NY 10158

Routledge is an imprint of the Taylor & Francis Group, an informa business

© 2023 selection and editorial matter, Weixiao Wei and James Schnell; individual chapters, the contributors

The right of Weixiao Wei and James Schnell to be identified as the authors of the editorial material, and of the authors for their individual chapters, has been asserted in accordance with sections 77 and 78 of the Copyright, Designs and Patents Act 1988.

With the exception of Chapter 16, no part of this book may be reprinted or reproduced or utilised in any form or by any electronic, mechanical, or other means, now known or hereafter invented, including photocopying and recording, or in any information storage or retrieval system, without permission in writing from the publishers.

Chapter 16 of this book is available for free in PDF format as Open Access from the individual product page at www.routledge.com. It has been made available under a Creative Commons Attribution-Non Commercial-No Derivatives 4.0 license.

Trademark notice: Product or corporate names may be trademarks or registered trademarks, and are used only for identification and explanation without intent to infringe.

British Library Cataloguing-in-Publication Data

A catalogue record for this book is available from the British Library

Library of Congress Cataloging-in-Publication Data

Names: Wei, Weixiao, editor. | Schnell, James A., 1955– editor.

Title: Routledge handbook of descriptive rhetorical studies and world languages / edited by Weixiao Wei and James Schnell.

Other titles: Descriptive rhetorical studies and world languages

Description: Abingdon, Oxon ; New York, NY : Routledge, 2023. |

Includes bibliographical references and index.

Identifiers: LCCN 2022056695 (print) | LCCN 2022056696 (ebook) |

ISBN 9781032049441 (hardback) | ISBN 9781032049458 (paperback) |

ISBN 9781003195276 (ebook)

Subjects: LCSH: Rhetoric. | LCGFT: Essays.

Classification: LCC P301 .R68 2023 (print) |

LCC P301 (ebook) | DDC 808–dc23/eng/20230313

LC record available at <https://lcn.loc.gov/2022056695>

LC ebook record available at <https://lcn.loc.gov/2022056696>

ISBN: 978-1-032-04944-1 (hbk)

ISBN: 978-1-032-04945-8 (pbk)

ISBN: 978-1-003-19527-6 (ebk)

DOI: 10.4324/9781003195276

Typeset in Times New Roman

by Newgen Publishing UK

CONTENTS

<i>Editorial Board</i>	<i>ix</i>
<i>List of Figures</i>	<i>x</i>
<i>List of Tables</i>	<i>xi</i>
<i>List of Contributors</i>	<i>xii</i>

Introduction <i>Weixiao Wei</i>	1
------------------------------------	---

PART I

Historical Dimension of Rhetorical Studies 7

1 Mandate of Heaven at the Root of Chinese Political Rhetoric: Origin, Transformation and Legacy <i>Weixiao Wei and Yuqian Wei</i>	9
2 Gods of the Thresholds: Liminality and the Origins of Rhetorical Theory in Ancient Global Myth <i>Shawn D. Ramsey</i>	24
3 Rhetoric and Silence in Corporate America: Ending the Patent War between Google and Microsoft <i>Joshua Welsh</i>	38
4 From the Learning of Classical Rhetoric to the Learning of Communication: The Evolution of Rhetoric in the Secondary Education Systems of Spain and Portugal <i>Gracia Terol Plá</i>	53

5	Evolution of Arabic Rhetoric: From Classical <i>Balāgha</i> to Modern Concepts of Persuasion <i>Marcin Styszyński</i>	69
PART II		
	Descriptive Rhetorical Studies: Regional Diversity	87
6	Rhetorical Devices in Japanese: The Case for Onomatopoeia <i>Massimiliano Tomasi</i>	89
7	Rhetoric of Russian Civilizational Identity: A Case Study of Patriarch Kirill's Discourse <i>Natalia Bruffaerts</i>	101
8	Media Sensationalism of the West and the Rhetoric of Poverty Porn in India <i>Sony Jalarajan Raj and Adith K. Suresh</i>	116
9	Rhetoric of Protest, Tradition and Identity: Polish Songs of Freedom and Resistance <i>Agnieszka Kampka</i>	131
10	A Descriptive Study of Arabic Rhetorics <i>Rabea Al-Mubarak and Ian E. J. Hill</i>	148
PART III		
	Descriptive Studies of Political Rhetoric	163
11	The Democrat's Linguistic Stance towards Migration in Electoral Campaigns: <i>Ethos</i> , <i>Logos</i> , and <i>Pathos</i> in Barack Obama's and Joe Biden's Discourses <i>Teresa Fernández-Ulloa and María del Carmen López-Ruiz</i>	165
12	Political Rhetoric in Jonathan Swift's <i>Conduct of the Allies</i> : Boosting and Hedging as Persuasive Devices <i>Rosa María López-Campillo</i>	178
13	The Rhetoric of the Immigration Discourse of Far-Right Parties in Spain and France <i>Isabel Negro</i>	198
14	Rhetoric of Polish Political Discourse on Family <i>Ewa Bogdanowska-Jakubowska and Nika Bogdanowska</i>	218

15	Multimodal Nationalist Rhetoric in Finland: From Banal to Extreme Political Persuasion <i>Eemeli Hakoköngäs and Inari Sakki</i>	234
16	Between Adversariness and Compromise: A Rhetorical Analysis of Greek Political Discourse in Times of Crisis <i>Assimakis Tseronis and Dimitris Serafis</i>	249
PART IV		
Rhetorical Analysis of Academic and Professional Texts		265
17	The Failing Essay: Broadening the “Composition” of Critical Pedagogy in the Age of Digital Literacy <i>Bradley A. Hammer</i>	267
18	Diverse Voices? A Rhetorical Analysis of First-Year Composition Textbooks and Open Education Resources <i>Mary F. McGinnis</i>	284
19	Demonstrating and Debating Climate Change: The Function of Rhetoric from Science to the Public <i>Ferenc Jankó and Priscilla Hafenscher</i>	310
20	A Descriptive Study of Rhetoric in South Korean Business Texts: CEOs’ Quality Management Rhetoric and Audience Responses <i>Mansup Heo</i>	325
21	Discursive Strategies of Persuasion in the Film Review Genre: The Case of the Reviewer’s Ethos <i>Dominika Topa-Bryniarska</i>	345
PART V		
The Visual and Affective Domains of Descriptive Rhetorical Analysis		365
22	Visual Rhetoric of Otherness in Newspaper Photographs of the European Refugee Crisis <i>Jari Martikainen</i>	367
23	Visual Representation of Food in Italian Cinema <i>Fatma Nazlı Köksal and Ümit İnatçı</i>	380

Contents

24	The Ethos-Pathos Continuum in the Portuguese “Obrigado” Advertising Campaign <i>Samuel Mateus</i>	391
25	Emotional Rationality as an Indicator of Rhetoric Discourse in Polish Agricultural Texts <i>Maria Joanna Gondek and Paweł Nowak</i>	403
26	Rhetoric in Travel Writing: A Tool to Enhance Verisimilitude and Persuade Readers <i>David Taranco</i>	421
27	Ethos, Pathos, and Logos in Culture: An Analysis and Visualization of the Rhetorical Structure of Narrative in Japanese <i>Tetsuta Komatsubara</i>	440
	<i>Index</i>	462

EDITORIAL BOARD

Kyle Mattson, University of Central Arkansas, USA
Randy Allen Harris, University of Waterloo, Canada
Amy Lipke, San Jacinto College (Central Campus), USA
Laura Filardo-Llamas, Universidad de Valladolid, Spain
Garima Singh, Hingiri Zee University, India
Tanupriya, CHRIST (Deemed to be University) Delhi NCR, India
Islam M. Farag, University of Pittsburgh, USA

FIGURES

14.1	The poster of the anti-abortion campaign: I am dependent [on you]. I trust you	229
14.2	The poster of the anti-abortion campaign: I am 11 weeks old	229
18.1	Coding breakdown	291
18.2	Number of codes per text type	292
18.3	Percentage of codes per type	293
18.4	Difference and multiple marginalizations per text	294
18.5	Race codes per text and text type	296
18.6	Gender/sex codes per text and text type	298
18.7	Class codes per text and text type	299
18.8	Sexuality codes per text and text type	301
18.9	Immigration codes per text and text type	302
18.10	Religion codes per text and text type	304
18.11	Language codes per text and text type	305
18.12	Disability codes per text and text type	306
27.1	The notations of visualization	445
27.2	Examples of visualization	446
27.3	Rhetorical organization of the introduction	451
27.4	Rhetorical organization of the statement	454
27.5	Rhetorical organization of the proof	456
27.6	Rhetorical organization of the conclusion	457
27.7	Visualization of the rhetorical organization of the narrative	458

TABLES

1.1	Six public speeches in ancient China: summary of contents	11
1.2	Four public speeches in Western Zhou: summary of contents	15
13.1	Research corpus	202
13.2	Structures and strategies in Abascal's and Le Pen's immigration discourse	203
18.1	Corpus information	288
18.2	Coding scheme	290
18.3	Percentages of readings addressing difference and with multiple codes	295
20.1	<i>Samsung</i> CEO Lee Kun-hee's quality management rhetoric	331
20.2	Descriptive statistics about the audience's perceptions	334
20.3	T-test on the audience's gender and perceptions	334
20.4	Correlation analysis between the audience's perceptions	335
20.5	Multiple regression analysis of the audience's perceptions	336
21.1	Four different genre types according to Maingueneau's classification	350

CONTRIBUTORS

Rabeea Al-Mubarak is a PhD candidate in the Department of English Language and Literatures at the University of British Columbia, Canada. His dissertation focuses on transgressive forms of verbal and non-verbal communication. With a cross-disciplinary academic background in law and applied linguistics, his interests include interdisciplinary research and rhetorical criticism across the fields of rhetoric, discourse studies, critical legal studies, and psychoanalysis.

Ewa Bogdanowska-Jakubowska received her PhD and DLitt in Linguistics from the University of Silesia in Katowice, Poland. Her research interests include pragmatics, critical discourse studies, (im)politeness and face. Her recent works include “Work Ethos in American Ceremonial Discourse Addressed to the Young” (*Discourse and Communication*, 2020) and “The Discursive Representation of Places Significant for an Individual: An Analysis of Polish Academic Year Inauguration Speeches and American Commencement Addresses” (Wydawnictwo Uniwersytetu Śląskiego, 2021).

Nika Bogdanowska received her PhD in Literary Studies from the University of Silesia in Katowice, Poland. Her research interests include discourse studies and rhetoric. She has published a monograph about commentary as a text type, *Komentarz i komentowanie. Zagadnienia konstrukcji tekstu* (Wydawnictwo Uniwersytetu Śląskiego, 2003). Her recent publications include “Addressing the Other in Poland (the 20th and 21st Centuries): Different Times, Different Contexts, Different Meanings” (*Journal of Pragmatics*, 2021).

Natalia Bruffaerts teaches at the Marie Haps Faculty of Translation and Interpreting, Université Saint-Louis – Bruxelles. She holds a PhD in Comparative Linguistics. Her main fields of research comprise rhetoric, discourse analysis and translation studies.

María del Carmen López-Ruiz holds a PhD in Translation and Interpreting at the University of Córdoba, Spain. Her research interests in Translation Studies encompass different domains: translation of political discourse, discourse analysis, and didactics of translation.

Teresa Fernández-Ulloa has a PhD in Spanish Language and Linguistics at the University of Deusto, Bilbao, Spain. She has worked at the University of Cantabria, Santander, Spain, and East Carolina University, North Carolina, USA. She has been a Professor at California State University, Bakersfield since 2003. Her areas of teaching and research are sociolinguistics, discourse analysis, and language teaching methodologies.

Maria Joanna Gondek, PhD, is an Assistant Professor in the Faculty of Social Sciences of the John Paul II Catholic University, Lublin. Her academic interests concern the philosophical foundations of rhetoric and the philosophy of culture. She is the author of several books as well as numerous articles, and she is a lecturer at the National School of Judiciary and Public Prosecution.

Priszczilla Hafenscher, MSc in Biology, is a PhD student in the Department of Social and Economic Geography at Eötvös Loránd University, Hungary. She plans to pursue a doctoral degree in climate change communication. Her research interests include human environment interactions and media representation of the environment.

Emeli Hakoköngäs, D.Soc.Sci., title of Docent, University of Helsinki, is a Lecturer in Social Psychology at the University of Eastern Finland, Finland. His research interests include visual rhetoric, collective memory and political psychology.

Bradley Hammer studied at Columbia University, USA, and, since the fall of 2007, has been on Faculty at the University of North Carolina, Chapel Hill, USA. With almost 30 years of experience teaching academic writing, he has received numerous teaching awards and helped direct writing programs at both UNC and Duke University. Additionally, Dr. Hammer has lectured throughout China on the teaching of “critical thought” while serving as a visiting professor at Shanghai University. His recent book, *The Elements of Composition*, examines the teaching of academic writing in the age of digital literacy.

Mansup Heo is a Professor in the Division of Liberal Arts & General Education at Gangneung-Wonju National University, South Korea. He received his PhD from the School of Media & Communication at Korea University and also worked as a newspaper reporter. His main areas of interest are rhetoric, communication, and digital media. His books and articles include *Presidential Rhetoric of South Korea and the U.S.*, *Abused Metaphors in Political Communication*, and *A Study on Social Media Usage, Helplessness, and Loneliness*.

Ian E. J. Hill is an Associate Professor in the History and Theory of Rhetoric at the University of British Columbia, Canada, where he is also affiliated faculty with the Graduate Program in Science and Technology Studies. His research focuses on rhetoric, technology, and comparative rhetoric, and he teaches courses in rhetorical history and theory, the rhetoric of technology, textual criticism, argumentation, brevity, and memes. He published *Advocating Weapons, War, and Terrorism: Technological and Rhetorical Paradox* in 2018.

Ümit İnatçı, Professor, completed his higher education at Pietro Vannucci Academy of Fine Arts in Perugia, Italy. He has written art criticism and essays in various journals, and

has published his own art magazine. He has worked in the field of documentary film, and has produced and directed TV and radio programs. He has been a writer and editor for various newspapers and magazines.

Sony Jalarajan Raj is an Assistant Professor in the Department of Communication, MacEwan University, Edmonton, Canada. Dr. Raj is a professional journalist turned academic who has worked in different demanding positions as a reporter, special correspondent, and producer for several news media channels such as the BBC, NDTV, Doordarshan, AIR, and Asianet News.

Ferenc Jankó is an Associate Professor at Eötvös Loránd University, Budapest, and the University of Sopron, Hungary. He received his PhD in Human Geography from Eötvös Loránd University, Hungary, in 2007. His main field of research is climate change and environmental controversies, climate change adaptation, and the history of geographical knowledge with a special focus on Burgenland, Austria. He has published articles on the topic in *Geoforum*, *Scientometrics*, *Environmental Education Research* and *Journal of Cleaner Production*, and others.

Agnieszka Kampka is an Assistant Professor at Warsaw University of Life Sciences, Poland. She is a Sociologist (PhD, Habil.), Philologist (MA) and Art Historian (MA). Her research interests include the rhetoric of politics, visual rhetoric and debate, and public discourse. She is the author and editor of several visual and political rhetoric books. She is also on the board of the Polish Rhetoric Society and the chief editor of the international open-access journal *Res Rhetorica*.

Tetsuta Komatsubara received his PhD in Linguistics from Kyoto University, Japan, in 2015, and teaches and researches rhetoric and cognitive linguistics at Kobe University, Japan. Special attention goes to creative meaning, grammatical constructions, and communicative effects of figurative language. He is the author of the volume *Rhetoric and Creativity in Meaning: Linguistic Deviation and Cognitive Linguistics* (2016) and has published articles on rhetoric and intercultural studies.

Rosa María López-Campillo studied at Murcia and Castilla-La Mancha universities, Spain, and has worked at Castilla-La Mancha University, Spain, since 1990. She teaches English and English Phonetics and researches in linguistics, ELT and public opinion. She is particularly interested in discourse analysis and political propaganda in early modern Britain and language education in bilingual schools.

Jari Martikainen studied Art History at the University of Jyväskylä, Finland, and Social Psychology at the University of Eastern Finland, Finland, and holds PhD degrees in both disciplines. He works as a university lecturer in Social Psychology in the Department of Social Sciences at the University of Eastern Finland, Finland. His interdisciplinary research combining social scientific and visual approaches focuses on migration, populism and issues related to leadership and teachership.

Samuel Mateus is Professor of Communication Studies at Madeira University, Madeira, and a researcher at Labcom. He researches in the fields of communication theory, political communication and rhetoric. He is the author of *Introduction to Rhetoric in the 21st*

Century (2018, in Portuguese), editor of *Media Rhetoric: How Advertising and Digital Media Persuade Us* (2021), and co-editor of *From Multitude to Crowds: Collective Action and the Media* (2015).

Mary F. McGinnis is an Assistant Professor of English at the College of Coastal Georgia, USA. She holds a PhD in Rhetoric & Composition from Ball State University, USA; an MA in Training & Development and an MA in Women's and Gender Studies from Roosevelt University, USA; and an MA in English & American Literature from Indiana State University, USA. Her research focuses on cultural rhetorics, transformative pedagogies, and multimodal literacy in the composition classroom. Her research is deeply entwined with her teaching.

Fatma Nazlı Köksal, PhD, completed her higher education at Eastern Mediterranean University, Famagusta, Turkish Republic of North Cyprus, and has worked at İstanbul Aydın University, Turkey, since 2020. She teaches and researches in visual communication and representation and is particularly interested in the use of visual images for communication, visual rhetoric and semiology. She has published articles in various international journals, and book chapters.

Isabel Negro is an Assistant Professor at Complutense University in Madrid, Spain, where she teaches Business English. She has published many articles in international journals (including *English Studies*, *Metaphor and the Social World*, *Journal of French Language Studies*, *Visual Communication Quarterly*). Her research fields are discourse analysis, English for specific purposes, cognitive semantics and contrastive linguistics.

Paweł Nowak is a Professor at Maria Curie-Skłodowska University, Poland, a communicologist, media expert and pragmalinguist, an employee of the Department of Media Communication at Maria Curie-Skłodowska University in Lublin, Poland, Head of the Department of Linguistics and Psychology of the Institute of Forensic Expertise "Analityks" and Chairman of the Scientific Council of the Institute, and a lecturer at the National School of Judiciary and Public Prosecution and the National School of Public Administration. Paweł Nowak is author and co-author of more than 100 publications.

Shawn Ramsey received his PhD in Rhetoric and Writing from Bowling Green State University, USA. He is an Assistant Professor at the University of Doha for Science and Technology, Qatar, who generously supported this research. He has taught many genres of writing at almost every skill level as well as the history and theory of writing, rhetoric and argumentation on three continents. His work has appeared in scholarly journals such as *RSQ*, *Rhetoric Review*, *Rhetorica*, and the *Journal for the History of Rhetoric*.

Inari Sakki, D.Soc.Sci., title of Docent, University of Helsinki, is a Professor in Social Psychology at the University of Helsinki, Finland. Her research interests include political communication, nationalism, populism, national and European identity, collective memory, social representations, discourse and multimodality.

Dimitris Serafis is an SNSF Postdoctoral Research Fellow currently based at USI – Università della Svizzera italiana, Switzerland, and Adjunct Lecturer at the Panteion University of Social and Political Sciences, Greece. His research interests lie at the

intersection of critical discourse studies, social semiotics and multimodality, and argumentation studies, with his current focus being on topics such as migration, racism and hate speech, authoritarianism and populism, and communication in times of crisis.

Marcin Styszyński, PhD, is an Associate Professor in the Faculty of Arabic and Islamic Studies at Adam Mickiewicz University in Poznan, Poland. He focuses in his research on Arabic rhetoric and political language as well as media and advertisement in the Arab world. Dr Styszynski is also the author of several books.

Adith K. Suresh is currently working as a Research Assistant in the Department of Communication, MacEwan University, Edmonton, Canada. Adith holds a Master's degree in English Language and Literature from Mahatma Gandhi University, India. His research interests include film studies, literary criticism, and South Asian cultural studies.

David Taranco holds a doctoral degree from Universitat de València, Spain. He currently teaches Spanish at Doshisha University, Kyoto, Japan. His research focuses on travel writing, translation, and modern Japanese poetry. He is exploring travel accounts by foreign visitors in Meiji and Taisho Japan as well as journals written by early Japanese travellers to Europe. As a translator, he has rendered into Spanish Tanikawa Shuntarō's *minimal* (2019) and a collection of poems by Nakahara Chūya (2021).

Gracia Terol Plá is a PhD candidate at University of Almería, Spain. Her research, supported by the Spanish Ministry of Universities (ref. FPU 18/01386), explores the relationship between classical rhetoric and communicative skills in secondary education. Her main field of research is the teaching of rhetoric in Spain and Portugal during the nineteenth century and the practical application of the discipline to current communicative learning. She has published articles on the topic in Spanish and Portuguese journals, among others.

Massimiliano Tomasi has a PhD in Japanese from Nagoya University, Japan. He is currently Professor of Japanese and Director of the Center for East Asian Studies at Western Washington University, USA. Research interests include modern Japanese literature and rhetoric. He is the author of *Rhetoric in Modern Japan: Western Influences on the Development of Narrative and Oratorical Style* (2004); *The Literary Theory of Shimamura Hōgetsu and the Development of Feminist Discourse in Modern Japan* (2008); and *The Dilemma of Faith in Modern Japanese Literature: Metaphors of Christianity* (2018). He has also edited a volume titled *Religion and Spirituality in Japanese Literature*.

Dominika Topa-Bryniarska, PhD, is an Assistant Professor at the University of Silesia in Katowice, Poland. Her main area of interest is French linguistics, with a particular focus on journalistic persuasion, rhetoric and pragmatics. She is the author of a monograph on the discursive universe in journalistic opinion genres. Additionally, she has participated in many international conferences and given presentations on argumentation and journalistic rhetoric.

Assimakis Tseronis is Associate Professor in the section of Rhetoric at Örebro University, Sweden. He teaches courses on rhetoric and argumentation as well as on visual and

multimodal communication. His research interests fall under the areas of discourse analysis, multimodal rhetorical argumentation, and pragmatics. He has published on both the verbal and visual dimensions of argumentative communication, focusing on argumentation markers and the expression of stance and disagreement in deliberations, as well as on the argumentative reconstruction of printed advertisements, magazine covers, and documentary films.

Joshua Welsh earned his PhD in Rhetoric and Scientific and Technical Communication from the University of Minnesota, USA, in 2013. Since then, he has taught technical and professional writing courses in the English Department at Central Washington University, USA. His research focuses on rhetoric, writing, and pedagogy.



Taylor & Francis

Taylor & Francis Group

<http://taylorandfrancis.com>

INTRODUCTION

Weixiao Wei

Rhetoric started as an art of persuasion in Greek and Roman times, survived through the Middle Ages in various didactic and religious forms, enjoyed a resurgence of interest in the Renaissance, and became a transnational and multidisciplinary subject in the contemporary world, with Europe and North America maintaining a stronghold for this extremely valuable and yet somewhat underrepresented academic discipline. So far, most research and debate on rhetoric is to a large extent confined to the aforementioned historical background and inherited tenets, and the progression of rhetorical studies within the academic sphere is relatively slow. Wiley-Blackwell's *Handbook of Rhetoric and Public Address* (2010) made a valiant attempt to connect public address to civil engagement and democratic citizenship, but the genre of public speech restricted the dialogue to the historical framework. *The Oxford Handbook of Rhetorical Studies* (2014) follows the Greco-Roman rhetoric model and is therefore prescriptive in nature, with three-quarters of the book dedicated to the elaboration of rhetorical conventions from ancient Greece to the Modern and Enlightenment periods. The remaining chapters largely follow the 'find and match' methodology and do not offer adequate material for generating new insights and theory for research in contemporary rhetoric.

In view of the rapidly changing landscape of the world in the twenty-first century due to pandemic, warfare, climate change, food shortages, political confrontation, ideological conflict and false information, it is increasingly important for rhetoric scholars worldwide to consolidate their research findings and formulate a new body of rhetorical theory to enable critical distinction between rhetoric and reality (for example, will nuclear war be an option or is this merely a rhetorical trick at work?), develop an updated rhetorical framework for identifying new genres of speech such as provocative diplomatic talks and fake news, and offer abundant space and resources to work with other disciplines where rhetoric touches the discourse specific to the genre (e.g. scientific discourse, legal documents, medical reports, social media posts). The editors of this volume hope to draw from the historical insights of rhetorical studies without being confined by its theoretical framework (going beyond the conventional Rhetorical Triangle model, for example) or constrained by existing theory and terminology, while, at the same time, introducing innovative ideas and approaches that may update and enrich rhetorical studies for the

academic disciplines to cope with contemporary discourses permeated with a bewildering variety of rhetorical tricks and strategies.

The current handbook gives a relatively comprehensive coverage of rhetorical ideas across many subjects and disciplines. We aim to introduce a new research and presentation rationale in the study of rhetoric which we call Descriptive Rhetorical Studies. This is essentially a ‘bottom up’ approach where we gather evidence of the use of rhetoric (defined broadly here as the human perceptible symbols or signs that demonstrate a strong intention to achieve something important to the initiator) in multilingual and multidisciplinary settings in the hope of identifying patterns and regularities in genre-specific rhetorical practice for a given geographic region or virtual community at a given time. The approach we take is descriptive rather than prescriptive, the method inductive rather than deductive, which we hope can contribute to the formation of a useful referential framework for conceptualizing current practice of rhetoric in a diversity of cultural settings and interpersonal contexts.

This handbook offers a collection of articles which, while revealing the authors’ knowledge and training in classical rhetoric theory, conscientiously flag newly-spotted developments in rhetorical studies which may help conceptualize the directions current trends of research in rhetoric are heading and point out ways forward. With the escalation of the global situation in aspects of war, hunger, disease and ideology, and the increasingly diversified use of rhetorical means to persuade, deceive or unnerve, we believe the time is ripe to bring out a ground-breaking handbook showcasing innovative ideas and new findings in uncharted territories. In compiling this book, we undertake the responsibility of uncovering the truths behind deceptively innocent talks and seek solutions to defend ourselves against cognitively invasive rhetorical tricks.

The first section of the handbook marshals five chapters to set the tone of the book and connect the present to the past in respect of rhetorical ideas and studies. Chapter 1 provides ammunition to the main argument of the book for presentation of new rhetorical evidence and conceptualization of new rhetorical theory by introducing a rhetorical concept which ran through the entirety of Chinese history. It demonstrates a research methodology that may broaden the concerns and findings of rhetorical enquiries to prevent contemporary rhetoricians from being painted into a corner due to lack of new insights. In this chapter, rhetorical properties and cultural implications associated with the concept of Heaven are discussed, which elaborate into the Chinese rhetorical convention of utilizing Heaven as the source of legitimacy in overthrowing existing regimes and establishing new political entities. Rhetoric in this context has a temporal dimension that extends beyond the audience in a fixed setting. Chapter 2 applies von Gennep and Turner’s theory of liminality in exploring the conceptual origins of rhetoric in ancient myths. The author offers a fascinating account of how these myths operate by implicating mythic entities and their liminal nature as a means of making analogical arguments about the nature of rhetoric. Chapter 3 provides a useful overview of the history of silence in rhetoric. A cohesive theoretical framework centering heavily on context is offered by the author for the study of silence, which is illustrated with an interesting case study regarding the settlement of a long-standing patent dispute between Google and Microsoft where, according to the author, silence was used to manipulate the audience. Chapter 4 analyzes how classical rhetoric has evolved into the modern concept of communication, focusing on the history of education in Spain and Portugal in the nineteenth and twentieth centuries. The author explains how the learning of first languages in this region has adopted a communicative approach based on the contributions of pragmatics

and the precepts and didactic methods inherited from classical rhetoric. Chapter 5 directs readers' attention to the evolution of Arabic rhetoric (*balāgha*), from classical theories during the Abbasid era to modern concepts of persuasion. The main finding of the study is that the modern concept of Arabic rhetoric still relies on classical criteria formulated by Abbasid rhetoricians despite significant influence from the West such as Perelman's argumentative and legal rhetoric, Peirce's pragmatics, Lakoff's metaphors and so on.

The second section of the handbook brings more diversities into the grand picture of rhetorical studies in respect of geographic regions, touching upon rhetorical ideas or practices adopted in Japan, Russia, India, Poland and the Arab states. Chapter 6 provides a timely input, ranging from the booming of Japanese language education around the globe to the understanding of mimetic words as a rhetorical device in Japanese. In particular, it examines the use of colloquial language in literature, which leads to the rediscovery of onomatopoeia as a distinctive rhetorical feature of modern Japanese. Chapter 7 elucidates the idea of *Russkiy Mir* ('Russian World') promoted by the church in cooperation with the state on the basis of common religious, linguistic and historical heritage of the Eastern Slavs. It examines the evolution of rhetorical mechanisms as seen in the speeches of Patriarch Kirill from 2009 until 2021 which represented *Russkiy Mir* as a transcendental concept of unifying supranational force. Chapter 8 sets out to investigate how the rhetoric of 'poverty porn' sensationalizes the economically and socially vulnerable aspect of the Indian public sphere in both national and international visual media. Based on Edward Said's notion of Oriental 'Othering', the authors discuss how Western depictions of the East sensationalize poverty porn and encourage the West to imagine and represent poverty as an Asian phenomenon. The study attempts to challenge the logic of poverty porn as an international media practice and responds to the call for the de-Westernization of media discourses. Chapter 9 discusses the multimodality of protest rhetoric using selected examples of songs that have become symbols of resistance and struggle for freedom. It describes chosen pieces that have been considered exceptionally significant in the public sphere in Poland in recent decades, songs that are sung and shouted during street demonstrations and protests. Chapter 10 describes Arabic rhetoric as a multifaceted space of theological, social, cultural, and political trends, characterized as a unified yet also dispersed body of rhetorical practice, criticism, and knowledge production. The chapter revolves around four themes, from the Qur'an's reputation as the peak of Arabic eloquence to contemporary application of Western rhetorical theories to Arabic discourses.

The third section of the handbook focuses on political rhetoric and examines presidential talks, immigration discourse, nationalistic rhetoric, political discourse on the topic of family and Greek political discourse in times of crisis. Chapter 11 compares the different rhetorical mechanisms used in political speeches by Barack Obama and Joe Biden when dealing with the topic of immigration. This study demonstrates how a cutting-edge corpus-based discourse analysis tool can bring new light to a classical rhetoric theory. Chapter 12 follows with a turn to a rhetorical analysis of literary texts. Adopting Fairclough's social-theoretical approach to discourse within the tradition of Critical Discourse Analysis and the face theory developed by Brown and Levinson, the author draws attention to the boosting and hedging verbal devices employed by Jonathan Swift to convince his audience of the necessity to put an end to the war. Working within a theoretical framework which integrates the tenets of Critical Discourse Analysis into the classical rhetorical approach, Chapter 13 seeks to explore the way immigration discourse is built by right-wing parties in Europe. The study analyzes a corpus of public discourse

produced by the respective leaders of the Spanish and French right-wing parties to identify the constructive and dismantling strategies employed in the far-right immigration discourse and show how such strategies pertain to the *logos*, *ethos* or *pathos* in the classical model. Chapter 14 employs the principle of triangulation and approaches discourse from a variety of methodological and theoretical perspectives taken from various disciplines. The author analyzes the rhetoric of Polish right-wing populist discourse aimed at imposing on society the ‘only acceptable’ model of family which subsumes conservative values, a heteronormative worldview, traditional gender roles, and so on. Chapter 15 intends to show how the analysis of multimodal material can enrich understanding of the different structures and tools of current nationalist rhetoric. It argues that analysis of both banal and novel nationalist rhetoric cannot focus merely on spoken and written narration. Instead, it is necessary to broaden the scope to multimodal communication to reach a more diverse understanding of the form and function of persuasion. Chapter 16 assesses the extent to which contemporary Greek scholarship in humanities and social sciences makes use of rhetorical categories as relevant descriptive and analytical tools. It revisits two classical rhetorical concepts, *topoi* and *endoxa*, in order to illustrate their descriptive and explanatory potential for the analysis of political discourse characterized by adversariness, polyphony and the need to create communion.

The fourth section of the handbook focuses on academic and professional texts as they are presented to students, teachers and the general public. Chapter 17 attempts to deconstruct the key rhetorical elements of the traditional college essay and examine the growing irrelevancy of print-forms and other academic compositional modes. By analyzing the changing spaces of university discourse modes and the evolving formulations of multimodal discourse within the academy, the author looks for a new critical pedagogy to reimagine first-year writing courses through the formulation of a new, multimodal genre of ‘e-composition’. Chapter 18 conducts a corpus study of 12 first-year composition textbooks and finds that diversity is not adequately represented in these first-year composition course materials. The author argues that textbook choosers have a responsibility to engage diversity more often in the classroom in an effort to prepare students to become more active and sympathetic citizens in a democratic society. Chapter 19 aims to provide an overview of the linguistic practices and rhetorical strategies employed in offline and online communications to transmit climate change science to the public. It goes deep into the heart of analyzing rhetoric, increasingly significant in climate change communication research, and the role it plays to transmit relevant scientific findings to the public. Chapter 20 explains how Korean CEOs’ rhetoric is composed and perceived, suggesting that the more conservative the audiences are and the more they perceive the CEO’s charm and expertise, the more they support the CEO’s quality management rhetoric. Korean audiences also expect CEOs to reflect Confucian virtues such as benevolence, righteousness, propriety, wisdom, and sincerity. Chapter 21 demonstrates the breadth and diversity of the journalistic film review genre by applying Aristotle’s theory of *ethos* elements, i.e., practical wisdom (*phronêsis*), moral virtue (*aretê*) and goodwill (*eunoia*), as components of a speaker’s character. The findings show that different discursive persuasion strategies fulfill the *ethotic* appeal to instill particular views and concepts.

The final section of the handbook shows some trailblazing fruits pertinent to the visual and affective domain of rhetoric. Chapter 22 introduces the visual rhetorical approach and applies it to analyze news photographs depicting refugees. It offers a summary of visual rhetorical strategies used in the photographs to position refugees in the realm of Otherness, and discusses their social functions. Chapter 23 envisions our concerns in food

and food-related practices in film scenes. Based on the methodological approach of visual rhetoric, the author identifies the strengths and potential for the communicative function of food in terms of cinematic language and pertinent cultural identity discussions. Chapter 24 analyzes the ‘Obrigado’ (Thank you) campaigns in Portugal according to the MELCA model of rhetorical analysis, aiming to demonstrate the functioning of a pathetic ethos. Chapter 25 provides a rich history of the many recent and not-so-recent rhetorical studies in Polish agriculture by rhetoric categories. The authors consider persuasion in agricultural texts as a key theme for the organization of the message. Chapter 26 sets out to show how rhetorical devices are used in travelogues to persuade readers of the faithfulness of the traveller’s descriptions, to shorten the distance between the act of reading and the reader, and to conceal writers’ cognitive deficiencies and/or their lack of hermeneutic ability. The author aims to prove how traveller-writers rely on rhetorical devices to win the reader over by making sure that their arguments and descriptions are likely and consistent. Finally, due to the marginality of the field of cultural influences in how persuasive modes are selected and arranged in discourse, the author of Chapter 27 takes pains to develop a descriptive framework for analyzing and visualizing culturally motivated rhetorical organization consisting of ethos, pathos, and logos.

Rhetoric is an old concept and term that may require updating as communication methods and interactional purposes diversify with the advancement of time and technology. This handbook offers a collection of 27 articles that present rhetorical analysis of the discursive practice of many facets of social lives from a variety of cultures. Covering issues from America to Europe and Asia, and topics from politics to media, education to science, agriculture to literature and so on, we trust the handbook has something to offer to everyone interested in knowing how language works to guide listeners’ interpretation, alter their perception and shape their worldviews. As a result of reading this book, we hope more and more people will become interested in reading about rhetoric research, and even become ‘part-time’ rhetoric researchers themselves within their respective professions. The outcome will be a huge number of publications describing the rhetorical conventions and innovations in many walks of life in the global setting. Eventually, a body of knowledge and theory about rhetoric will be formed as a result of increasingly pervasive descriptive rhetorical studies around the globe. By that time, rhetoric will have acquired abundant resources and built solid foundations to become an essential discipline in arts and humanities from which to develop formidable theory and applications in linguistics, literature, history, cultural studies, political science, sociology, and so on, just as AI means to many science and engineering disciplines. In that sense, this relatively small handbook will have taken a giant step in the world of rhetorical studies.

Mandate of Heaven at the Root of Chinese Political Rhetoric

- Barnwell, Scott A. (2013). 'The Evolution of the Concept of De in Early China.' *Sino-Platonic Papers*. 235: 1–83.
- Ching, Julia. (1997). *Mysticism and Kingship in China: The Heart of Chinese Wisdom*. Cambridge University Press.
- Clarke, M. L. (1996). *Rhetoric at Rome: A Historical Survey*. Routledge.
- Enos, Richard Leo. (1993). *Greek Rhetoric before Aristotle*. Waveland.
- Goldin, Paul Rakita. (1999). *Rituals of the Way: The Philosophy of Xunzi*. Open Court.
- Graham, A. C. (2004). *Later Mohist Logic, Ethics and Science*. The Chinese University of Hong Kong Press.
- Grundmann, Joern P. (2018). 'Command and Commitment: Terms of Kingship in Western Zhou Bronze Inscriptions and in the *Book of Documents*.' PhD thesis, University of Edinburgh, Edinburgh.
- Kennedy, George. (1998). *Comparative Rhetoric: An Historical and Cross-Cultural Introduction*. Oxford University Press.
- Kirkpatrick, Andy and Zhichang Xu. (2012). *Chinese Rhetoric and Writing: An Introduction for Language Teachers*. Parlor Press.
- Kao, K. (1993). 'Recent Studies of Chinese Rhetoric.' *Chinese Literature: Essays, Articles, Reviews*. 15: 143–154.
- Marshall, S. J. (2002). *The Mandate of Heaven: Hidden History in the I Ching*. Columbia University Press.
- Rawson, Jessica. (1989). 'Statesmen or Barbarians? The Western Zhou as Seen through Their Bronzes.' *Proceedings of the British Academy*. 75: 71–95.
- Schwartz, Benjamin I. (1985). *The World of Thought in Ancient China* (revised edition). The Belknap Press of Harvard University Press.
- Thorpe, M. E. (2013). "'Under God": An Epideictic Weapon in the Fight against Communism.' In M. Ballif (Ed.), *Re/Framing National Identity* (pp. 28–40). Waveland.
- Wei, Yong-Kang. (2021). 'Ethos in Early Chinese Rhetoric: The Case of "Heaven".' *Humanities*. 10(7): 1–21.
- Gu, Kansheng and Yu, Degang (2014). 'Duke of Zhou's Mandate of Heaven Idea and Its Impact on Later Philosophers of Various Schools' ". *Journal of Sichuan University (Social Science Edition)* (). 190: 43–50.
- Li, Danjie (2013). 'Inheritance or Revolution: The Establishment of Tang Dynasty and Its Historical Narrative' – —. *Journal of Chinese Literature and History* . 111: 123–156.
- Li, Jianqun, Liu, Xiaoyong and Wei Jingyu (2013). 'Humanitarianism and Utilitarianism: The Differences and Similarities in War Theory between Confucianism and the Bing School' . *Theory Journal* . 236: 89–92.
- Liu, Zheng (2013). 'The Influence of Nurhaci's *Tianming* Thought on Post-Jin Society' . *Academic Exchange* . (October): 371.
- Luo, Xinhui . (2020). 'The Evolution of the Concept of Destiny in the Spring and Autumn Period' . *Social Sciences in China* . 12: 99–118.
- Mo, Fasong . (2011). 'On *Tianxia*: Centering on the Social Meaning of *Tianxia*' ——. *Jiangnan Luntan* . 6: 114–124.
- Tang, Mingliang . (2020). 'On *Di* and the *Tianming* Perspective of Zhou People It Reflects' ". *Journal of Beijing Normal University (Social Sciences)* . 282: 143–150.
- Wang, Guowei . (1959). *(A Treatise on the Institutions of Yin and Zhou)*. (Guantang Jinlin). Taipei: .
- Wang, Licheng . (2002). 'The *Tianming* Theory of Hong Xiuquan and the Power Structure of the Heavenly Kingdom' . *Fudan Journal (Social Sciences Edition)* (). 1: 60–64.
- Yang, Nianqun . (2020). 'How the *Tianming* Is Transferred: The Reinterpretation of "Great Unification" in Qing Dynasty' ". *Journal of Tsinghua University (Philosophy and Social Sciences)* . 35(6): 21–46.
- Yang, Yongkang . (2015). 'Zhu Yuanzhang's Theory in the Replacement of Yuan Dynasty by Ming and His Belief in Manifest Destiny' . *Nankai Journal (Philosophy, Literature and Social Science Edition)* (). 5: 70–79.
- Zeng, Xueling . (2013). 'The Initial Exploration of the Justice War Theory of Xunzi: Including Its Difference from Mencius' Same Theory and Reasons for Difference' ——. *Morality and Civilization* . 2: 68–71.
- Zhang, Fang . (2021). 'From the Mysterious Universe to the Moral Universe: The Ethical Turn of *Tianming* in Ancient China' ". *Jin Gu Wen Chuang* . 37: 72–73, 85.

Gods of the Thresholds Liminality and the Origins of Rhetorical Theory in Ancient Global Myth

- Ames, R., & Hall, D. (2010). *Dao de jing: A Philosophical Translation*. Ballantine Books.
- Averbeck, R. E. (2003). 'Myth, Ritual, and Order in "Enki and the World Order"'. *Journal of the American Oriental Society*, 123(4), 757–771.

- Butler, E. P. (2013). Opening the Way of Writing: Semiotic Metaphysics in the Book of Thoth. In *Practicing Gnosis: Ritual, Magic, Theurgy and Liturgy in Nag Hammadi, Manichaean and Other Ancient Literature. Essays in Honor of Birger A. Pearson*. April D. DeConick, Gregory Shaw, John D. Turner, editors. Brill, 215–247, 233.
- Carruthers, M. (2000). *The Craft of Thought: Meditation, Rhetoric, and the Making of Images*, 400–1200 (Vol. 34). Cambridge University Press.
- Ceccarelli, P. (2013). *Ancient Greek Letter Writing: A Cultural History (600 BC–150 BC)*. Oxford University Press.
- Cicero. (1949). *De Inventione*. With an English translation by HM Hubbell. Harvard University Press.
- Doty, W. G. (2000). *Mythography: The Study of Myths and Rituals*. University of Alabama Press.
- Douglas, M. (1999). *Leviticus as Literature*. Oxford University Press.
- Enos, R. L. (2011). *Greek Rhetoric before Aristotle*. Parlor Press LLC.
- Fowler, Robert L. (2011). Mythos and Logos. *The Journal of Hellenic Studies*, 131, 45–66.
- Garrett, Mary. (1991). Asian Challenge. In *Contemporary Perspectives on Rhetoric*. Sonja Foss, Karen Foss, and Robert Trapp, editors. Waveland, 1991, 295–306.
- Graham, A. C. (1989) *Disputers of the Tao: Philosophical Argument in Ancient China*. Open Court.
- Havelock, E. A. (1986). *The Muse Learns to Write: Reflections on Orality and Literacy from Antiquity to the Present*. Yale University Press.
- Jasnow, R. (2011). "Caught in the Web of Words" – Remarks on the Imagery of Writing and Hieroglyphs in the Book of Thoth. *Journal of the American Research Center in Egypt*, 297–317.
- Jasnow, R., & Zauzich, K. (2005) *The Ancient Egyptian Book of Thoth: A Demotic Discourse on Knowledge and Pendant to the Classical Hermetica, Volume 1*. Otto Harrassowitz Verlag,
- Johnstone, C. L. (2012). *Listening to the Logos: Speech and the Coming of Wisdom in Ancient Greece*. University of South Carolina Press.
- Kennedy, George. (1998). *Comparative Rhetoric: An Historical and Cross-Cultural Introduction*. Oxford: Oxford University Press.
- Lévi-Strauss, C. (2013). *Myth and Meaning*. Routledge.
- Lipson, Carol S. (2004). Ancient Egyptian Rhetoric: It All Comes Down to Maat. *Rhetoric Before and Beyond the Greeks*, 79–97. At 80.
- Meador, Betty De Shong. (2011). Nisaba of Eresh: Goddess of Grain, Goddess of Writing. In *Goddesses in World Culture, Volume 2*. Patricia A. Monaghan, editor. Praeger, 3–17.
- Nagel, G. (1942). Le dieu Thot d'après les textes égyptiens. *Eranos Jahrbuch*, 9, 109–140.
- O'Neill, T. (2013). Xu Shen's Scholarly Agenda: A New Interpretation of the Postface of the Shuowen jiezi. *Journal of American Oriental Society*, 133(3), 413–440.
- Ong, W. J. (1982). *Orality and Literacy: The Technologizing of the Word*. London: Methuen.
- Plato. *Plato: Phaedrus*. Reginald Hackforth, Ed. No. 119. Cambridge University Press, 1972.
- Ramsey, S. (2021a). From Sunlight to Shadow and Back Again: Enmerkar and the Lord of Aratta and the Function of Analogical Reasoning in Mesopotamian Rhetoric. *Rhetoric Society Quarterly*, 51(1), 42–54.
- Ramsey, S. (2021b). *Mythic Progenitors in Chinese and Sumerian Rhetorical Culture: A Short Primer*. Rhetoric Review.
- Reisman, D. (1976). A 'Royal' Hymn of Isbi-Erra to the Goddess Nisaba. In *Kramer Anniversary Volume*. Barry L Eichler, editor. Verlag Butzon and Berckler.
- Schiappa, E. (1999). *The Beginnings of Rhetorical Theory in Classical Greece*. Yale University Press.
- Stadler, M. A. (2012). Thoth. *UCLA Encyclopedia of Egyptology*, 1(1).
- Turner, V. G. (2018). *Dramas, Fields, and Metaphors: Symbolic Action in Human Society*. Cornell University Press.
- Turner, V., Abrahams, R. D., & Harris, A. (1986). *The Ritual Process: Structure and Anti-Structure*. Routledge.
- Van Gennep, A. (2019). *The Rites of Passage*. University of Chicago Press.
- Vanstiphout, H. H. L. (2004). *Epics of Sumerian Kings: The Matter of Aratta (Vol. 20)*. Brill.
- Volkov, A. (1992). Analogical Reasoning in Ancient China: Some Examples. *Extrême-Orient Extrême-Occident*, 15–48.
- Walker, J. (2000). *Rhetoric and Poetics in Antiquity*. Oxford University Press.
- Wee, J. Z. (Ed.). (2017). *The Comparable Body-Analogy and Metaphor in Ancient Mesopotamian, Egyptian, and Greco-Roman Medicine*. Brill.
- Westerfield, Jennifer Taylor. (2019). *Egyptian Hieroglyphs in the Late Antique Imagination*. University of Pennsylvania Press.
- Zhang, J., Tang, W., Shi, C., Liu, Z., & Wang, X. (2008). Chinese Calligraphy and Tourism: From Cultural Heritage to Landscape Symbol and Media of the Tourism Industry. *Current Issues in Tourism*, 11(6), 529–548.

Rhetoric and Silence in Corporate America

Ending the Patent War between Google and Microsoft

- Ahl, F. (2010) 'Quintilian and Lucan', in *Lucan's Bellum civile: Between Epic Tradition and Aesthetic Innovation*, Berlin, New York, De Gruyter, pp. 1–16.
- Aristotle (2007) *Aristotle: On Rhetoric: A Theory of Civic Discourse* (trans. G. Kennedy), 2nd ed., New York, Oxford University Press.
- Black, E. (1988) 'Secrecy and Disclosure as Rhetorical Forms', *Quarterly Journal of Speech*, vol. 74, no. 2, pp. 133–150.
- Brown, M. T. (2009) 'LGBT Aging and Rhetorical Silence', *Sexuality Research and Social Policy Journal of NSRC*, vol. 6, no. 4, pp. 65–78 [Online]. DOI: 10.1525/srsp.2009.6.4.65.
- Burgess, J. (2012) 'The iPhone Moment, the Apple Brand, and the Creative Consumer: From "Hackability and Usability" to Cultural Generation', in Hjorth, L., Burgess, Jean, and Richardson, I. (eds.), *Studying Mobile Media Cultural Technologies, Mobile Communication, and the iPhone*, Routledge Research in Cultural and Media Studies, New York, Routledge, pp. 28–42.
- Fleckenstain, K. S. (2011) 'Out of "Wonderful Silence" Comes "Sweet Words": The Rhetorical Authority of St. Catherine of Siena', in *Silence and Listening as Rhetorical Arts*, Carbondale, Southern Illinois University Press, pp. 37–74.
- Foss, S. K. (2018). *Rhetorical Criticism: Exploration and Practice*, 5th ed. Waveland.
- Fox, M. V. (1983) 'Ancient Egyptian Rhetoric', *Rhetorica*, JSTOR, vol. 1, no. 1, pp. 9–22.
- Glenn, C. (2004) *Unspoken: A Rhetoric of Silence*, Carbondale, Southern Illinois University Press.
- Haviland, V. S. (2008) "'Things Get Glossed Over": Rearticulating the Silencing Power of Whiteness in Education', *Journal of Teacher Education*, vol. 59, no. 1, pp. 40–54 [Online]. DOI: 10.1177/0022487107310751.
- Hofstadter, R. (1964) 'The Paranoid Style in American Politics', *Harper's Magazine*, November, pp. 77–86.
- Huckin, T. (2002) 'Textual Silence and the Discourse of Homelessness', *Discourse & Society*, vol. 13, no. 3, pp. 347–372 [Online]. DOI: 10.1177/0957926502013003054.
- Huckin, T. (2019) 'Propaganda by Omission: The Case of the Topical Silence', in Murray, A. J. and Durrheim, K. (eds.), *Qualitative Studies of Silence: The Unsaid as Social Action*, New York, Cambridge University Press.
- Johannesen, R. L. (1974) 'The Functions of Silence: A Plea for Communication Research', *Western Speech*, vol. 38, no. 1, pp. 25–35 [Online]. DOI: 10.1080/10570317409373806.
- Lee, D. (2015) 'Google and Microsoft in Lawsuit Truce', *BBC News*, London, October 1 [Online]. Available at www.bbc.com/news/technology-34409077 (accessed April 16, 2019).
- Levy, S. (2011) *In the Plex*, New York, Simon & Schuster.
- Mack, K. (2011) 'Hearing Women's Silence in Transitional South Africa: Achmat Dangor's *Bitter Fruit*', in *Silence and Listening as Rhetorical Arts*, Carbondale, Southern Illinois University Press, pp. 195–213.
- Mazzeo, J. A. (1962) 'St. Augustine's Rhetoric of Silence', *Journal of the History of Ideas*, vol. 23, no. 2, pp. 175–196 [Online]. DOI: 10.2307/2708154.
- Meulen van der, R. and Rivera, J. (2016) *Gartner Says Worldwide Mobile Phone Sales Declined 1.7 Percent in 2012* [Online]. Available at <http://archive.fo/Kpvst> (accessed January 25, 2022).
- Motorola Mobility (2011) 'Preliminary Special Proxy Statement', Motorola Mobility [Online]. Available at www.sec.gov/Archives/edgar/data/1495569/000119312511246952/d224940dprem14a.htm (accessed September 17, 2012).
- Mueller, F. (2011) 'Microsoft vs. Motorola: The Patent Battlefield as of 11 Dec 11', Scribd [Online]. Available at www.scribd.com/doc/75443115/MicrosoftVsMotorola-11-12-11 (accessed December 27, 2012).
- Ong, W. J. (1982) *Orality and Literacy: The Technologizing of the Word*, London; New York, Methuen.
- Page, L. (2011) 'Supercharging Android: Google to Acquire Motorola Mobility', *Google: Official Blog* [Online]. Available at <http://googleblog.blogspot.com/2011/08/supercharging-android-google-to-acquire.html> (accessed August 27, 2012).
- Page, L. (2014) 'Lenovo to Acquire Motorola Mobility', *Official Google Blog, Corporate Blog* [Online]. Available at <http://googleblog.blogspot.com/2014/01/lenovo-to-acquire-motorola-mobility.html> (accessed May 7, 2014).
- Plato (2003) *Plato's Phaedrus* (trans. S. Scully), Newburyport, MA, Focus Pub./R. Pullins Co.
- Scott, R. L. (1972) 'Rhetoric and Silence', *Western Speech*, vol. 36, no. 3, pp. 146–158 [Online]. DOI: 10.1080/10570317209373743.
- Seigel, J. E. (1968) *Rhetoric and Philosophy in Renaissance Humanism: The Union of Eloquence and Wisdom*, Petrarch to Valla [Online]. Available at <https://ebookcentral.proquest.com/lib/cwu/reader.action?docID=4071129>.
- Shapiro, C. (2001) 'Navigating the Patent Thicket: Cross Licenses, Patent Pools, and Standard Setting', in *Innovation Policy and the Economy*, vol. 1, Cambridge, MA, MIT Press, pp. 119–150 [Online]. Available at

- www.nber.org.ezp2.lib.umn.edu/chapters/c10778.pdf (accessed November 12, 2012).
- Smith, B. and Gutierrez, H. (2011) 'Our Licensing Deal with Samsung: How IP Drives Innovation and Collaboration', *Microsoft on the Issues: News and Perspectives on Legal, Public Policy and Citizenship Topics* [Online]. Available at http://blogs.technet.com/b/microsoft_on_the_issues/archive/2011/09/28/our-licensing-deal-with-samsung-how-ip-drives-innovation-and-collaboration.aspx (accessed December 4, 2012).
- Towles, A. (2016) *A Gentleman in Moscow*, New York, Viking.
- Warren, T. (2013) *Xbox Video App Finally Arrives on Windows Phone* [Online]. Available at www.theverge.com/2013/12/18/5223842/xbox-video-windows-phone-app-download (accessed January 24, 2022).
- Watson, S. (2011) 'Trying Silence: The Case of Denmark Vesey and the History of African American Rhetoric', in *Silence and Listening as Rhetorical Arts*, Carbondale, Southern Illinois University Press, pp. 75–93.
- Welsh, J. (2016a) 'The Rhetoric of Reasonable and NonDiscriminatory: Conflicting Visions of Innovation in the Smart Phone Patent Wars', *Journal of Contemporary Rhetoric*, vol. 6, no. 3/4, pp. 112–126.
- Welsh, J. (2016b) 'Patent Wars and Ecosystems: Metaphor and "Black Boxes"', *Rhetoric Review*, vol. 35, no. 4, pp. 348–360 [Online]. DOI: 10.1080/07350198.2016.1215003.
- Zembylas, M. and Michaelides, P. (2004) 'The Sound of Silence in Pedagogy', *Educational Theory*, vol. 54, no. 2, pp. 193–210 [Online]. DOI: 10.1111/j.1741-5446.2004.00014.x.

From the Learning of Classical Rhetoric to the Learning of Communication

- Abbott, D. P. (1989) 'The Influence of Blair's Lectures in Spain', *Rhetorica: A Journal of the History of Rhetoric* 7(3), 275–289.
- Agnew, L. (1998) 'The Civic Function of Taste: A Re-Assessment of Hugh Blair's Rhetorical Theory', *Rhetoric Society Quarterly* 28(2), 25–36.
- Albaladejo, T. (1991) *Retórica*, Madrid: Síntesis.
- Albaladejo, T. (2013) 'Retórica cultural, lenguaje retórico y lenguaje literario', *Tonos digital: Revista de estudios filológicos* 25, 1–21.
- Aradra Sánchez, R. M. (1997) *De la Retórica a la Teoría de la Literatura (siglos XVIII y XIX)*, Murcia: Universidad de Murcia.
- Artaza, E. (1989) *El 'ars narrandi' en el siglo XVI español. Teoría y práctica*, Bilbao: Universidad de Deusto.
- Austin, J. L. (1962) *How to Do Things with Words*, Oxford: Clarendon Press.
- Ávila de Azevedo, R. (1972) *Tradição educativa e renovação pedagógica (Subsídios para a História da Pedagogia em Portugal – Século XIX)*, Porto: Oficinas Gráficas Reunidos.
- Backlund, P. M. and Morreale, S. P. (2015) 'Communication Competence: Historical Synopsis, Definitions, Applications, and Looking to the Future', in A. F. Hannawa and B. H. Spitzberg (eds.), *Communication Competence*, Berlin: De Gruyter, 11–38.
- Bonner, S. (2012) *Education in Ancient Rome. From the Elder Cato to the Younger Pliny (first published in 1977)*, London/New York: Routledge.
- Buescu, H. C., Maia, L. C., Silva, M. G. and Rocha, M. R. (2014) *Programa e Metas Curriculares de Português. Ensino Secundário*, Lisboa: Ministério da Educação e Ciência.
- Canale, M. and Swain, M. (1980) 'Theoretical Bases of Communicative Approaches to Second Language Teaching and Testing', *Applied Linguistics* 1, 1–47.
- Castells, M. (1996) *The Information Age: Economy, Society and Culture. Volume I: The Rise of the Network Society*, Cambridge, MA: Blackwell Publishers Inc.
- Chico-Rico, F. (2020) 'Desarrollos actuales de los estudios retóricos en España: la Retórica desde la Teoría de la Literatura', *Rétor* 2, 133–164.
- Clark, D. L. (1957) *Rhetoric in Greco-Roman Education*, Morningside Heights, NY: Columbia University Press.
- Conley, E. T. (1994) *Rhetoric in the European Tradition*, Chicago: University of Chicago Press.
- D'Andrade, J. E. (1847) *Primeiros elementos de Literatura Classica, Oratoria, e Poetica para uso das lições de cór dos estudantes da quinta cadeira do Lyceo Nacional da cidade D'Angra do Heroismo, Angra do Heroismo: Typographia Do Angrense*.
- De Miguel, R. (1875) *Curso elemental teórico-práctico de retórica y poética: acomodado a la índole de los estudios de la segunda enseñanza, conforme al programa oficial*, 4th ed., Madrid: Agustín Jubera.
- De Puelles Benítez, M. (1998) *Textos sobre la Educación en España (Siglo XIX)*, Madrid: Universidad Nacional de Educación a Distancia (UNED).

- D'Oliveira Martins, G. (coord.) (2017) *Perfil dos Alunos à Saída da Escolaridade Obrigatória*, Lisboa: Ministério da Educação/Direção-Geral da Educação (DGE).
- García Berrio, A. (1984) 'Retórica como ciencia de la expresividad: presupuestos para una retórica general', *ELUA: Estudios de Lingüística*. Universidad de Alicante 2, 7–59.
- García Jurado, F. (2005) 'La Literatura como historia. Entre el pensamiento ilustrado y la reacción romántica', in F. García Jurado (coord.), *La historia de la literatura grecolatina en el siglo XIX español: espacio social y literario*, Málaga: Universidad de Málaga, 47–65.
- Gonçalves Herédia, L. C. (2008) 'A Retórica do Jornalismo', *Rhêtorikê: revista digital de retórica* 1, 1–15.
- Groupe μ (1970) *Rhétorique générale*, Paris: Larousse.
- Gutiérrez, S., Luna, R., Pérez, D. and Serrano, J. (2021) *4 ESO*. Lengua y Literatura, Madrid: Grupo Anaya.
- Gutiérrez Sanz, V. (2022) 'El terrorismo en el discurso público: ¿la construcción retórica de un «mal natural»?', in D. Pujante and J. A. Alonso Prieto (eds.), *Una retórica constructivista. Creación y análisis del discurso social*, Castellón de la Plana: Universitat Jaume I, 73–82.
- Halliday, M. (1985) *An Introduction to Functional Grammar*, London: Edward Arnold.
- Halliday, M., McIntosh, A. and Stevens, P. (1964) *The Linguistic Sciences and Language Teaching*, London: Longman.
- Howell, W. (1971) *Eighteenth-Century British Logic and Rhetoric*, Princeton: Princeton University Press.
- Huang, Y. (2007) *Pragmatics*, Oxford: Oxford University Press.
- Hymes, D. H. (1972) 'On Communicative Competence', in J. B. Pride and J. Holmes (eds.), *Sociolinguistics. Selected Readings*, Harmondsworth: Penguin, 269–293.
- Kennedy, G. A. (1999) *Classical Rhetoric and Its Christian and Secular Tradition from Ancient to Modern Times*, 2nd edn, Chapel Hill/London: University of North Carolina Press.
- Leite Ribeiro, A. (1819) *Theoria do discurso Applicada á Lingoa Portuguesa; em que se mostra a estreita relação, e mutua dependencia das quatro Sciencias intellectuaes, a saber: Ideologia, Grammatica, Logica, e Rhetorica*, Lisboa: Imprensa Regia.
- López Eire, A. (1995) *Actualidad de la retórica*, Salamanca: Hespérides.
- López Eire, A. (2007) 'Política y ética de la Retórica', *Nova tellus* 25(1), 41–91.
- López Eire, A. and De Santiago Guervós, J. (2000) *Retórica y Comunicación política*, Madrid: Cátedra.
- López Grigera, M. L. (1994) *La retórica en la España del Siglo de Oro: teoría y práctica*, Salamanca: Universidad de Salamanca.
- López-Muñoz, M. and Salazar García, V. (1998) 'Antecedentes de las máximas conversacionales en la retórica antigua', in F. Delgado León, F. Osuna García and M. L. Calero Vaquera (coords.), *Estudios de lingüística general: actas del II Simposio de Historiografía Lingüística (Córdoba, 18-20 de marzo de 1997)*, Córdoba: Universidad de Córdoba, 315–326.
- López-Muñoz, M. and Terol Plá, G. (2021) 'Retórica y poética (tradición de la)', in F. García Jurado (dir.), *Diccionario Hispánico de la Tradición y Recepción clásica. Conceptos, personas y métodos*, Madrid: Guillermo Escolar Editor, 657–666.
- Love, R. (2006) 'The Relevance of Nineteenth-Century Rhetoric: The Decline and Revival of Civic Rhetoric', *South Atlantic Review* 71(4), 26–44.
- Luján Atienza, A. L. (1999) *Retóricas españolas del siglo XVI: el foco de Valencia*, Madrid: Consejo Superior de Investigaciones Científicas.
- Marques, J. F. (1989) *A parenética portuguesa e a Restauração, 1640–1668: a revolta e a mentalidade* (2 vols.), Lisboa: Instituto Nacional de Investigação Científica.
- Miller, T. (1993) 'The Rhetoric of Belles Lettres: The Political Context of the Eighteenth-Century Transition from Classical to Modern Cultural Studies', *Rhetoric Society Quarterly* 23(2), 1–19.
- Ministério de Educação (1991) *Português. Organização curricular e programas. Ensino secundário*, Lisboa: Ministério de Educação; Direção Geral dos Ensinos Básico e Secundário.
- Ministério da Educação e Ciência (2018) 'Decreto-Lei n.º 55/2018 de 6 de julho', *Diário da República*, I Série, N.º 129, 6 de julho de 2018, 2928–2943.
- Ministério da Educação Nacional (1936) 'Decreto n.º 27:058 de 14 de outubro de 1936', *Diário do Governo*, I Série, N.º 241, 14 de outubro de 1936, 1243–1283.
- Ministerio de Educación y Ciencia (1991) 'Real Decreto 1007/1991, de 14 de junio, por el que se establecen las enseñanzas mínimas correspondientes a la Educación Secundaria Obligatoria', *Boletín Oficial del Estado* núm. 152, de 26 de junio de 1991, 21193–21195.
- Ministerio de Educación y Formación Profesional (2020) 'Ley Orgánica 3/2020, de 29 de diciembre, por la que se modifica la Ley Orgánica 2/2006, de 3 de mayo, de Educación', *Boletín Oficial del Estado* núm. 340, de 30 de diciembre de 2020, 122868–122953.
- Ministerio de Educación y Formación Profesional (2022) 'Real Decreto 217/2022, de 29 de marzo, por el que se establece la ordenación y las enseñanzas mínimas de la Educación Secundaria Obligatoria', *Boletín Oficial del Estado* núm. 76, de 30 de marzo de 2022, 41571–41789.

- Ministerio de Educación Nacional (1939) 'Orden de 14 de abril de 1939 aprobando los Cuestionarios de Enseñanza Media', Boletín Oficial del Estado de 8 de mayo de 1939, suplemento del Núm. 128, 1–36.
- Munárriz, J. L. (1815) *Compendio de las lecciones sobre la Retórica y Bellas Letras de Hugo Blair*, Madrid: Imprenta de Ibarra.
- Pereira, M. J. and Delindro, F. B. (2016) *Palavras 11º Ano*, Lisboa: Areal Editora.
- Perelman, C. and Olbrechts-Tyteca, L. (1958) *Traité de l'argumentation: La nouvelle rhétorique*, Paris: Presses Universitaires de France.
- Pinto de Castro, A. (1973) *Retórica e teorização literária em Portugal. Do Humanismo ao Neoclassicismo*, Coimbra: Centro de Estudos Românicos.
- Pozuelo Yvancos, J. M. (1988) *Del formalismo a la neoretórica*, Madrid: Taurus.
- Pujante, D. (2022) 'La retórica constructivista. Perspectivas teóricas e históricas', in D. Pujante and J. A. Alonso Prieto (eds.), *Una retórica constructivista. Creación y análisis del discurso social*, Castellón de la Plana: Universitat Jaume I, 19–59.
- Reina, A. (ed.) (2021) *Lengua castellana y Literatura. 4º E.S.O.*, Barcelona: Editorial Casals.
- Schlieben-Lange, B. (1975) *Pragmática Lingüística*, trans. E. Bombín, Madrid: Gredos (original work published in 1975).
- Searle, J. R. (1969) *Speech Acts. An Essay in the Philosophy of Language*, Cambridge: Cambridge University Press.
- Terol Plá, G. (2020a) 'La herencia clásica en la enseñanza de la retórica en el siglo XIX: El caso de Portugal y España', *eClassica* 6: 193–207.
- Terol Plá, G. (2020b) 'Decorum retórico y teoría pragmática', *Minerva. Revista de Filología Clásica* 33, 233–249.
- Vieira Mendes, M. (1989) *A oratória barroca de Vieira*, Lisboa: Caminho.
- Vilas-Boas, A. and Vieira, M. (2016) *Entre palavras. 11 Português*, Lisboa: Asa.

Evolution of Arabic Rhetoric From Classical Balāgha to Modern Concepts of Persuasion

- Abbas, A. (2002) *Arabic Poetic Terminology*. Poznań: Wydawnictwo Naukowe UAM.
- Abdul Latif, E. (2011) 'Interdiscursivity between Political and Religious Discourses in a Speech by Sadat', *Journal of Language and Politics* 10 (1): 50–67.
- 'Abd al-Latīf, 'I. (2021) *Al-Balāgha al-'arabiyya al-jadīda: masārāt wa muqārabāt* (Modern Arabic rhetoric: distances and proximities). 'Ammān: Dār kunūz al-ma'rifa.
- 'Abd al-Latīf, 'I. (2013) *Al-Balāghat al-ḥurriyya, ma'ārik al-khiṭāb as-siyāsī fī zamān al-thawra* (Rhetoric of freedom, political disputes during the revolution time). Lubnān: Dār al-tanwīr.
- 'Abd al-Latīf, 'I. and Labīb, M. (2016) *Mawsū'at al-balāgha* (Encyclopedia of rhetoric). Al-Qāhira: Al-Markaz al-qawmī li-al-tarjama.
- 'Abd al-Latīf, 'I. (2010) 'Madhkhal balāghī li-tahlīl al-khuṭab as-siyāsī' (Rhetorical introduction to analysis of political discourse), *Alif* 30: 146–175.
- Abū Zayd, N. Ḥ. (2006) *Reformation of Islamic Thought: A Critical Historical Analysis*, Amsterdam: Amsterdam University Press.
- 'Āṣī, M. (1981) *Mafāhīm al-jamāliyya wa al-naqd fī adab al-Jāhīz*, (Perception of embellishments and critics in al-Jāhīz's works). Bayrūt: Muassasat Nawfal.
- Badawī, A. (1979) *Usūs an-naqd al-adabī 'ind al-'arab* (Principles of literary critic within Arabs). Al-Qāhira: 'Ālim al-kutub.
- Balmalīh, I. (1984) *Al-Ruya al-bayāniyya 'ind al-Jāhīz* (Al-Jāhīz's expression perspective). Al-Dār al-Bayḍā': Dār al-Thaqāfa.
- Carlucci, A. (2013) *Gramsci and Languages: Unification, Diversity, Hegemony*. Leiden/Boston: Brill.
- Fenves, P. D. (2001) *Arresting Language: From Leibniz to Benjamin*. Stanford: Stanford University Press.
- Feteris, E. T. (2017) 'Perelman's New Rhetoric', in E. T. Feteris, *Fundamentals of Legal Argumentation*. Dordrecht: Springer.
- Halldén, Ph. (2005) 'What Is Arab Islamic Rhetoric? Rethinking the History of Muslim Oratory Art and Homiletics', *International Journal of Middle East Studies* 37 (1): 19–38.
- Heemskerck, M. T. (2000) *Suffering in the Mu'tazilite Theology: 'Abd Al-Jabbār's Teaching on Pain and Divine Justice*. Leiden: Brill.
- El-Hibri, T. (2021) *The Abbasid Caliphate: A History*. Cambridge: Cambridge University Press.
- Al-Hshim A. (2012) *Jawāhir al-balāgha*, (Treasures of rhetoric). Bayrūt: Dār al-Kutub al-'Ilmiyya.

- Ibn Imbīrīk, A. M. (1985) *Šurat bakhīl al-Jāhīz al-fanniyya min khilāl khaṣāiṣ al-uslūb fī kitāb Al-Bukhalā* (Artistic image of a miser in the frame of stylistic principles in Al-Jāhīz's Book of misers). Tūnis: Al-Dār al-Tūnisiyya li-al-Nashr.
- Ibrahim, I. A. (1979) 'Salama Musa: An Essay on Cultural Alienation', *Middle Eastern Studies* 15 (3): 346–357.
- Al-Jārim, 'A. and Amīn, M. (1979) *Al-Balāgha al-wāḍiḥa* (Clear rhetoric). Bayrūt: Dār al-Ma'ārif.
- Al-Khūlī, A. (1996) *Fann al-qawl* (Art of the speech). Al-Qāhira: Dār al-kutub.
- Klifman, H. (1992) 'Dutch Language Study and the Trivium: Motives and Elaborations', in J. Noordegraaf, K. Versteegh, and E. F. K. Koerner (eds.), *The History of Linguistics in the Low Countries*. Amsterdam/Philadelphia: John Benjamins Publishing.
- Mason, J. (2019) *Intertextuality in Practice*. Amsterdam: John Benjamins Publishing.
- Matwally, M. (2020) 'Bayna irdāf khulfi wa al-tibāq' (Between oxymoron and antonym), *Ḥamāsa*, 8 July 2020, www.hamassa.com/ (accessed 13 April 2022).
- Mūsa, S. (1961) *The Education of Salāma Mūsa*. Amsterdam: Brill.
- Mūsa, S. (2012) *Al-Balāgha al-'aṣriyya wa al-lughā al-'arabiyya* (Modern rhetoric and Arabic language). Al-Qāhira: Hindāwī.
- Al-Muṭṭalib, M. (1994) *Al-Balāgha wa al-uslūbiyya* (Rhetoric and stylistics). Lubnān: Maktabat Lubnān nāshirūn.
- Nasr, A. Z. (2003) 'The Dilemma of the Literary Approach to the Qur'an', *Alif: Journal of Comparative Poetics* 23: 8–47.
- Nuwaywāt M. (2013) *Al-Balāgha al-'arabiyya fī ḍaw' al-balāghāt al-mu'āṣira* (Arabic rhetoric in the frame of modern rhetoric). Al-Jazāir: Dār Hūma.
- Obeidat, A. Z. (2017) 'The Semantic Field of Love in Classical Arabic: Understanding the Subconscious Meaning Preserved in the *Ḥubb* Synonyms and Antonyms through Their Etymologies', in A. Korangy, H. Al-Samman, and M. Beard (eds.), *The Beloved in Middle Eastern Literatures: The Culture of Love and Languishing*. London: I.B.Tauris.
- Al-Osaimi, M. (2000) *The Politics of Persuasion. The Islamic Oratory of King Ibn Abdul Aziz*. Riyadh: King Faisal Center for Research and Islamic Studies.
- Qutbuddin, T. (2008) 'Khutba. The Evolution of Early Arabic Oration', in B. Gruendler and M. Cooperson (eds.), *Classical Arabic Humanities in Their Own Terms: Festschrift for Wolfhart Heinrichs on His 65th Birthday*. Leiden: Brill.
- Raof, H. (2006) *Arabic Rhetoric, A Pragmatic Analysis*. New York: Taylor & Francis.
- Al-Ṣa'īdī, 'Abd al-Muta'āl (2009) *Bughyat al-īdāḥ li-talkhiṣ al-miftāḥ* (Goal of the clarity in the summary of al-miftāḥ). Al-Qāhira: Maktabat al-Adāb.
- Salām, M. Z. (1982) *Tārīkh al-naqd al-adabī wa al-balāgha* (History of the literary critic and rhetoric). Al-Iskandariyya: Manshaat al-Ma'ārif.
- Salhi, Z. S., and Alqarni, H. M. (2016) 'New Images in Old Frames: Ibn Harma (d. ca. 176/792) between Classical Poetry and Abbasid Modernity', *Journal of Abbasid Studies* 3 (1): 56–89.
- Sallūm, D. (1986) *Al-Naqd al-manhajī 'ind al-Jāhīz* (Al-Jāhīz's methodological critic). Bayrūt: Maktabat al-Nahḍa al-'Arabiyya.
- Al-Shadhr, T. S. (1998) *Alfāz al-ḥadāra al-'abbāsiyya fī muallafāt al-Jāhīz* (Words from Abbasid civilization in Al-Jāhīz's works). Al-Qāhira: Dār Qabā li-al-Ṭab' wa al-Nashr wa al-Tawzī'.
- Sheyhatovitch, B. and Kasher, A. (eds.) (2020) *From Sibawayhi to 'Ahmad Hasan al-Zayyat: New Angles on the Arabic Linguistic Tradition*. Leiden: Brill.
- Siwec, P. (2008) *Zarys poetyki klasycznego wiersza arabskiego*. Kraków: Księgarnia Akademicka.
- Sloane T. O. (2001) *Encyclopedia of Rhetoric*. Oxford: Oxford University Press.
- Styszyński, M. (2008) *Retoryka arabska w twórczości Al-Dzahiza*. Poznań: UAM.
- Styszyński, M. (2009) 'Wpływ klasycznej retoryki arabskiej na współczesne społeczeństwo', *Forum Artis Rhetoricae* 3–4 (18–19): 144–160.
- Suleiman, Y. (2019) *Arabic Language and National Identity: A Study in Ideology*. Edinburgh: Edinburgh University Press.
- al-Talaba, M. (2008) *Al-Hijāḥ fī al-balāgha al-mu'āṣira* (Argumentation in modern rhetoric). Bayrūt: Dār al-kitāb al-jadīd.
- Ullah, K. (2017) *Al-Kashshaf: Al-Zamakhshari's Mu'tazilite Exegesis of the Qur'an*. Berlin/Boston: Walter de Gruyter.
- Vagelpohl, U. (2015) 'The Rhetoric and Poetics in the Islamic World', in A. Alwishah and J. Hayes (eds.), *Aristotle and the Arabic Tradition*. Cambridge: Cambridge University Press.
- Al-Zayyāt, A. Ḥ. (1967) *Difā' al-balāgha*, (Defense of rhetoric). Al-Qāhira: 'Ālim al-kutub.

Rhetorical Devices in Japanese The Case for Onomatopoeia

- Bain, Alexander (1888) *English Composition and Rhetoric*, vol. 2, New York: American Book Company.
- Campbell, George (1963) *The Philosophy of Rhetoric*, Carbondale: Southern Illinois Press.
- Cooper, Michael (ed.) (1981) *They Came to Japan: An Anthology of European Reports on Japan, 1543–1640*, Berkeley, University of California Press.
- Fukuda, Hiroko (2012) *Jazz Up Your Japanese with Onomatopoeias*, New York: Kodansha.
- Genung, John F. (1890) *Practical Elements of Rhetoric*, Boston: Ginn & Company.
- Gomi, Tarō (1989) *An Illustrated Dictionary of Japanese Onomatopoeic Expressions*, Tokyo: The Japan Times.
- Hamano, Shoko (1998) *The Sound-Symbolic System of Japanese*, Stanford: Center for the Study of Language and Information.
- Hill, Adams Sherman (1895) *The Principles of Rhetoric*, New York: American Book Company.
- Martin, Samuel (1975) *A Reference Grammar of Japanese*, New Haven and London: Yale University Press.
- Saussure, Ferdinand de (1974) *Course in General Linguistics*, English translation by Wade Baskin, London: Peter Owen.
- Tomasi, Massimiliano (2004) *Rhetoric in Modern Japan: Western Influences on the Development of Narrative and Oratorical Style*, Honolulu: University of Hawai'i Press.
- Tomasi, Massimiliano (2021) "The Study of Rhetoric in Japan: A Survey of Rhetorical Research from the Late Nineteenth Century to the Present," in K. Loyd (ed.), *The Routledge Handbook of Comparative World Rhetorics*, London and New York: Routledge.
- Twine, Nanette (1991) *Language and the Modern State: The Reform of Written Japanese*, London and New York: Routledge.
- Whatley, Richard (1963) *Elements of Rhetoric*, Carbondale: Southern Illinois Press.
- Fujita, Takashi and Akiho Shin'ichi (1984) *(A Japanese-English Dictionary of Onomatopoeia)*, Tokyo: Kinseidō.
- Futabatei, Shimei (1984) *(The Collected Works of Futabatei Shimei)*, vol. 1, Tokyo: Chikuma shobō.
- Haga, Yaichi (1912) *(Lectures on Composition with Model Examples)*, Tokyo: Fuzanbō.
- Hagiwara, Sakutarō (1966) *(The Collected Works of Japanese Poets)*, vol. 14, Tokyo: Shinchōsha.
- Igarashi, Chikara (1909) *(New Lectures on Composition)*, Tokyo: Waseda daigaku shuppanbu.
- Jugaku, Akiko (1983) *(The Language of the Muromachi Period)*, Tokyo: Seibundō.
- Takehi, Hisao and Tamori, Ikuhiro (1993) *(A Paradise of Onomatopoeia)*, Tokyo: Keisō shobō.
- Kasai, Zenzō (1974) *(The Collected Works of Kasai Zenzō)*, vol. 1, Tokyo: Bunsendō shoten.
- Katō, Totsudō (1905) *(Applied Rhetoric)*, Tokyo: Kokkōsha.
- Kisaka, Motoki (1977) " (Word Usage in the Argumentative *Genbun itchi* Style), (*Papers on Premodern Literature*) 22, 104–115.
- Kobayashi, Hideo (1933) " (A Study of Japanese Phonetic Symbolism) (*Literature*) 1:8.
- Kobayashi, Yoshiharu (1937) " (The Theory of the Meaning of Sounds and Phonetic Symbolism) (*Language and Literature*) 7:3.
- Kojima, Kōsaborō (1972) *(Modern Literature and Onomatopoeia)*, Tokyo: Ōfūsha.
- Mori, Ōgai (1953) *Maihime*, (*The Collected Works of Modern Japanese Literature*), vol. 7, Tokyo: Chikuma shobō.
- Mori, Ōgai (1953) *Gan*, (*The Collected Works of Modern Japanese Literature*), vol. 7, Tokyo: Chikuma shobō.
- Nagatsuka, Takashi (1976) *(The Collected Works of Nagatsuka Takashi)*, vol. 1, Tokyo: San'yōdō.
- Naka, Kansuke (1989) *(The Silver Spoon)*, Tokyo: Iwanami shoten.
- Nakamura, Akira (1977) *(Theory and Classification of Rhetorical Expressions)*, Tokyo: Shūei shuppan.
- Nakamura, Akira (1991) *(The Rhetorical System of the Japanese Language)*, Tokyo: Iwanami shoten.
- Nakazato, Michiko (2017) *(A Study of the Semantic Change of Onomatopoeic Words)*, Tokyo: Bensei shuppan.
- Ōtsubo, Heiji (1982) " (The History of Phonosymbolic Words), in Morita Kenji et al. (eds.), (*Studies of Japanese Language Series*), vol. 4, Tokyo: Meiji shoin.
- Ōtsubo, Heiji (1989) *(A Study of Onomatopoeia)*, Tokyo: Meiji shoin.
- Ozaki, Satoakira (1967) *(The Dawn of the Modern Written Style)*, Tokyo: Ōfūsha.
- Sakuma, Kanae (1943) *(A Theoretical Linguistic Analysis of the Japanese Language)*, Tokyo: Sanshōdō.
- Tsubouchi, Shōyō (1977) " (On the Unity of the Written Style), (*Selected Works of Tsubouchi Shōyō*), Tokyo: Daiichi shobō.
- Tsukahara, Tetsuo (1974) " (Modern Poets and Onomatopoeia) (*Communication*) 273, 4.
- Utsumi, Kōzō (1910) *(Ten Lectures on Composition)*, Tokyo: Bunseisha.

Watanabe, Kichiharu (1926) (Essentials of Modern Rhetoric), Tokyo: Jinbo shoten.
Yamada, Bimyō (1901) (Sample Writings in Genbun itchi), Tokyo: Naigai shuppan kyōkai.
Yamaguchi, Nakami (1972) " (Phonosymbolic Lexicon in Konjaku Monogatari) (Dynasty) 5, 7–44.
Yamamura, Bochō (1989) (The Collected Works of Yamamura Bochō), vol. 1, Tokyo: Chikuma Shobō.

Rhetoric of Russian Civilizational Identity

Akatsuka, N. (1985) 'Conditionals and the Epistemic Scale', *Language* 61(3): 625–639.
Aristotle (1995) 'Rhetoric', in J. Barnes (ed.), R. Roberts (trans.), *The Complete Works of Aristotle II*, Princeton: Princeton University Press, 2152–2169.
Bitzer, L. (1968) 'The Rhetorical Situation', *Philosophy and Rhetoric* 1(1): 1–14.
Crowley, S. (1994) *Ancient Rhetoric for Contemporary Students*, Boston: Allyn & Bacon.
van Eemeren, F. H. (2018). *Argumentation Theory: A Pragma-Dialectical Perspective*, Cham: Springer.
Foucault, M. (1972) *The Archaeology of Knowledge*, New York: Pantheon Books.
Haskins, E. (2007) 'Religion, Cultural Memory, and the Rhetoric of National Identity in Russia', *Forum Artis Rhetoricae* 8(9): 44–58.
Hurley, P. J. (2003) *A Concise Introduction to Logic*, 8th edn, Belmont: Wadsworth.
Ilie, C. (2018) 'Pragmatics vs Rhetoric: Political Discourse at the Pragmatics-Rhetoric Interface', in C. Ilie and N. R. Norrick (dirs.), *Pragmatics and Its Interfaces*, Amsterdam and Philadelphia: John Benjamins Publishing Company, 85–120.
Lanham, R. A. (1991) *A Handlist of Rhetorical Terms: A Guide for Students of English Literature*, Berkeley and Los Angeles: University of California Press.
Naydenova, N. (2016) 'Holy Rus: (Re)construction of Russia's Civilizational Identity', *Slavonica* 21(1–2): 37–48.
Nuyts, J. (2001) *Epistemic Modality, Language, and Conceptualization: A Cognitive Pragmatic Perspective*, Amsterdam: John Benjamins.
Nuyts, J. (2006) 'Modality: Overview and Linguistic Issues', in W. Frawley (ed.), *The Expression of Modality*, Berlin: De Gruyter, 1–26.
Petro, N. (2015) 'Russia's Orthodox Soft Power', *Carnegie Council for Ethics in International Affairs*. Available from: www.carnegiecouncil.org/publications/articles_papers_reports/727 (accessed 26 August 2021).
Putin, V. (2007) Decree 796 dated 21 June 2007. Available from: <https://ruskiymir.ru/en/fund/decreed.php> (accessed 26 August 2021).
Putin, V. (2021) On the Historical Unity of Russians and Ukrainians. Available from: <http://en.kremlin.ru/events/president/news/66181> (accessed 26 August 2021).
Ramsey, S. (2016) 'A Reevaluation of Alcuin's *Disputatio de rhetorica et de virtutibus* as Consular Persuasion: The Context of the Late Eighth Century Revisited', *Advances in the History of Rhetoric* 19(3): 324–343.
Richters, K. (2013) *The Post-Soviet Russian Orthodox Church: Politics, Culture and Greater Russia*, Abingdon and New York: Routledge.
Stoeckl, K. (2020) 'Russian Orthodoxy and Secularism', *Religion and Politics* 1(2): 1–75.
Tishkov, V. (2008) 'The Russian World – Changing Meanings and Strategies', *Carnegie Papers* 95: 3–55.
Toulmin, S. (2003) *The Uses of Argument*, updated edition, Cambridge: Cambridge University Press.
Gorbounova, R. (2009) 'L'enthymème entre la philosophie et le style dans la *Rhétorique* de Mixail Speranskij' (The Enthymeme between Philosophy and Style in Mixail Speranskij's Rhetoric), *Revue des études slaves* 80(4): 443–457.
Kirill (2009) Vystuplenie Svjatejshego Patriarha Kirilla na torzhestvennom otkrytii III Assamblei Russkogo mira (Statement by His Holiness Patriarch Kirill at the inaugural ceremony of the IIIrd Assembly of the Russkiy Mir Foundation). Available from: www.patriarchia.ru/db/text/928446.html (accessed 26 August 2021).
Kirill (2010a) Vystuplenie Svjatejshego Patriarha Kirilla na otkrytii IV Assamblei Russkogo mira (Statement by His Holiness Patriarch Kirill at the inaugural ceremony of the IVth Assembly of the Russkiy Mir Foundation). Available from: www.patriarchia.ru/db/text/1310928.html (accessed 26 August 2021).
Kirill (2010b) Slovo Svjatejshego Patriarha Kirilla za Bozhestvennoj liturgiej v Kievo-Pecherskoj lavre v Den' Kreshhenija Rusi (Homily by His Holiness Patriarch Kirill after the Divine Liturgy at Kievo-Pechersky Monastery on the Day of Baptism of Rus'). Available from: www.patriarchia.ru/db/text/1232510.html (accessed 26 August 2021).

Kirill (2011) Slovo Svjatejshego Patriarha Kirilla posle molebna u pamjatnika Krestitelju Rusi na Vladimirskoj gorke (Homily by His Holiness Patriarch Kirill after the prayer at the monument to the Baptizer of Rus' at Vladimirskaya Gorka). Available from: www.orthedu.ru/news/3352-11.html (accessed 26 August 2021).

Kirill (2013a) Slovo Svjatejshego Patriarha Kirilla na XVII Vsemirnom Russkom Narodnom Sobore (Statement made by His Holiness Patriarch Kirill at the XVIIth World Russian People's Council). Available from: <https://vrns.ru/documents/slovo-svyateyshego-patriarkha-kirilla-na-xvii-vsemirnom-russkom-narodnom-sobore/> (accessed 26 August 2021).

Kirill (2013b) Slovo Svjatejshego Patriarha Kirilla posle Bozhestvennoj liturgii na Minskom Zamchishhe (Homily by His Holiness Patriarch Kirill after the Divine Liturgy at Minskoye Zamchische). Available from: www.patriarchia.ru/db/text/3133929.html (accessed 26 August 2021).

Kirill (2014a) Propoved' Svjatejshego Patriarha Kirilla v den' pamjati svjatogo ravnoapostol'nogo velikogo knjazja Vladimira v Hrame Hrista Spasitelja v Moskve (Homily by His Holiness Patriarch Kirill delivered on the occasion of commemoration of Saint Prince Vladimir in Christ the Saviour Cathedral in Moscow). Available from: www.patriarchia.ru/db/text/3697740.html (accessed 26 August 2021).

Kirill (2014b) Privetstvie Svjatejshego Patriarha Kirilla uchastnikam VIII Assamblei Russkogo mira (Message addressed by His Holiness Patriarch Kirill to the participants of the VIIIth Assembly of the Russkiy Mir Foundation). Available from: www.patriarchia.ru/db/text/3823040.html (accessed 26 August 2021).

Kirill (2015a) Svjatejsnij Patriarh Kirill: "Net nichego bolee dalekogo ot istiny, chem otozhdestvljat' Russkij mir isključitel'no s Rossijskoj Federaciej" (His Holiness Patriarch Kirill: "There is nothing further from the truth than identifying Russkiy Mir exclusively with the Russian Federation"). Available from: www.patriarchia.ru/db/text/4164499.html (accessed 26 August 2021).

Kirill (2015b) 'Segodnja nasha strana nahoditsja na poroge novogo istoričeskogo vybora. Vystuplenie Svjatejshego Patriarha Kirilla na otkrytii III Rozhdestvenskih parlamentskih vstrech' (Today, our country stands on the eve of a new historical choice. Statement made by His Holiness Patriarch Kirill at the opening of the IIIrd Christmas Parliamentary Meetings), Zhurnal Moskovskoj Patriarii 2: 49–57.

Kirill (2015c) Sem' slov o Russkom mire (Seven Speeches about Russkiy Mir), Moscow: World Russian People's Council.

Kirill (2016) 'Knjaz' Vladimir. Civilizacionnyj vybor. Slovo Svjatejshego Patriarha Kirilla na otkrytii mezhnunarodnoj nauchno-praktičeskoj konferencii' (Prince Vladimir. Statement made by His Holiness Patriarch Kirill at the opening of the scientific conference), Zhurnal Moskovskoj Patriarii 1: 39–45.

Kirill (2017) Slovo Svjatejshego Patriarha Kirilla v Den' Kreshhenija Rusi posle Liturgii v Troickom sobore Aleksandro-Nevskoj lavry (Homily by His Holiness Patriarch Kirill after the liturgy at the Trinity Cathedral of St. Alexandre Nevsky Monastery). Available from: www.patriarchia.ru/db/text/4970003.html (accessed 26 August 2021).

Kirill (2018a) Slovo Svjatejshego Patriarha Kirilla na XXII Vsemirnom Russkom Narodnom Sobore (Statement made by His Holiness Patriarch Kirill at the XXIIth World Russian People's Council). Available from: www.patriarchia.ru/db/text/5295249.html (accessed 26 August 2021).

Kirill (2018b) Slovo Svjatejshego Patriarha Kirilla posle molebna u pamjatnika svjatomu ravnoapostol'nomu knjazju Vladimiru v Moskve (Homily by His Holiness Patriarch Kirill after the prayer at the monument to Saint Prince Vladimir in Moscow). Available from: www.patriarchia.ru/db/text/5244437.html (accessed 26 August 2021).

Kirill (2019a) Slovo Svjatejshego Patriarha Kirilla na plenarnom zasedanii XXIII VRNS (Statement made by His Holiness Patriarch Kirill at the XXIIIrd World Russian People's Council). Available from: www.patriarchia.ru/db/text/5515451.html (accessed 26 August 2021).

Kirill (2019b) Slovo Svjatejshego Patriarha Kirilla v den' pamjati svjatitelja Petra Moskovskogo posle Liturgii v Uspenskom sobore Kremlja (Homily by His Holiness Patriarch Kirill on the day of commemoration of St. Peter of Moscow after the liturgy at the Assumption Cathedral of the Kremlin). Available from: www.patriarchia.ru/db/text/5335892.html (accessed 26 August 2021).

Kirill (2019c) Slovo Svjatejshego Patriarha Kirilla posle molebna u pamjatnika svjatomu ravnoapostol'nomu knjazju Vladimiru v Moskve (Homily by His Holiness Patriarch Kirill after the prayer at the monument to Saint Prince Vladimir in Moscow). Available from: www.patriarchia.ru/db/text/5478751.html (accessed 26 August 2021).

Kirill (2019d) Svjatejsnij Patriarh Kirill: Edinstvo Svjatoj Rusi osnovano prezhde vsego na edinstve Russkoj Pravoslavnoj Cerkvi (His Holiness Patriarch Kirill: The unity of Holy Rus' is first of all based on the unity of the Russian Orthodox Church). Available from: www.patriarchia.ru/db/text/5508869.html (accessed 26 August 2021).

Kirill (2021a) Patriarshaja propoved' posle Liturgii v Den' Kreshhenija Rusi (Patriarch's homily after the liturgy on the day of the Baptism of Rus'). Available from: www.patriarchia.ru/db/text/5832500.html (accessed 26 August 2021).

Kirill (2021b) Pozdravlenie Svjatejshego Patriarha Kirilla Prezidentu RF V.V. Putinu s Dnem Kreshhenija Rusi (Message addressed by His Holiness Patriarch Kirill to the President of the Russian Federation V.V. Putin on the day of the Baptism of Rus'). Available from: www.patriarchia.ru/db/text/5831870.html (accessed 26 August 2021).

26 August 2021).

Kirill (2021c) Pozdravlenie Svjatejshego Patriarha Kirilla Prezidentu Ukrainy V.A. Zelenskomu s Dnem Kreshhenija Rusi (Message addressed by His Holiness Patriarch Kirill to the President of Ukraine V.A. Zelensky on the day of the Baptism of Rus'). Available from: www.patriarchia.ru/db/text/5830968.html (accessed 26 August 2021).

Kirill (2021d) Patriarshaja propoved' v den' pamjati ravnoapostol'nyh Mefodija i Kirilla (Patriarch's homily on the day of commemoration of St. Methodius and St. Cyril). Available from: www.patriarchia.ru/db/text/5813130.html (accessed 26 August 2021).

Koryagin, V. (2014) 'Predlog dlja ssory' (A proposition of a quarrel), *Gazeta.ru*. Available from: www.gazeta.ru/science/2014/03/22_a_5958681.shtml (accessed 26 August 2021).

Kuznetsov, S. (2014) *Bol'shoj tolkovyj slovar' russkogo yazyka (Dictionary of the Russian language)*. Available from: <http://gramota.ru> (accessed 26 August 2021).

Lazar (2021) 'Mitropolit Simferopol'skij i Krymskij Lazar': Krym – kolybel' duhovnosti russkogo, ukrainskogo i belorusskogo narodov' (Lazar, the Metropolitan of Simferopol and of the Crimea, says: "The Crimea is the spiritual cradle of Russians, Ukrainians and Belarussians"), *Zhurnal Moskovskoj Patriarii* 3(952): 34–39.

Sycheva, L. (2007) 'Russkij jazyk, russkaja kul'tura, russkij mir' (Russian language, Russian culture, Russian world), *Rossijskaja Federacija segodnja* 14: 2–3.

Yakovleva, E. (2009) 'Patriarh Kirill podaril prem'eru Ukrainy Julii Timoshenko ikonu' (Patriarch Kirill offered an icon to Ukrainian Prime Minister Yulia Timoshenko), *Rossijskaja gazeta*. Available from: <https://rg.ru/2009/04/29/kirill-timoshenko-anons.html> (accessed 26 August 2021).

Media Sensationalism of the West and the Rhetoric of Poverty Porn in India

Antony, M. G. (2012) "Slum-Pups No More": Rescuing India's Slum Children', *Journal of Intercultural Communication Research*, 41(1): 17–36.

Basu, K. (2012) 'Slum Tourism: For the Poor, by the Poor', in F. Frenzel, K. Koens and M. Steinbrink (eds.), *Slum Tourism: Poverty, Power and Ethics*, Abingdon: Routledge, pp. 66–82.

Basu, M. (2010) '*Rang De Basanti*: The Solvent Brown and Other Imperial Colors', in R. B. Mehta and R. V. Pandharipande (eds.), *Bollywood and Globalization*, London: Anthem Press, pp. 93–110.

BBC (2014) 'India Mars Mission: New York Times Apologises for Cartoon', BBC, 6 October. Available at: www.bbc.com/news/world-asia-india-29502062 (accessed 6 October 2022).

Beresford, P. (2016) 'Presenting Welfare Reform: Poverty Porn, Telling Sad Stories, or Achieving change?' *Disability & Society*, 31(3): 421–425.

Chatterjee, N. (2018) 'Poverty Porn Sells, But It Isn't Helping the Poor', *The Print*, 29 July. Available at: <https://theprint.in/opinion/poverty-porn-sells-but-it-isnt-helping-the-poor/90141/> (accessed 25 July 2022).

Cooper, V., and Paton, K. (2021) 'Accumulation by Repossession: The Political Economy of Evictions under Austerity', *Urban Geography*, 42(5): 583–602. DOI:10.1080/02723638.2019.1659695

Dortonne, N. (2016) 'The Dangers of Poverty Porn', CNN, 8 December. Available at: <https://edition.cnn.com/2016/12/08/health/poverty-porn-danger-feat/index.html> (accessed 28 July 2022).

Downes, L. (2016) 'The Visual Representation of Global Development Issues in a Higher Education Environment: Perception, Interpretation, and Replication', *Policy & Practice: A Development Education Review*, 23: 16–37. www.developmenteducationreview.com/sites/default/files/article-pdfs/Downes%20Focus23_0.pdf

Dyson, P. (2012) 'Slum Tourism: Representing and Interpreting "Reality" in Dharavi, Mumbai', *Tourism Geographies*, 14(2): 254–274.

Feltwell, T., Vines, J., Salt, K., Blythe, M., Kirman, B., Barnett, J., Brooker, P., and Lawson, S. (2017) 'Counter-Discourse Activism on Social Media: The Case of Challenging "Poverty Porn" Television', *Computer Supported Cooperative Work*, 26: 345–385. DOI: 10.1007/s10606-017-9275-z

Flinders, M. (2014) 'Down and out in Bloemfontein', OUP Blog, 14 March. Available at: <https://blog.oup.com/2014/01/bloemfontein-poverty-porn-slum-tourism-2014/> (accessed 25 July 2022).

Frenzel, F. (2012). 'Beyond "Othering": The Political Roots of Slum Tourism', in F. Frenzel, K. Koens and M. Steinbrink (eds.), *Slum Tourism: Poverty, Power and Ethics*, Abingdon: Routledge, pp. 21–48.

Gilbert, A. (2007) 'The Return of the Slum: Does Language Matter?', *International Journal of Urban and Regional Research*, 31(4): 697–713.

Gilbert, A. (2009) 'Extreme Thinking about Slums and Slum Dwellers: A Critique', *SAIS Review*, 29(1): 35–48.

Hall, S. (1992) 'The West and the Rest: Discourse and Power', in S. Hall and B. Gieben (eds.), *Formations of Modernity*, London: Polity Press in Association with the Open University.

- Hall, S. (1996) 'New Ethnicities', in D. Morely and K. H. Chen (eds.), *Stuart Hall: Critical Dialogue in Cultural Studies*, London: Routledge, pp. 275–331.
- Hamilton, L., Tokpa, L. M. B., McCain, H., and Donovan, S. (2021) '#WhiteSaviorComplex: Confidentiality, Human Dignity, Social Media, and Social Work Study Abroad', *Journal of Social Work Education*. DOI: 10.1080/10437797.2021.1997685
- Hariman, R., and Lucaites, J. L. (2016) *The Public Image: Photography and Civic Spectatorship*, Chicago: University of Chicago Press.
- Hester, H. (2014) 'Weaponizing Prurience', In B. Korte and F. Regard (eds.), *Narrating Poverty and Precarity in Britain*, Berlin: De Gruyter, pp. 205–224.
- Ibrahim, Y. (2017) 'The Re-Aestheticisation of Poverty: Blogging Hunger in the Age of Austerity', *Social Identities – Journal for the Study of Race, Nation and Culture*, 24(3): 364–379. <http://dx.doi.org/10.1080/13504630.2017.1281114>
- Indian Express (2010) 'India to Complain about BBC's "Poverty Porn" Mumbai Film', *Indian Express*, 25 January. Available at: <https://indianexpress.com/article/entertainment/entertainment-others/india-to-complain-about-bbcs-poverty-porn-mumbai-film/> (accessed 6 October 2022).
- Isea, A. (2018) 'The Unveiling of Pelo Malo: The Naked Truth of Co-Producing Poverty-Porn', *New Cinemas: Journal of Contemporary Film* 16(2): 143–156.
- Jensen, T. (2014) 'Welfare Commonsense, Poverty Porn and Doxosophy', *Sociological Research Online*, 19(3): 1–7. DOI: 10.5153/sro.3441
- Kellner, D. (2004) '9/11, Spectacles of Terror, and Media Manipulation: A Critique of Jihadist and Bush Media Politics', *Critical Discourse Studies*, 1(1): 41–64.
- Keys, W., and Pini, B. (2014) 'Aestheticising Rural Poverty: Representations of White Working Class Youth in the Documentary *Rich Hill*', *Studies in Documentary Film*, 12(1): 1–15, DOI: 10.1080/17503280.2017.1357108
- Kirshenblatt-Gimblett, B. (1998) *Destination Culture: Tourism, Museums and Heritage*, Berkeley, CA: University of California Press.
- Lewis, D. L. (2005) 'Unchanged Melody: The Negro and the Flood', *The Crisis*, 112: 6.
- Marger, M. N. (2007) *Social Inequality: Patterns and Processes*, New York: McGraw-Hill.
- McCarthy, A. (2007) 'Reality Television: A Neoliberal Theatre of Suffering', *Social Text*, 25(493): 17–42. DOI: 10.1215/01642472-2007-010.
- Miles, A. (2009) 'Shocked by Slumdog's Poverty Porn', *The Times*, 14 January. Available at: www.thetimes.co.uk/article/shocked-by-slumdogs-poverty-porn-ld2jzkk7mjl (accessed 6 October 2022).
- Murthy, C. S. H. N. (2012) 'Indian Cinema as a Model for De-Westernizing Media Studies: A Comparative Study of Indian Philosophical and Western Cultural Theories', *Asia Pacific Media Educator*, 22(2): 197–215.
- Nurkse, R. (1952) 'Some International Aspects of the Problem of Economic Development', *The American Economic Review*, 42(2): 571–583.
- Paterson, L., Coffey-Glover, L., and Peplow, D. (2016) 'Negotiating Stance within Discourses of Class: Reactions to Benefits Street', *Discourse and Society*, 27(2): 195–214. DOI: 10.1177/0957926515611558
- Pini, B., Mayes, R., and Castro, L. R. (2017) 'Introduction: Beyond Stock Photographs – Imagining, Experiencing, and Researching Rural Education', *Discourse: Studies in the Cultural Politics of Education*, 38(3): 321–327. DOI: 10.1080/01596306.2017.1306978
- Ramasubramanian, S. (2007) 'A Content Analysis of the Portrayal of India in Films Produced in the West', *Howard Journal of Communications*, 16(4): 243–265. DOI: 10.1080/10646170500326533
- Ranganathan, M. (2011) 'De-Westernizing Media Education and Research in India', *The Hoot*, 24 November. Available at: http://asu.thehoot.org/story_popup/the-west-and-the-rest-part-i-5612 (accessed 19 October 2022).
- Ross, T. (2019) 'Media and Stereotypes', in S. Ratuva (ed.), *The Palgrave Handbook of Ethnicity*, Singapore: Springer Nature, pp. 397–413.
- Said, E. W. (1978) *Orientalism*, New York: Penguin Books.
- Seaton, T. (2012) 'Wanting to Live with Common People ...? The Literary Evolution of Slumming', in F. Frenzel, K. Koens and M. Steinbrink (eds.), *Slum Tourism: Poverty, Power and Ethics*, Abingdon: Routledge, pp. 49–65.
- Sengupta, M. (2010) 'A Million Dollar Exit from the Anarchic Slum-World: Slumdog Millionaire's Hollow Idioms of Social Justice', *Third World Quarterly*, 31(4): 599–616. DOI: 10.1080/01436591003701117
- Shah, S. P. (2006) 'Producing the Spectacle of Kamathipura: The Politics of Red Light Visibility in Mumbai', *Cultural Dynamics*, 18(3): 269–292.
- Shome, R. (1996) 'Race and Popular Cinema: The Rhetorical Strategies of Whiteness in *City of Joy*', *Communication Quarterly*, 44(4): 502–518.
- Simon, D. (2011) 'Situating Slums', *City*, 15(6): 674–685.
- Stobie, C. (2020) 'Precarity, Poverty Porn and Vernacular Cosmopolitanism in NoViolet Bulawayo's *We Need New Names* and Meg Vandermerwe's *Zebra Crossing*', *Journal of Postcolonial Writing*, 56(4): 517–531.

- Tiwari, A. (2021) '16 Heartbreaking Images from Bhopal Gas Tragedy Show Why We Will Never Forget the Darkest Hours', *India Times*, 3 December. Available at: www.indiatimes.com/news/bhopal-gas-tragedy-images-501522.html (accessed 10 August 2022).
- Valencio, N., and Valencio, A. (2018) 'Media Coverage of the 'UK Flooding Crisis': A Social Panorama', *Disasters*, 42(3): 407–431.
- Voorhees, C. C., Vick, J., and Perkins, D. D. (2007) "'Came Hell and High Water": The Intersection of Hurricane Katrina, the News Media, Race, and Poverty', *Journal of Community & Applied Social Psychology*, 17(6), 415–429.
- Vossen, M. (2017) *Framing Global Poverty: European Newspapers, NGOs and Citizens on Poverty in Developing Countries*, Amsterdam: Lenthe Publishers.
- Warf, B. (ed.) (2010) 'Other/Otherness', in *Encyclopedia of Geography*, vol. 1, Los Angeles: Sage, pp. 2107–2108. <https://dx.doi.org/10.4135/9781412939591.n853>
- Wasserman, E. (2013) 'Ethics of Poverty Coverage', *Journal of Mass Media Ethics*, 28(2), 138–140. DOI: 10.1080/08900523.2013.784668
- Weiner, E. (2008) 'Slum Visits: Tourism or Voyeurism?', *New York Times*, 9 March. Available at: www.nytimes.com/2008/03/09/travel/09heads.html (accessed 6 October 2022).

Rhetoric of Protest, Tradition and Identity

- Adilamw (2011) Mury, www.youtube.com/watch?v=hwD6i9eOiYE (accessed 20 November 2021).
- Nadya Pavlyuchik (2021) Volny Chor – Mury Wrocław Polska, www.youtube.com/watch?v=QC-qxcAhkEk (accessed 30 December 2021).
- 11.11.11 – Koepel van Internationale Solidariteit (2012) Sing for the Climate: Do It Now – De Clip, www.youtube.com/watch?v=OVnedIW1y8E (accessed 20 December 2021).
- Dac & Aleksandar (2020) Aleksandar i Dac – corona ciao (Bella Ciao COVER) ft. Brasstet Skopje, www.youtube.com/watch?v=KK8zXgRCntU (accessed 21 November 2021).
- Fernando Mattos (2018) Ele Não! (Bella Ciao), www.youtube.com/watch?v=Tw0x0cZXSmy (accessed 5 May 2021).
- Julia Gonzalo (2019) Bella Ciao Feminista Cáceres, www.youtube.com/watch?v=DkTPs-wQxxQ (accessed 10 June 2021).
- Luís Jorge (2018) Pendta xau (Bella ciao), www.youtube.com/watch?v=U7kiZonPv10 (accessed 30 November 2021).
- OKO.press (2020) Bella ciao, ciao, ciao, www.youtube.com/watch?v=HWBR17D3Ng4 (accessed 20 December 2021).
- Radio Encuentros Pedagógicos (2020) Duque chao!, www.youtube.com/watch?v=rYzjnPewT2Q (accessed 4 May 2021).
- 1981Perfect (2009) 02. Perfect – Chcemy być sobą, słowa: Zbigniew Holdys, www.youtube.com/watch?v=1qeMxFRD100 (accessed 30 December 2021).
- KinoSwiatPL (2011) My nadal (chcemy być sobą) – Abradab feat. Grzegorz Markowski, www.youtube.com/watch?v=z9qOXLg8fb4 (accessed 10 June 2021).
- Tofifest Film Festival (2012) Krystyna Janda – Ballada o Janku Wisniewskim (z filmu Człowiek z żelaza, 1981), www.youtube.com/watch?v=XIPNJNc4id0 (accessed 20 December 2021).
- Burakura (2021) "Wstydzi się ciebie kraj" – Burakura, www.youtube.com/watch?v=spbSKgSxPxA (accessed 30 December 2021).
- Hey (2017) Arahja #Woodstock2017, www.youtube.com/watch?v=8kIMG6E3bow (accessed 30 June 2021).
- Karolina Micuła (2017) Arahja (Koncert Finałowy #38PPA), www.youtube.com/watch?v=NAMz0bViAGc (accessed 20 June 2021).
- Michał Szpak (2021) "Arahja" Gala Medal Wolności Słowa Gdańsk, www.youtube.com/watch?v=AHaH8z1Nl8c (accessed 20 December 2021).
- Niepodległa (2020) Ewa Farna – Arahja / Koncert dla Niepodległej, www.youtube.com/watch?v=YSkcqObDFD4 (accessed 10 November 2021).
- Biesecker, B. A. (1989) 'Rethinking the Rhetorical Situation from within the Thematic of Difference', *Philosophy and Rhetoric* (22)2: 110–130.
- Bitzer, L. F. (1968) 'The Rhetorical Situation', *Philosophy and Rhetoric* (1)1: 1–14.
- Burke, K. (1969) *A Rhetoric of Motives*, Berkeley: University of California Press.
- Charaudeau, P. (2002) 'A Communicative Conception of Discourse', *Discourse Studies* 3: 301–318.
- Chesebro, J. W., Foulger, D. A., Naghman, J. E., and Yannelli, A. (1985) 'Popular Music as a Mode of Communication, 1955–1982', *Critical Studies in Mass Communication* (2)2: 115–135.

- Cohen, R. (2021) *Transformations of a Genre: A Literary History of the Beguiled Apprentice*, Cham: Palgrave.
- Consigny, S. (1974) 'Rhetoric and Its Situations', *Philosophy and Rhetoric* (7)3: 175–186.
- Garret, M. and Xiao, X. (1993) 'The Rhetorical Situation Revisited', *Rhetoric Society Quarterly* (23)2: 30–40.
- Gelang, M. (2021) 'Kairos and Actio – a Rhetorical Approach to Timing', *Res Rhetorica* 8(3): 111–124. DOI: 10.29107/rr2021.3.6
- Gonzalez, A. and Makay, J. J. (1983) 'Rhetorical Ascription and the Gospel According to Dylan', *Quarterly Journal of Speech* 69(1): 1–14.
- Kampka, A. (2012) 'Rhetorical Value of Temporal Categories in the Construction of Political Identities', in M. Załęska (ed.), *Rhetoric and Politics: Central/Eastern European Perspectives*, Newcastle: Cambridge Scholars Publishing.
- Kampka, A. (2023) 'Banners and Memes – the Rhetoric of Protests in Defence of Democracy and Women's Rights in Poland in 2015 and 2020', *Performance Research* (27)3–4: 123–132. DOI: 10.1080/13528165.2022.2155423.
- Kendrick, L. (1983) 'Rhetoric and the Rise of Public Poetry: The Career of Eustache Deschamps', *Studies in Philology* (80)1: 1–13.
- Leff, M. (2006) 'Up from Theory: Or I Fought the Topoi and the Topoi Won', *Rhetoric Society Quarterly* (36)2: 203–211.
- Lucaites, J. L. and Hariman, R. (2001) 'Visual Rhetoric, Photojournalism and Democratic Public Culture', *Rhetoric Review* (20)1–2: 37–42.
- Matula, T. (2000) 'Contextualising Musical Rhetoric: A Critical Reading of the Pixies' 'Rock Music', *Communication Studies* 51: 218–237.
- McGill, M. L. (2016) 'What Is a Ballad? Reading for Genre, Format, and Medium', *Nineteenth-Century Literature* (71)2: 156–175.
- McKeon, R. (1973) 'Creativity and the Commonplace', *Philosophy and Rhetoric* (6)4: 199–210.
- Molek-Kozakowska, K. and Kampka, A. (2021) 'Talking Politics: The Influence of Historical and Cultural Transformations on Polish Political Rhetoric', in O. Feldman (ed.), *When Politicians Talk. The Cultural Dynamics of Public Speaking*, Singapore: Springer.
- Oliveri, J. D. (2020) 'On Strike: The Rhetorical Anatomy of a Contemporary Protest Song', *Clio: WCSU History Journal* (46)1: 113–131.
- Sellnow, D. D. (1999) 'Music as Persuasion: Refuting Hegemonic Masculinity in "He thinks he'll keep her"', *Women's Studies in Communication* 22: 66–84.
- Vatz, R. E. (1973) 'The Myth of the Rhetorical Situation', *Philosophy and Rhetoric* (6)3: 154–161.
- Werbner, P., Webb, M., and Spellman-Poots, K. (2014) 'Introduction', in P. Werbner, M. Webb and K. Spellman-Poots (eds.), *The Political Aesthetics of Global Protest: The Arab Spring and Beyond*, Edinburgh: Edinburgh University Press.
- Woodward, G. C. (2003) *The Idea of Identification*, Albany: State University of New York Press.
- Abramowska, J. (1982) 'Topos i niektóre miejsca wspólne badań literackich' [Topos and some commonplaces in literary studies], *Pamiętnik Literacki [Literary Memoir]* (73)1–2: 3–23.
- Curtius, E. R. (1972) 'Topika' [Topics], *Pamiętnik Literacki [Literary Memoir]* (63)1: 231–265.
- Głowania, K. (2010), "'Poderżnijcie gardło mi, poderżnijcie żyły, tylko nie zerwijcie strun, co srebrem lśniły...": wielcy bardowie Rosji' ["Slit my throat, slit my veins, but don't break the strings that glittered with silver...": the great bards of Russia], *Pisma Humanistyczne [The Humanities Letters]* 7: 33–45.
- Głuszak, K. A. (2014) *Muzyka i piosenka popularna jako narzędzia opozycji politycznej w Polsce w latach 80. XX wieku* [Music and popular song as tools of political opposition in Poland in the 1980s], PhD dissertation, University of Warsaw. Available from: www.depotuw.ceon.pl/bitstream/handle/item/764/ca%C5%82y%20tekst.pdf?sequence=1 (accessed 30 June 2021)
- Kiełbiewska, A. (2018) 'Retoryka «czarnego marszu» na materiale hasel prezentowanych w przestrzeni publicznej' [The rhetoric of the 'black march' on the material of slogans presented in public space], *Res Rhetorica* 5(3): 2–21. DOI: 10.29107/rr2018.3.1
- Massaka, I. (2009) *Muzyka jako instrument wpływu politycznego* [Music as an instrument of political influence], Łódź: Ibidem.
- Steciąg, M. (2019) 'Dyskurs protestów kobiet w Polsce w latach 2016–2017: artystyczne wizualizacje, wokalizacje, werbalizacje' [The discourse of women's protests in Poland in 2016–2017: artistic visualizations, vocalizations, verbalizations], *Acta Universitatis Lodziensis. Folia Linguistica* 53: 21–31. DOI: 10.18778/0208–6077.53.02

A Descriptive Study of Arabic Rhetorics

- Abdul-Raof, H. (2006) *Arabic Rhetoric: A Pragmatic Analysis*, New York: Routledge.
- Abdul-Raof, H. (2010) *Schools of Qur'anic Exegesis: Genesis and Development*, New York: Routledge.
- Abou El Fadl, K. (2001) *Speaking in God's Name: Islamic Law, Authority and Women*, Oxford: Oneworld.
- Aḥmad, M. K., and Sallām, M. Z. (eds.) (2014) *Three Treatises on the I'jāz of the Qur'ān*. Translated by I. J. Boullata and T. L. DeYoung, Reading: Garnet.
- al-Bāqillānī. (1950) *A Tenth-Century Document of Arabic Literary and Criticism: The Sections on Poetry of al-Bāqillānī's I'jāz al-Qur'an*. Translated and edited by G. E. VonGrunebaum, Chicago: University of Chicago Press.
- al-Bukhari, M. (1997) *Imam Bukhari's Book of Muslim Morals and Manners*. Translated by Y. T. DeLorenzo. Alexandria, VA: al-Saadawi.
- al-Ghazali. (1978) *The Just Balance*. Translated by D. P. Brewster. Lahore: Sh. Muhammad Ashraf.
- al-Ḥarīrī. (2020) *Impostures*. Translated by M. Cooperson. New York: New York University Press.
- Ali, M. M. (1987) *A Manual of Hadith*, 2nd ed., Atlantic Highlands: Curzon.
- al-Jurjānī. (1982) 'Al-Jurjani's Theory of Discourse [*Dala'il I'jaz al Qur'an*]'. Translated by M. Larkin. *Alif: Journal of Comparative Poetics* 2: 76–86.
- al-Nu'mān, A. (2017) *Disagreements of the Jurists: A Manual of Islamic Legal Theory*. Translated by D. J. Stewart. New York: New York University Press.
- alQaws (2021) 'A Rallying Cry for Queer Liberation'. English version available at: www.alqaws.org/news/A-Rallying-Cry-for-Queer-Liberation-2021?category_id=0. Arabic version available at: www.alqaws.org/--2021-?category_id=0 (accessed 27 February 2022).
- al-Rāzī, Fakhr al-Dīn (2018) *The Great Exegesis, al-Tafsīr al-Kabīr, Volume I: The Fātiḥa*. Translated by S. Saeed. Cambridge: The Royal AAL Al-Bayt Institute for Islamic Thought and The Islamic Texts Society.
- al-Shāfi'ī, M. I. I. (2015) *The Epistle on Legal Theory: A Translation of al-Shāfi'ī's Risālah*. Translated by J. E. Lowry. New York: New York University Press.
- al-Ṭabarī, A. B. J. (1987) *The Commentary on the Qur'ān, vol. 1*. Translated by J. Cooper. New York: Oxford University Press.
- Blankenship, K. Y. (2020) *The Inimitable Qur'ān: Some Problems in English Translations of the Qur'ān with Reference to Rhetorical Features*, Boston: Brill.
- Borrowman, S. (2008) 'The Islamization of Rhetoric: Ibn Rusd and the Reintroduction of Aristotle into Medieval Europe', *Rhetoric Review* 27(4): 341–360.
- Bratta, P. and Powell, M. (2016) 'Introduction to the Special Issue: Entering the Cultural Rhetorics Conversations', *Enculturation: A Journal of Rhetoric, Writing, and Culture*. Available at: <http://enculturation.net/entering-the-cultural-rhetorics-conversations> (accessed 27 February 2022).
- Chowdhury, S. Z. (2015) *Introducing Arabic Rhetoric*, London: Dar Al-Nicosia Publishing House.
- Diab, K. (2021) 'The Rise of the Arab Spring through a Sense of Agency', *Rhetoric Society Quarterly* 51(4): 261–275.
- Ezzaher, L. E. (ed. and trans.) (2015) *Three Arabic Treatises on Aristotle's Rhetoric: The Commentaries of al-Fārābī, Avicenna, and Averroes*, Carbondale: Southern Illinois University Press.
- Gwynne, R. W. (2014) *Logic, Rhetoric, and Legal Reasoning in the Qur'ān: God's Arguments*, New York: Routledge.
- Halldén, P. (2005) 'What Is Arab Islamic Rhetoric? Rethinking the History of Muslim Oratory Art and Homiletics', *International Journal of Middle East Studies* 37(1): 19–38.
- Heinrichs, W. (1998) 'Rhetoric and Poetics', in J. S. Meisami and P. Starkey (eds.), *Encyclopedia of Arabic Literature*, London: Routledge, pp. 651–656.
- Hidayatullah, A. A. (2014) *Feminist Edges of the Qur'an*, New York: Oxford University Press.
- Ibn Qutaybah. (2017) *The Excellence of the Arabs*. Translated by S. B. Savant and P. Webb. New York: New York University Press.
- Jones, L. G. (2012) *The Power of Oratory in the Medieval Muslim World*, New York: Cambridge University Press.
- Katzir, B. (2017) 'The Truth of Reliable Tradition: Saadya Gaon, Arabic Rhetoric, and the Challenge to Rhetorical Historiography', *Rhetorica* 35(2): 161–188.
- Katzir, B. (2018) 'Paths of Virtue: Legal Rhetorics in Judaism and Islam', *Rhetoric Society Quarterly* 48(1): 28–48.
- Khoury, N. (2018) '(Re)defining the First Mark of Development: Lebanese Feminist Discourse in *Al-Raida*, 1976–1985', *Al Raida* 42(2): 86–112.

- The Koran* (2014) Translated by N. J. Dawood. New York: Penguin.
- Lawrence, B. (2017) *The Koran in English: A Biography*, Princeton: Princeton University Press.
- Mao, L. (2021) 'Redefining Comparative Rhetoric: Essence, Facts, Events', in K. Lloyd (ed.), *The Routledge Handbook of Comparative World Rhetorics: Studies in the History, Application, and Teaching of Rhetoric Beyond Traditional Greco-Roman Contexts*, London: Routledge, pp. 15–33.
- Mao, L., Wang, B., Lyon, A., Jarratt, S. C., Swearingen, C. J., Romano, S., Simonson, P., Mailloux, S., and Xing, L. (2015) 'Manifesting a Future for Comparative Rhetoric', *Rhetoric Review* 34(3): 239–274.
- McAuliffe, J. D. (1999) "Debate with Them in the Better Way": The Construction of a Qur'ānic Commonplace', in *Myths, Historical Archetypes and Symbolic Figures in Arabic Literature: Towards a New Hermeneutic Approach*. Proceedings of the International Symposium in Beirut, June 25th–June 30th, 1996. Beirut: Franz Steiner Verlag, pp. 163–188.
- Patel, A. (2009) 'Naḥḍah Oratory: Western Rhetoric in al-Sharṭūnī's Manual on the Art of the Orator', *Middle Eastern Literatures* 12(3): 233–269.
- Qutbuddin, T. (2019) *Arabic Oration: Art and Function*, Leiden: Brill.
- Rashwan, H. (2021) 'Comparative *Balāghah*: Arabic and Ancient Egyptian Literary Rhetoric through the Lens of Post-Eurocentric Poetics', in K. Lloyd (ed.), *The Routledge Handbook of Comparative World Rhetorics: Studies in the History, Application, and Teaching of Rhetoric Beyond Traditional Greco-Roman Contexts*, London: Routledge, pp. 386–403.
- Scholz, J. (2019) 'Modern Arabic Rhetorical Manuals: A Transcultural Phenomenon', in L. Abu-Er-Rub, C. Brosius, S. Meurer, D. Panagiotopoulos, and S. Richter (eds.), *Engaging Transculturality: Concepts, Key Terms, Case Studies*, London: Routledge, pp. 170–184.
- Vagelpohl, U. (2008) *Aristotle's Rhetoric in the East: The Syriac and Arabic Translation and Commentary Tradition*. Boston: Brill.

The Democrat's Linguistic Stance towards Migration in Electoral Campaigns

- Ahmed, H. R., and Amir, S. (2021). Speech Act Analysis of Joseph R. Biden, Jr.'s Inaugural Address on January 20, 2021 as the 46th President of the USA (February 6, 2021). *Electronic Research Journal of Social Sciences and Humanities*, 3(1), 43–55. Available at <https://ssrn.com/abstract=3780457>
- Bowker, L., and Pearson. J. (2002). *Working with Specialized Language: A Practical Guide to Using Corpora*. London: Routledge.
- Fernández Ulloa, T., and López Ruiz, M. del C. (2022). Immigration in Barack Obama's and Joe Biden's Campaign Discourses: Rhetorical Analysis. *EID&A*, 22(1), 103–124.
- Junaidi, S. T. (2019). Who Are Americans? Analysis of Obama and Trump's Political Speeches on Immigration. *CELTIC: A Journal of Culture, English Language Teaching, Literature & Linguistics*, 6(2), 73–87. Available at <https://ejournal.umm.ac.id/index.php/celtic/article/view/9947/pdf>
- Lesz, B. (2011). To Shape the World for the Better: An Analysis of Metaphors in the Speeches of Barack Obama. Tromsø, Norway: University of Tromsø. Available at <https://munin.uit.no/bitstream/handle/10037/3540/thesis.pdf?sequence=1&isAllowed=y>
- López Cirugeda, I., and Sánchez Ruiz, R. (2013). Persuasive Rhetoric in Barack Obama's Immigration Speech: Pre- and Post-Electoral Strategies. *Camino Real*, 5(8), 81–99. Available at https://ebuah.uah.es/xmlui/bitstream/handle/10017/19993/persuasive_Cirugeda_CR_2013_N8.pdf?sequence=1&isAllowed=y
- Pedrini, P. P. (2021). Joe Biden's Inauguration Speech: A Persuasive Narrative. *Global Journal of Human-Science*, 21(4), 13–18. Available at https://globaljournals.org/GJHSS_Volume21/2-Joe-Bidens-Inauguration-Speech.pdf
- President Obama's Immigration Accountability Executive Actions (n.d.). *Ballotpedia*. Available at https://ballotpedia.org/President_Obama%27s_Immigration_Accountability_Executive_Actions
- Read Joe Biden's Full Inaugural Address: "End This Uncivil War" (2021, January 20). ABC News. <https://abcnews.go.com/Politics/read-joe-bidens-full-inaugural-address-end-uncivil/story?id=75351694>
- Sayegh, K., and Nabifar, N. (2012). Power in Political Discourse of Barack Obama. *Journal of Basic and Applied Scientific Research*, 2(4), 3481–3491. Available at [www.textroad.com/pdf/JBASR/J.%20Basic.%20Appl.%20Sci.%20Res.,%20\(4\)3481-3491.%202012.pdf](http://www.textroad.com/pdf/JBASR/J.%20Basic.%20Appl.%20Sci.%20Res.,%20(4)3481-3491.%202012.pdf)
- U.S. Border Patrol (n.d.). U.S. Border Patrol Total Apprehensions (F.Y. 1925 – F.Y. 2020). Available at www.cbp.gov/sites/default/files/assets/documents/2021-Aug/U.S.%20Border%20Patrol%20Total%20Apprehensions%20%28FY%201925%20-%20FY%202020%29%20%28508%29.pdf
- Van Dijk, T. A. (1995). Ideological Discourse Analysis. *New Courant*, 4, 135–161. Available at www.discourses.org/OldArticles/Ideological%20discourse%20analysis.pdf

- Van Dijk, T. A. (1998). *Ideology: A Multidisciplinary Approach*. London: Sage Publications.
- Wang, J. (2010). A Critical Discourse Analysis of Barack Obama's Speeches. *Journal of Language, Teaching and Research*, 1(3), 254–261. Available at www.academypublication.com/issues/past/jltr/vol01/03/12.pdf
- Zheng, T. (2000). Characteristics of Australian Political Language Rhetoric: Tactics of Gaining Public Support and Shrinking Responsibility. *Journal of Intercultural Communication*, 4. Available at www.immi.se/intercultural/nr4/zheng.htm
- Aristotle. (2017) [IV b. C.]. *Retórica*. Barcelona: Plutón Ediciones.
- Charaudeau, P. (2005). *Le discours politique. Les masques du pouvoir*. Paris: Vuivert.
- Charaudeau, P. (2006). *El discurso político*. San Pablo: Contexto.
- Charaudeau, P. (2009). La argumentación persuasiva. El ejemplo del discurso político. In M. Shiro et al., *Haciendo discurso. Homenaje a Adriana Bolívar*. Caracas: Facultad de Humanidades y Educación. Universidad Central de Venezuela (pp. 277–295).
- Requeijo Rey, P. (2010). El estilo de comunicar de Obama. *Cuadernos de Información y Comunicación*, 15, 263–285.
- Searle, J. (1980) [1969]. *Actos de habla*. Madrid: Cátedra.
- Biden, J. (2019, July 11). Remarks as Prepared for Delivery by Vice President Joe Biden in New York City, New York. *Democracy in Action*. Available at www.democracyinaction.us/2020/biden/bidenpolicy071119foreignpolicy.html
- Biden, J. (2020, July 28). Joe Biden Racial Equity Plan Speech Transcript. *Rev*. Available at www.rev.com/blog/transcripts/joe-biden-racial-equity-plan-speech-transcript-july-28
- Biden, J. (2020, July 29). Joe Biden speaks with UnidosUS Action Fund Transcript. *Rev*. Available at www.rev.com/blog/transcripts/joe-biden-speaks-with-unidosus-action-fund-online-event-transcript-july-29
- Biden, J. (2020, September 23). Joe Biden Racial Equity Discussion. *Rev*. Available at www.rev.com/blog/transcripts/joe-biden-racial-equity-discussion-transcript-september-23
- Biden, J., and Obama, B. (2020, July 23). Joe Biden Campaign Video with Barack Obama Transcript. *Rev*. Available at www.rev.com/blog/transcripts/joe-biden-campaign-video-transcript-july-23
- Obama, B. (2007, May 23). Barack Obama's Remarks at Senate Floor Speech on Comprehensive Immigration Reform. *American Rhetoric*. Available at www.americanrhetoric.com/speeches/PDFFiles/Barack%20Obama%20-%20Senate%20Floor%20Immigration%20Reform.pdf
- Obama, B. (2013, January 29). President Obama's Remarks on Immigration Reform. *The New York Times*. Available at www.nytimes.com/2013/01/30/us/politics/full-transcript-of-president-obamas-remarks-on-immigration-reform.html
- Obama, B. (2014, November 20). Remarks by the President in Address to the Nation on Immigration. *Obama White House Archives*. Available at <https://obamawhitehouse.archives.gov/issues/immigration/immigration-action#>
- Obama, B. (2014, November 21). Remarks by the President on Immigration (Del Sol High School, Las Vegas, Nevada). *Obama White House Archives*. Available at <https://obamawhitehouse.archives.gov/the-press-office/2014/11/21/remarks-president-immigration>

Political Rhetoric in Jonathan Swift's Conduct of the Allies

- Barker, H. (2000) *Newspapers, Politics and English Society 1695–1855*. Harlow: Pearson Education.
- Brown, P. and Levinson, S. D. (1987) *Politeness. Some Universals in Language Usage*. Cambridge: Cambridge University Press.
- Charteris-Black, J. (2011) *Politicians and Rhetoric. The Persuasive Power of Metaphor*. London: Palgrave.
- Chilton, P. (2004) *Analyzing Political Discourse: Theory and Practice*. London: Routledge.
- Clemen, G. (1997) 'The Concept of Hedging: Origins, Approaches and Definitions', in R. Markkanen and H. Schröder (eds.), *Hedging and Discourse. Approaches to the Analysis of a Pragmatic Phenomenon in Academic Texts*. Berlin: Walter de Gruyter, 235–248.
- Crespo-Fernández, E. (2005) 'Euphemistic Strategies in Politeness and Face Concerns', *Pragmalingüística* 13: 77–86.
- Crespo-Fernández, E. (2018) 'Euphemism as a Discursive Strategy in US and Local Politics', *Journal of Language and Politics* 6: 789–811.
- Downie, J. A. (1979) *Robert Harley and the Press. Propaganda and Public Opinion in the Age of Swift and Defoe*. Cambridge: Cambridge University Press.
- Fairclough, N. (1989) *Language and Power*. London: Longman.

- Fairclough, N. (1992) *Discourse and Social Change*. London: Arnold.
- Fairclough, N. (1995) *Critical Discourse Analysis: The Critical Study of Language*. London: Longman.
- Fairclough, N. (2005) 'Critical Discourse Analysis, Organization Discourse and Organizational Change', *Organization Studies* 26: 915–935.
- Fairclough, N. and Wodak, R. (1997) 'Critical Discourse Analysis', in T. A. Van Dijk (ed.), *Discourse as Social Interaction*. London: Sage.
- Foot, M. (1984) *The Pen and the Sword. Jonathan Swift and the Power of the Press*. London: Collins.
- Fraser, B. (1996) 'Pragmatic Markers', *Pragmatics* 6(2): 167–190.
- Fraser, B. (2010) 'Pragmatic Competence: The Case of Hedging', in G. Kaltenböck, W. Mihatsch, and S. Schneider (eds.), *New Approaches to Hedging*. Bingley (UK): Emerald.
- Goffman, E. (1955) 'On Face-Work: An Analysis of Ritual Elements in Social Interaction', *Psychiatry: Journal for the Study of Interpersonal Processes*, 18, pp. 213–231.
- Halmari, H. (2005) 'In Search of Successful Political Persuasion: A Comparison of the Styles of Bill Clinton and Ronald Reagan', in H. Halmari and T. Virtanen (eds.), *Persuasion across Genres: A Linguistic Approach*. Amsterdam: John Benjamins.
- Harris, T. (1993) *Politics under the Later Stuarts. Party Conflict in a Divided Society 1660–1715*. Harlow: Pearson.
- Herriman, J. (2000) 'The Functions of Extraposition in English Texts', *Functions of Language* 7(2): 203–230.
- Holmes, J. (1984) 'Modifying Illocutionary Force', *Journal of Pragmatics* 8: 345–365.
- Hunston, S. (2000) 'Evaluation and the Planes of Discourse: Status and Value in Persuasive Texts', in S. Hunston and G. Thompson (eds.), *Evaluation in Text: Authorial Stance and the Construction of Discourse*. Oxford: Oxford University Press.
- Hyland, K. (2001) 'Bringing in the Reader. Addressee Features in Academic Articles', *Written Communication* 18(4): 549–574.
- Hyland, K. (2007) 'Applying a Gloss: Exemplifying and Reformulating in Academic Discourse', *Applied Linguistics* 28(2): 266–285.
- Hyland, K. and Tse, P. (2004) 'Metadiscourse in Academic Writing: A Reappraisal', *Applied Linguistics* 25(2): 156–177.
- Jackson, C. (2015) 'Jonathan Swift's Peace of Utrecht', in R. E. de Bruin et al. (eds.), *Performances of Peace: Utrecht 1713*. Leiden: Brill.
- Janks, H. (2006) 'Critical Discourse Analysis as a Research Tool', *Discourse: Studies in the Cultural Politics of Education* 18(3): 329–342.
- Kozubíková Sandová, J. (2014) *Speaker Involvement in Political Interviews*. Frankfurt: Peter Lang.
- Khamphein, A. (2014) 'Linguistic Features of Evaluative Stance: Findings from Research Article Discussion', *Indonesian Journal of Applied Linguistics* 4(1): 54–69.
- Krzyzanowski, M. and Forchtner, B. (2016) 'Theories and Concepts in Critical Discourse Studies: Facing Challenges, Moving beyond Foundations', *Discourse and Society* 7(3): 253–261.
- López-Campillo, R. M. (2018) 'Political Discourse in John Tutchin: Hedges as Euphemistic and Persuasive Devices', in E. Crespo-Fernández (ed.), *Taboo in Discourse. Studies on Attenuation and Offence in Communication*. Bern: Peter Lang.
- Müllenbrock, H. J. (1997) *The Culture of Contention: A Rhetorical Analysis of the Public Controversy about the Ending of the War of the Spanish Succession, 1710–1713*. Munich: Fink.
- Paltridge, B. (2012) *Discourse Analysis: An Introduction*. New York: Bloomsbury Publishing.
- Partington, A. (2001) *Persuasion in Politics*. Bologna: Universitarie di Lettere.
- Rodman, L. (1991) 'Anticipatory IT in Scientific Discourse', *Journal of Technical Writing and Communication* 21(1): 17–27.
- Salager-Meyer, F. (1994) 'Hedges and Textual Communicative Function in Medical English Written Discourse', *English for Specific Purposes* 13(2): 149–170. [https://doi.org/10.1016/0889-4906\(94\)90013-2](https://doi.org/10.1016/0889-4906(94)90013-2)
- Salager-Meyer, F. (1995) 'I Think That Perhaps You Should: A Study of Hedges in Written Scientific Discourse', *The Journal of TESOL France* 2(2): 127–143.
- Speck, W. A. (1994) *The Birth of Britain. A New Nation 1700–1710*. Oxford: Blackwell.
- Swift, J. (1711) *The Conduct of the Allies and the Late Ministry, in beginning and carrying on the Present War*. London: John Morphew.
- Swift, J. (1758) *The History of the Last Four Years of the Queen*, in H. Davis (ed.) (1973), *The History of the Last Four Years of the Queen with an Introduction by Harold Williams*. Oxford: Basil Blackwell.
- Swift, J. (1776) *The Journal to Stella*, in G. A. Aitken (ed.) (1901). London: Methuen & Co. *The Journal to Stella*, by Jonathan Swift (gutenberg.org).
- Urbanová, L. (2000) 'Accentuation in Authentic English Conversation', *BRNO Studies in English* 26: 57–64.
- Van Dijk, T. A. (1997) 'What Is Political Discourse Analysis?', *Belgian Journal of Linguistics* 11(1): 11–52.

- Van Dijk, T.A. (2006) 'Discourse and Manipulation', *Discourse and Society* 17(3): 359–383.
- Wilamová, S. (2005) 'On the Function of Hedging Devices in Negatively Polite Discourse', *BRNO Studies in English* 31: 85–93.
- Wilson, J. (1990) *Political Speaking: The Pragmatic Analysis of Political Language*. Oxford: Blackwell.
- Wilson, J. (2001) 'Political Discourse', in D. Schiffrin, D. Tannen and H. Hamilton (eds.), *The Handbook of Discourse Analysis*. Oxford: Blackwell.
- Wodak, R. (2009) 'What CDA Is About. A Summary of Its History, Important Concepts, and Developments', in R. Wodak and M. Meyer (eds.), *Methods of Critical Discourse Analysis*, 2nd ed. London: Sage.

The Rhetoric of the Immigration Discourse of Far-Right Parties in Spain and France

- Aristotle (1991) *Rhétorique*. Paris: Editions Gallimard.
- Browse, S. (2018) *Cognitive Rhetoric: The Cognitive Poetics of Political Discourse*. Amsterdam: John Benjamins.
- Caldas-Coulthard, C. R. and Coulthard, M. (eds.) (1996) *Texts and Practices: Readings in Critical Discourse Analysis*. London: Routledge.
- Cap, P. (2018) 'From "Cultural Unbelonging" to "Terrorist Risk": Communicating Threat in the Polish Anti-Immigration Discourse'. *Critical Discourse Studies* 15(3): 285–302.
- Charteris-Black, J. (2004) *Corpus Approaches to Critical Metaphor Analysis*. Basingstoke: Palgrave Macmillan.
- Charteris-Black, J. (2005) *Politicians and Rhetoric: The Persuasive Power of Metaphor*. Basingstoke: Palgrave Macmillan.
- Charteris-Black, J. (2006) 'Britain as A Container: Immigration Metaphors in the 2005 Election Campaign'. *Discourse & Society* 17(5): 563–581.
- Charteris-Black, J. (2009) 'Metaphor and Political Communication', in A. Musolf and J. Zinken (eds.), *Metaphor and Discourse*. Basingstoke/New York: Palgrave Macmillan.
- Charteris-Black, J. (2013) *Analysing Political Speeches: Rhetoric, Discourse and Metaphor*. Basingstoke: Palgrave Macmillan.
- Chilton, P. (2011) 'Still Something Missing in CDA'. *Discourse Studies* 13(6): 769–781.
- Chilton, P., Tian, H. and Wodak, R. (2010) 'Reflections on Discourse and Critique in China and the West'. *Journal of Language and Politics* 9(4): 489–507.
- Demata, M. (2017) "'A Great and Beautiful Wall": Donald Trump's Populist Discourse on Immigration'. *Journal of Language Aggression and Conflict* 5(2): 274–294.
- Eberl, J. M., Meltzer, C. E., Heidenreich, T., Herrero, B., Theorin, N., Lind, F. and Strömbäck, J. (2018) 'The European Media Discourse on Immigration and Its Effects: A Literature Review'. *Annals of the International Communication Association* 42(3): 207–223.
- Fairclough, N. (2003) *Analysing Discourse: Textual Analysis for Social Research*. London/New York: Psychology Press.
- Fairclough, N. (2012) 'Critical Discourse Analysis'. *International Advances in Engineering and Technology* 7: 452–487.
- Fairclough, N. (2013) *Critical Discourse Analysis: The Critical Study of Language*. London: Routledge.
- Fairclough, I. and Fairclough, N. (2013) *Political Discourse Analysis: A Method for Advanced Students*. London/New York: Routledge.
- Gale, P. (2004) 'The Refugee Crisis and Fear: Populist Politics and Media Discourse'. *Journal of Sociology* 40(4): 321–340.
- Georgiou, M. and Zaborowski, R. (2017) *Media Coverage of the "Refugee Crisis": A Cross-European Perspective*. Strasbourg: Council of Europe.
- Greussing, E. and Boomgaarden, H. G. (2017) 'Shifting the Refugee Narrative? An Automated Frame Analysis of Europe's 2015 Refugee Crisis'. *Journal of Ethnic and Migration Studies* 43(11): 1749–1774.
- Hart, C. (2011) 'Force-Interactive Patterns in Immigration Discourse: A Cognitive Linguistic Approach to CDA'. *Discourse & Society* 22(3): 269–286.
- Kovács, A. and Wodak, R. (eds.) (2003) *NATO, Neutrality and National Identity: The Case of Austria and Hungary*. Vienna: Böhlau.
- Moffitt, B. (2017) 'Populism in Australia and New Zealand', in C.R. Kaltwasser et al. (eds.), *The Oxford Handbook of Populism*. Oxford: Oxford University Press, 121–139.
- Moffitt, B. (2020) *Populism*. New York: John Wiley & Sons.

- Morales-López, E. and Floyd, A. (eds.) (2017) *Developing New Identities in Social Conflicts: Constructivist Perspectives* (vol. 71). Amsterdam: John Benjamins.
- Mudde, C. (2015) 'Populist Radical Right Parties in Europe Today', in J. Abromeit et al. (eds.), *Transformations of Populism in Europe and the Americas: History and Recent Trends*. London/New York: Bloomsbury, 295–307.
- Muntigl, P., Weiss, G. and Wodak, R. (2000) *European Union Discourses of Un/employment. An Interdisciplinary Approach to Employment Policy-Making and Organizational Change*. Amsterdam: John Benjamins.
- Musolff, A. (2004) *Metaphor and Political Discourse. Analogic Reasoning in Debates about Europe*. New York: Palgrave.
- Negro, I. (2015) 'Hugo Chávez and the Building of His Self-Image through Metaphor'. *Ibérica* 29: 83–104.
- Poggi, I. (2005) 'The Goals of Persuasion'. *Pragmatics & Cognition* 13(2): 297–335.
- Porto, M. D. (2022) 'Water Metaphors and Evaluation of Syrian Migration: The Flow of Refugees in the Spanish Press'. *Metaphor and Symbol* 37(3): 252–267.
- Pujante, D. (2017) 'The Discursive Construction of Reality in the Context of Rhetoric', in E. Morales-López and A. Floyd (eds.), *Developing New Identities in Social Conflicts: Constructivist Perspectives*. Amsterdam: John Benjamins, 41–66.
- Reisigl, M. and Wodak, R. (2009) 'The Discourse-Historical Approach (DHA)'. *Methods of Critical Discourse Analysis* 2: 87–121.
- Romano, M. and Porto, M. D. (2021) 'Framing CONFLICT in the Syrian Refugee Crisis: Multimodal Representations in the Spanish and British Press', in L. Filardo- Llamas, E. Morales- López and A. Floyd (eds.), *Discursive Approaches to Sociopolitical Polarization and Conflict*. London: Routledge, 153–173.
- Rubio-Carbonero, G. (2020) 'Subtle Discriminatory Political Discourse on Immigration'. *Journal of Language and Politics* 19(6): 893–914.
- Rubio-Carbonero, G. and Zapata-Barrero, R. (2017) 'Monitoring Discriminatory Political Discourse on Immigration: A Pilot Study in Catalonia'. *Discourse & Society* 28(2): 204–225.
- Stanley, J. (2020) *How Fascism Works: The Politics of Us and Them*. New York: Random House.
- Triandafyllidou, A. (2000) 'The Political Discourse on Immigration in Southern Europe: A Critical Analysis'. *Journal of Community & Applied Social Psychology* 10(5): 373–389.
- Van Der Valk, I. (2003). 'Right-Wing Parliamentary Discourse on Immigration in France'. *Discourse & Society* 14(3): 309–348.
- Van Dijk, T. A. (1993) 'Principles of Critical Discourse Analysis'. *Discourse and Society* 4(2): 249–283.
- Van Dijk, T.A. (ed.) (1997) *Discourse Studies: A Multidisciplinary Introduction*. Vol. 2. *Discourse as Social Interaction*. London: Sage.
- Van Dijk, T. A. (2000) 'On the Analysis of Parliamentary Debates on Immigration', in M. Reisigl and R. Wodak, *The Semiotics of Racism: Approaches to Critical Discourse Analysis*. Vienna: Passagen Verlag, 85–103.
- Van Dijk, T. A. (2005) 'Critical Discourse Analysis', in D. Schiffrin et al. (eds.), *The Handbook of Discourse Analysis*. New Jersey: Blackwell Publishing, 349–371.
- Van Dijk, T. A. (2019) 'Ideologies, Racism, Discourse: Debates on Immigration and Ethnic Issues', in J. ter Wal and M. Verkuyten (eds.), *Comparative Perspectives on Racism*. London: Routledge, 91–115.
- Wodak, R. (2001) 'The Discourse-Historical Approach'. *Methods of Critical Discourse Analysis* 1: 63–94.
- Wodak, R. (2009) *Discursive Construction of National Identity*. Edinburgh: Edinburgh University Press.
- Wodak, R. (2011) 'Critical Linguistics and Critical Discourse Analysis'. *Discursive Pragmatics* 8: 50–70.
- Wodak, R. (2015) *The Politics of Fear: What Right-Wing Populist Discourses Mean*. London: Sage.
- Wodak, R. and Meyer, M. (eds.) (2015) *Methods of Critical Discourse Studies*. London: Sage.
- Wodak, R. and Van Dijk, T. A. (eds.) (2000) *Racism at the Top*. Klagenfurt: Drava.
- Wodak, R. et al. (1997) *The Discursive Construction of National Identity*. London: Sage.

Rhetoric of Polish Political Discourse on Family

- Bevelander, P. and Wodak, R. (eds.) (2019) *Europe at the Crossroads: Confronting Populist, Nationalist and Global Challenges*. Lund: Nordic Academic Press.
- Cicourel, A. V. (1969) *Method and Measurement in Sociology*. New York: Free Press.
- Connell, R. W. (1987) *Gender and Power: Society, the Person and Sexual Politics*. Cambridge: Polity Press.
- Engel, J. and Wodak, R. (2013) "'Calculated Ambivalence" and Holocaust Denial in Austria', in Wodak, R. and Richardson, J. E. (eds.), *Analysing Fascist Discourse*. New York: Routledge, pp. 83–106.

- Feldman, M. (2019) 'On Radical Right Mainstreaming in Europe and the US', in Bevelander, P. and Wodak, R. (eds.), *Europe at the Crossroads: Confronting Populist, Nationalist and Global Challenges*. Lund: Nordic Academic Press, pp. 23–48.
- Germani, G. (1978) *Authoritarianism, Fascism and National Populism*. New Brunswick, NJ: Transaction Books.
- Goffman, E. (1986 [1963]) *Stigma. Notes on the Management of Spoiled Identity*. New York: A Touchstone Book, Simon & Schuster Inc.
- Graff, A. (2009) 'Gender, Sexuality, and Nation – Here and Now: Reflections on the Gendered and Sexualized Aspects of Contemporary Polish Nationalism', in Oleksy, E. (ed.), *Intimate Citizenships: Gender, Sexualities, Politics*. London: Routledge, pp. 133–146.
- Graff, A. and Korolczuk, E. (2022) *Anti-Gender Politics in the Populist Moment*. London: Routledge.
- Grzebalska, W. and Pető, A. (2018) 'The Gendered Modus Operandi of the Illiberal Transformation in Hungary and Poland', *Women's Studies International Forum*, 68, pp. 164–172.
- Jakubowska, E. (2007) 'Gender and Face', in Santaemilia, J., Bou, P., Maruenda, S. and Zaragoza, G. (eds.), *International Perspectives on Gender and Language (CD edition)*. Valencia: Universitat de Valencia, pp. 333–351.
- Jakubowska, E. (2009) 'Metaphors of Femininity', in Wysocka, M. (ed.), *On Language Structure, Acquisition and Teaching. Studies in Honour of Janusz Arabski on the Occasion of His 70th Birthday*. Katowice: Wydawnictwo Uniwersytetu Śląskiego, pp. 143–153.
- Kemper, A. (2016) *Foundation of the Nation. How Political Parties and Movements Are Radicalising Others in Favour of Conservative Family Values and Against Tolerance, Diversity, and Progressive Gender Politics in Europe*. Friedrich-Ebert-Stiftung. Available at: <http://library.fes.de/pdf-files/dialog/12503.pdf> (accessed 21 February 2022).
- Kienpointner, M. (1991) 'Rhetoric and Argumentation: Relativism and Beyond', *Philosophy and Rhetoric*, 24(1), pp. 43–53.
- Kienpointner, M. (2009) 'Plausible and Fallacious Strategies to Silence One's Opponent', in van Eemeren, F. (ed.), *Examining Argumentation in Context: Fifteen Studies on Strategic Maneuvering*. Amsterdam: Benjamins, pp. 61–75.
- Lakoff, G. (2002) *Moral Politics: How Liberals and Conservatives Think*. Chicago: University of Chicago Press.
- Mény, Y. and Surel, Y. (2002) 'The Constitutive Ambiguity of Populism', in Mény, Y. and Surel, Y. (eds.), *Democracies and the Populist Challenge*. London: Palgrave Macmillan, pp. 1–21.
- Mudde, C. (2004) 'The Populist Zeitgeist', *Government and Opposition*, 39(4), pp. 541–563.
- Ordo iuris (2019) 'Local Government Charter of the Rights of the Family'. Available at: <https://en.ordoiuris.pl/family-and-marriage/local-government-charter-rights-family> (accessed 27 December 2021).
- Pelinka, A. (2018) 'Identity Politics, Populism and the Far Right', in Wodak, R. and Forchtner, B. (eds.), *The Routledge Handbook of Language and Politics*. New York: Routledge, pp. 618–629.
- Pető, A. and Grzebalska, W. (2016) 'How Hungary and Poland Have Silenced Women and Stifled Human Rights', *The Conversation*, 14 October. <http://theconversation.com/how-hungary-and-poland-have-silenced-women-and-stifled-human-rights-66743> (accessed 20 February 2022).
- Reisigl, M. (2007a) 'Discrimination in Discourse', in Kotthoff, H. and Spencer-Oatey, H. (eds.), *Handbook of Intercultural Communication*. Berlin: Mouton de Gruyter, pp. 365–394.
- Reisigl, M. (2007b) 'The Dynamics of Right-Wing Populist Argumentation in Austria', in Van Eemeren, F. H., Blair, J. A., Willard, C. A. and Garssen, B. (eds.), *Proceedings of the Sixth Conference of the International Society for the Study of Argumentation*. Amsterdam: Sic Sat/International Center for the Study of Argumentation, pp. 1127–1134.
- Reisigl, M. (2014) 'Argumentation Analysis and the Discourse-Historical Approach. A Methodological Framework', in Hart, Ch. and Cap, P. (eds.), *Contemporary Critical Discourse Studies*. London: Bloomsbury, pp. 67–96.
- Reisigl, M. (2018) 'The Discourse-Historical Approach', in Flowerdew, J. and Richardson, J. E. (eds.), *Routledge Handbook of Critical Discourse Studies*. London: Routledge, pp. 44–59.
- Rydgren, J. (2018) 'The Radical Right: An Introduction', in Rydgren, J. (ed.), *The Oxford Handbook of the Radical Right*. New York: Oxford University Press, pp. 1–13.
- Szwed, A. and Zielińska, K. (2017) 'A War on Gender? The Roman Catholic Church's Discourse on Gender in Poland', in Ramet, S. P. and Borowik, I. (eds.), *Religion, Politics, and Values in Poland*. New York: Palgrave Macmillan, pp. 113–136.
- Van Leeuwen, T. and Wodak, R. (1999) 'Legitimizing Immigration Control: A Discourse-Historical Analysis', *Discourse Studies*, 1(1), pp. 83–118.
- Walton, D. (1997) *Appeal to Pity: Argumentum ad Misericordiam*. Albany, NY: SUNY Press.

- Waszczykowski, W. (2016) In the article 'The Conspiracy Theorists Who Have Taken Over Poland', by Christian Davies, *The Guardian*, 16 February. Available at: www.theguardian.com/world/2016/feb/16/conspiracy-theorists-who-have-taken-over-poland (accessed 20 July 2021).
- Wodak, R. (2001) 'The Discourse-Historical Approach', in Wodak, R. and Meyer, M. (eds.), *Methods of Critical Discourse Analysis*. London: Sage, pp. 63–94.
- Wodak, R. (2011) *The Discourse of Politics in Action. Politics as Usual*. Basingstoke: Palgrave Macmillan.
- Wodak, R. (2013) "'Anything Goes!' – The Haiderization of Europe", in Wodak, R., KhosraviNik, M. and Mral, B. (eds.), *Right-Wing Populism in Europe: Politics and Discourse*. London: Bloomsbury, pp. 23–38.
- Wodak, R. (2014) 'The Strategy of Discursive Provocation – a Discourse-Historical Analysis of the FPÖ's Discriminatory Rhetoric', in Feldman, M. and Jackson, P. (eds.), *Doublespeak: The Rhetoric of the Far-Rights since 1945*. Stuttgart: ibidem-Verlag, pp. 101–122.
- Wodak, R. (2015) *The Politics of Fear: What Right-Wing Populist Discourses Mean*. London: Sage.
- Wodak, R. (2019a) 'Analysing the Micropolitics of the Populist Far Right in the "Post Shame" Era', in Bevelander, P. and Wodak, R. (eds.), *Europe at the Crossroads: Confronting Populist, Nationalist and Global Challenges*. Lund: Nordic Academic Press, pp. 63–92.
- Wodak, R. (2019b) 'Entering the "Post-Shame Era": The Rise of Illiberal Democracy, Populism and Neo-Authoritarianism in Europe', *Global Discourse*, 9(1), pp. 195–213.
- Wodak, R. (2021) 'Re/nationalising EU-ropes: National Identities, Right-Wing Populism, and Border- and Body-Politics', in Barkhoff, J. and Leerssen, J. (eds.), *National Stereotyping, Identity Politics, European Crises*. Leiden: Brill, pp. 95–121.
- Wodak, R. and Forchtner, B. (2014) 'Embattled Vienna 1683/2010: Right-Wing Populism, Collective Memory and the Fictionalisation of Politics', *Visual Communication*, 13(2), pp. 231–255.
- Wodak, R. and Reisigl, M. (2015) 'Discourse and Racism', in Tannen, D., Hamilton, H. E. and Schiffrin, D. (eds.), *The Handbook of Discourse Analysis*. Chichester: Wiley Blackwell, pp. 576–596.
- Wodak, R., De Cillia, R., Reisigl, M. and Liebhart, K. (2009) *The Discursive Construction of National Identity*. Edinburgh: Edinburgh University Press.
- Wodak, R., KhosraviNik, M. and Mral, B. (eds.) (2013) *Right-Wing Populism in Europe: Politics and Discourse*. London: Bloomsbury.
- Zienkowski, J. and Breeze, R. (2019) 'Introduction: Imagining Populism and the People in Europe', in Zienkowski, J. and Breeze, R. (eds.), *Imagining the Peoples of Europe: Populist Discourses across the Political Spectrum*. Amsterdam: John Benjamins, pp. 1–18.
- Bogdanowska, M. (2008) 'Topika' (The topics), in Wilczek, P. (ed.), *Retoryka*. Warszawa: PWN, pp. 35–56.
- Czarnek, P. (2020) In the article 'Przemysław Czarnek tak widzi rolę kobiety: ma rodzić dzieci i czekać, aż niewierny mąż się nawróci' (Przemysław Czarnek sees the woman's role in this way: She is to give birth to children and wait for the return of the unfaithful husband), by Maria Lipińska, Wiktoria Beczek, *Gazeta.pl*, 2 October, Available at: <https://wiadomosci.gazeta.pl/wiadomosci/7,114883,26361580,przemyslaw-czarnek-tak-widzi-role-kobiety-ma-rodzic-dzieci.html> (accessed 30 December 2021).
- Godek, K. (2021) 'Godek: To głosowanie pokaże, kto w Sejmie stoi po stronie lobby LGBT' (Godek: This vote will show who in the parliament supports the LGBT lobby). Interview with Kaja Godek, *Do Rzeczy*, 29 October. <https://dorzeczy.pl/opinie/218968/godek-to-glosowanie-pokaze-cto-stoi-po-stronie-lobby-lgbt.html> (accessed 28 December 2021).
- Kaczyński, J. (2016) In the article 'Prezes PiS: Będziemy dążyli do tego, aby aborcji było dużo mniej niż obecnie' (PiS President: We will try to radically decrease the number of abortions), *Dziennik Gazeta Prawna*, 12 October. Available at: www.gazetaprawna.pl/wiadomosci/artykuly/983726,kaczynski-o-aborcji.html (accessed 30 December 2021).
- Kaczyński, J. (2019) In the article 'Wywracanie rodziny' (Overturning the family), by Konrad Kołodziejski, *Sieci*, 17 September. Available at: www.wsieciprawdy.pl/sieci-wywracanie-rodziny-pnews-4141.html (accessed 16 July 2021).
- Kaczyński, J. (2021a) In the article 'Kaczyński o opozycji: Proponują kompletne zdemolowanie Polski w imię interesów zewnętrznych' (Kaczyński about the opposition: They offer complete demolition of Poland for the sake of external interests), by Rafał Wójcik, *Gazeta Wyborcza*, 26 February. Available at: <https://wyborcza.pl/7,75398,26829305,kaczynski-o-opozycji-proponuja-kompletne-zdemolowanie-polski.html> (accessed 16 July 2021).
- Kaczyński, J. (2021b) 'Jarosław Kaczyński dla "Wprost": Każdy średnio rozgarnięty człowiek może załatwić aborcję za granicą' (Jarosław Kaczyński for "Wprost": Every dull-witted person can arrange an abortion abroad). An interview with Jarosław Kaczyński by Eliza Olczyk and Joanna Miziołek, *Wprost*, 23 May. Available at: www.wprost.pl/kraj/10449780/jaroslaw-kaczynski-dla-wprost-kazdy-moze-zalatwic-aborcje-za-granica.html (accessed 16 July 2021).
- Lewandowski, K. (2020) In the article 'Samorządy bronią się przed Krucjatą Zjednoczenia Chrześcijańskich Rodzin i Ordo Iuris' (Local governments defend against the crusade of the Christian Family Union and Ordo Iuris), by Magdalena Kozioł, *Gazeta Wyborcza*, 28 August. Available at:

<https://wroclaw.wyborcza.pl/wroclaw/7,35771,26247117,krucjata-zjednoczenia-chrzescijanskich-rodzin-i-or-do-iuris.html> (accessed 27 December 2021).

Skrzydlewski, P. (2021) In the article 'Odkryliśmy, co to są cnoty niewieście. Czarnek chce kobiety bogobojnej, która doskonale przędzie' (We have discovered what womanly virtues are. Czarnek wants a pious woman that can spin well), by Dominika Sitnicka, OKO.press, 21 July. Available at: <https://oko.press/odkrylismy-co-to-sa-cnoty-niewiescie-czarnek-chce-kobiety-bogobojnej-ktora-doskonale-przedzie/> (accessed 27 December 2021).

Środa, M. (2021) 'Święta polska rodzina w państwie PiS' (The sacred Polish family in the PiS state), *Gazeta Wyborcza*, 30 March. Available at: <https://wyborcza.pl/7,75968,26931856,swieta-polska-rodzina-w-panstwie-pis.html> (accessed 15 April 2021).

Waszczykowski, W. (2020) In the article 'KE promuje LGBT. "To niebywałe i musimy bić na alarm"' (The European Commission promotes LGBT. It's unusual and we must raise the alarm), *Do Rzeczy*, 17 September. Available at: <https://dorzeczy.pl/kraj/153846/ke-promuje-lgbt-to-niebywale-i-musimy-bic-na-alarm.html> (accessed 19 July 2021).

Wróblewski, B. (2021) In the article 'Bartłomiej Wróblewski: Nie będę kandydował na rzecznika rodziny' (Bartłomiej Wróblewski: I will not run for family ombudsman), by Katarzyna Wójcik, *Rzeczpospolita*, 5 December. Available at: www.rp.pl/prawo-dla-ciebie/art19168351-bartlomiej-wroblewski-nie-bede-kandydowal-na-rzecznika-rodziny (accessed 27 December 2021).

Multimodal Nationalist Rhetoric in Finland

Antonsich, M. (2021) 'Everyday Nation in Times of Rising Nationalism', *Sociology*, 54(6): 1230–1237.

Aristotle (1991) *On Rhetoric: A Theory of Civic Discourse*, Oxford: Oxford University Press.

Bilewicz, M. and Soral, W. (2020) 'Hate Speech Epidemic: The Dynamic Effects of Derogatory Language on Intergroup Relations and Political Radicalization', *Political Psychology*, 41(S1): 3–33.

Billig, M. (1995) *Banal Nationalism*, London: Sage.

Billig, M. (2001) 'Humour and Hatred: The Racist Jokes of the Klu Klux Klan', *Discourse and Society*, 12(3): 267–289.

Blair, J. A. (2004) 'The Rhetoric of Visual Arguments', in C. A. Hill and M. Helmers (eds.), *Defining Visual Rhetorics*, London: Lawrence Erlbaum Associates, pp. 41–62.

Burke, S. and Goodman, S. (2012) "'Bring back Hitler's gas chambers": Asylum Seeking, Nazis and Facebook – A Discursive Analysis', *Discourse and Society*, 23(1): 19–33.

Castelló, E. and Mihelj, S. (2018) 'Selling and Consuming the Nation: Understanding Consumer Nationalism', *Journal of Consumer Culture*, 18(4): 558–576.

Daun, Å., Verkasalo, M. and Tuomivaara, P. (2001) 'Stereotypes among Finns in Sweden: The Character of Finns versus Swedes', *Ethnologia Europaea*, 31(1): 55–62.

Edley, N. (2001) 'Analysing Masculinity: Interpretative Repertoires, Ideological Dilemmas and Subject Positions', in M. Wetherell, S. Taylor and S. J. Yates (eds.), *Discourse as Data: A Guide for Analysis*, London: Sage, pp. 189–228.

Eriksen, T. H. (2007) 'Nationalism and the Internet', *Nations and Nationalism*, 13(1): 1–17.

Finell, E. (2019) 'National Identity, Collective Events, and Meaning: A Qualitative Study of Adolescents' Autobiographical Narratives of Flag Ceremonies in Finland', *Political Psychology*, 40(1): 21–36.

Forchtner, B. and Kølvråa, C. (2017) 'Extreme Right Images of Radical Authenticity: Multimodal Aesthetics of History, Nature, and Gender Roles in Social Media', *European Journal of Cultural and Political Sociology*, 4(3): 252–281.

Gal, N. (2019) 'Ironic Humor on Social Media as Participatory Boundary Work', *New Media and Society*, 21(3): 729–749.

Gregg, R. B. (1977) 'The Rhetoric of Political Newscasting', *Communication Studies*, 28(4): 221–237.

Hakoköngäs, E. (2017) 'Visual Collective Memory: A Social Representations Approach', PhD dissertation, University of Helsinki.

Hakoköngäs, E., Halmesvaara, O., and Sakki, I. (2020) 'Persuasion through Bitter Humor: Multimodal Discourse Analysis of Rhetoric in Internet Memes of Two Far-Right Groups in Finland', *Social Media + Society*, 6(2).

Hakoköngäs, E. and Sakki, I. (2016) 'Visualized Collective Memories: Social Representations of History in Images Found in Finnish History Textbooks', *Journal of Community and Applied Social Psychology*, 26(6): 496–517.

Hakoköngäs, E. and Sakki, I. (2019) 'The Past as a Means of Persuasion: Visual Political Rhetoric in Finnish Dairy Product Advertising', *Journal of Social and Political Psychology*, 7(1): 507–524

- Hakoköngäs, E. and Sakki, I. (2022) 'Mutable and Multilevel Schematic Templates: Narratives of Collaboration between Finland and Nazi-Germany in Finnish History Textbooks', in I. Brescó de Luna and F. van Alphen (eds.), *Reproducing, Rethinking, Resisting National Narratives. A Sociocultural Approach to Schematic Narrative Templates in Times of Nationalism*, Charlotte, NC: Information Age Publishers, pp. 195–215.
- Hameleers, M., Powell, T. E., Van Der Meer, T. G., and Bos, L. (2020) 'A Picture Paints a Thousand Lies? The Effects and Mechanisms of Multimodal Disinformation and Rebuttals Disseminated via Social Media', *Political Communication*, 37(2): 281–301.
- Hatakka, N. (2020) 'Expose, Debunk, Ridicule, Resist! Networked Civic Monitoring of Populist Radical Right Online Action in Finland. Information', *Communication and Society*, 23(9): 1311–1326.
- Holtzman, J. D. (2006) 'Food and Memory', *Annual Review of Anthropology*, 35: 361–378.
- Horsti, K. (2015) 'Techno-Cultural Opportunities: The Anti-Immigration Movement in the Finnish Mediascape', *Patterns of Prejudice*, 49(4): 343–366.
- Horsti, K. and Nikunen, K. (2013) 'The Ethics of Hospitality in Changing Journalism: The Response to the Rise of the Anti-Immigrant Movement in Finnish Media Publicity', *European Journal of Cultural Studies*, 16(4): 489–504.
- Horsti, K. and Saresma, T. (2021) 'The Role of Social Media in the Rise of Right-Wing Populism in Finland', in H. Tumber and S. Waisbord (eds.), *The Routledge Companion to Media Disinformation and Populism*, London: Routledge, pp. 376–385.
- Huntington, H. E. (2016) 'Pepper Spray Cop and the American Dream: Using Synecdoche and Metaphor to Unlock Internet Memes' Visual Political Rhetoric', *Communication Studies*, 67(1): 77–93.
- Jaskułowski, K. (2010) 'Western (Civic) versus Eastern (Ethnic) Nationalism. The Origins and Critique of the Dichotomy', *Polish Sociological Review*, 171(3): 289–303.
- Joffe, H. (2008) 'The Power of Visual Material: Persuasion, Emotion and Identification', *Diogenes*, 55(1): 84–93.
- Jungar, A. C. and Jupskås, A. R. (2014) 'Populist Radical Right Parties in the Nordic Region: A New and Distinct Party Family?', *Scandinavian Political Studies*, 37(3): 215–238.
- Kaldor, M. (1993) 'The New Nationalism in Europe', *Peace Review*, 5(2): 247–258.
- Kilby, L. and Lennon, H. (2021) 'When Words Are Not Enough: Combined Textual and Visual Multimodal Analysis as a Critical Discursive Psychology Undertaking', *Methods in Psychology*, 5.
- Kirby, D. (2006) *A Concise History of Finland*, Cambridge: Cambridge University Press.
- Kjeldsen, J. E. (2007) 'Visual Argumentation in Scandinavian Political Advertising: A Cognitive, Contextual, and Reception Oriented Approach', *Argumentation and Advocacy*, 43(3–4): 124–132.
- Kress, G. (2012) 'Multimodal Discourse Analysis', in J. P. Gee and M. Handford (eds.), *The Routledge Handbook of Discourse Analysis*, London: Routledge, pp. 35–50.
- Liu, Y. and O'Halloran, K. (2009) 'Intersemiotic Texture: Analyzing Cohesive Devices between Language and Images', *Social Semiotics*, 19(4): 367–388.
- Machin, D. (2013) 'Introduction: What Is Multimodal Critical Discourse Studies?', *Critical Discourse Studies*, 10(4): 347–355.
- Malmqvist, K. (2015) 'Satire, Racist Humour and the Power of (Un)Laughter: On the Restrained Nature of Swedish Online Racist Discourse Targeting EU-Migrants Begging for Money', *Discourse and Society*, 26(6): 733–753.
- Martikainen, J. and Sakki, I. (2021a) 'Boosting Nationalism through COVID-19 Images: Multimodal Construction of the Failure of the "Dear Enemy" with COVID-19 in the National Press', *Discourse and Communication*, 15(4), 388–414.
- Martikainen, J. and Sakki, I. (2021b) 'Myths, the Bible, and Romanticism as Ingredients of Political Narratives in the Finns Party Election Video', *Discourse, Context and Media*, 39.
- Merrill, S. (2020) 'Following the Woman with the Handbag: Mnemonic Context Collapse and the Anti-Fascist Activist Appropriation of an Iconic Historical Photograph', in S. Merrill, E. Keightley and P. Daphi (eds.), *Social Movements, Cultural Memory and Digital Media: Mobilising Mediated Remembrance*, London: Springer, pp. 111–139.
- Mihelj, S. and Jiménez-Martínez, C. (2021) 'Digital Nationalism: Understanding the Role of Digital Media in the Rise of "New" Nationalism', *Nations and Nationalism*, 27(2): 331–346.
- Nortio, E., Niska, M., Renvik, T. A. and Jasinskaja-Lahti, I. (2021) "'The Nightmare of Multiculturalism': Interpreting and Deploying Anti-Immigration Rhetoric in Social Media', *New Media and Society*, 23(3): 438–456.
- Perelman, C. (1979) 'The New Rhetoric: A Theory of Practical Reasoning', in C. Perelman (ed.), *The New Rhetoric and the Humanities*, London: Springer, pp. 1–42.
- Pettersson, K. (2017) 'Save the Nation! A Social Psychological Study of Political Blogs as a Medium for Nationalist Communication and Persuasion', PhD dissertation, University of Helsinki.

- Reicher, S. and Stott, C. (2020) 'On Order and Disorder during the COVID-19 Pandemic', *British Journal of Social Psychology*, 59(3): 694–702.
- Sakki, I. and Hakoköngäs, E. (2020) 'Celebrating Nationhood: Negotiating Nationhood and History in Finland's Centenary Celebrations', *Nations and Nationalism*, 26(4): 864–882.
- Sakki, I. and Hakoköngäs, E. (2022) 'Dialogical Construction of Hate Speech in Established Media and Online Discussions', in K. Pettersson and E. Nortio (eds.), *The Far-Right Discourse of Multiculturalism in Everyday Talk: Reproduction and Contestation in the Nordic Region*, London: Palgrave Macmillan, pp. 85–111.
- Sakki, I., Hakoköngäs, E., and Pettersson, K. (2018) 'Past and Present Nationalist Political Rhetoric in Finland: Changes and Continuities', *Journal of Language and Social Psychology*, 37(2): 160–180.
- Sakki, I. and Martikainen, J. (2021) 'Mobilizing Collective Hatred through Humour: Affective–Discursive Production and Reception of Populist Rhetoric', *British Journal of Social Psychology*, 60(2): 610–634.
- Sakki, I. and Pettersson, K. (2018) 'Managing Stake and Accountability in Prime Ministers' Accounts of the "Refugee Crisis": A Longitudinal Analysis', *Journal of Community and Applied Social Psychology*, 28(6): 406–429.
- Salter, L. M. (1975) 'The End of Nationalism: A Call for a Declaration of Interdependence', *International Lawyer*, 9(1): 143–152.
- Shelley, C. (1996) 'Rhetorical and Demonstrative Modes of Visual Argument: Looking at Images of Human Evolution', *Argumentation and Advocacy*, 33(2): 53–68.
- Shifman, L. (2014) *Memes in Digital Culture*, Cambridge, MA: MIT Press.
- Skey, M. (2014) 'The Mediation of Nationhood: Communicating the World as a World of Nations', *Communication Theory*, 24(1): 1–20.
- Smith, V. J. (2007) 'Aristotle's Classical Enthymeme and the Visual Argumentation of the Twenty-First Century', *Argumentation and Advocacy*, 43(3–4): 114–123.
- Strandberg, K. (2013) 'A Social Media Revolution or Just a Case of History Repeating Itself? The Use of Social Media in the 2011 Finnish Parliamentary Elections', *New Media and Society*, 15(8): 1329–1347.
- Valluvan, S. (2017) 'Defining and Challenging the New Nationalism', *Juncture*, 23(4): 232–239.
- Van Dijk, T. A. (1993) *Elite Discourse and Racism*, London: Sage.
- Wetherell, M. (1998) 'Positioning and Interpretative Repertoires: Conversation Analysis and Post-Structuralism in Dialogue', *Discourse and Society*, 9(3): 387–412.
- Wodak, R. (2015) *The Politics of Fear: What Right-Wing Populist Discourses Mean*, London: Sage.

Between Adversariness and Compromise

- Alexiou E. (2020) *Greek Rhetoric of the 4th Century BC: The Elixir of Democracy and Individuality*, Berlin: Walter de Gruyter.
- Amossy R. (2017) 'Understanding Political Issues through Argumentation Analysis', in R. Wodak and B. Forchtner (eds.), *The Routledge Handbook of Language and Politics*, London: Routledge, 262–275.
- Aristotle. (1960) *Topics*, trans. E. S. Forster (Loeb Classical Library), Cambridge, MA: Harvard University Press.
- Aune J. A. (2008) 'Coping with Modernity: Strategies of 20th-Century Rhetorical Theory', in A. Lunsford, K. Wilson, and R. Eberly (eds.), *The SAGE Handbook of Rhetorical Studies*, London: Sage, 85–109.
- Boukala S. (2016) 'Rethinking Topos in the Discourse Historical Approach: Endoxon Seeking and Argumentation in Greek Media Discourses on "Islamist Terrorism"', *Discourse Studies* 18(3): 249–268.
- Cap P. and Okulska U. (eds.) (2013) *Analyzing Genres in Political Communication: Theory and Practice*, Amsterdam: John Benjamins.
- Chilton P. and Schäffner C. (eds.) (2002) *Politics as Text and Talk: Analytic Approaches to Political Discourse*, Amsterdam: John Benjamins.
- Egglezou F. (2014b) 'Argumentative Literacy and Rhetorical Citizenship: The Case of Genetically Modified Food in the Institutional Setting of a Greek Primary School', in Ch Kock and L. Villadsen (eds.), *Contemporary Rhetorical Citizenship*, Amsterdam: Leiden University Press, 183–204.
- Fairclough, I. and Fairclough, N. (2012) *Political Discourse Analysis: A Method for Advanced Students*, London: Routledge.
- Fetzer A. (ed.) (2013) *Pragmatics of Political Discourse: Explorations across Cultures*, Amsterdam: John Benjamins.
- Finlayson A. (2007) 'From Beliefs to Arguments: Interpretive Methodology and Rhetorical Political Analysis', *The British Journal of Politics & International Relations*, 9(4): 545–563.

- Georgalidou M., Frantzi K., and Giakoumakis G. (2019) 'Addressing Adversaries in the Greek Parliament: A Corpus-Based Approach', in M. Chondrogianni, S. Courtenage, G. Horrocks, A. Arvaniti and I. Tsimpli (eds.), *Proceedings of the 13th International Conference on Greek Linguistics*, 106–116.
- Harris E. M. (2017) 'Rhetoric and Politics', in M. J. MacDonald (ed.), *The Oxford Handbook of Rhetorical Studies*, Oxford: Oxford University Press, 53–62.
- Hatzidaki O. and Goutsos D. (eds.) (2017) *Greece in Crisis: Combining Critical Discourse and Corpus Linguistics Perspectives*, Amsterdam: John Benjamins.
- Hatzisavvidou S. and Martin J. (2021) 'Introduction to the Special Issue: Rhetorical Approaches to Contemporary Political Studies', *Politics* 42(2): 149–155.
- Ilie C. (2010) *European Parliaments under Scrutiny: Discourse Strategies and Interaction Practices*, Amsterdam: John Benjamins.
- Ilie C. (2017) 'Parliamentary Debates', in R. Wodak and B. Forchtner (eds.), *The Routledge Handbook of Language and Politics*, London: Routledge, 309–325.
- Kock Ch. (2022) 'The Reception of Ancient Rhetoric in Modern Argumentation Theory and Pedagogy', in S. Papaioannou, A. Serafim and M. Edwards (eds.), *Brill's Companion to the Reception of Ancient Rhetoric*, Leiden: Brill, 489–513.
- Martin J. (2013) *Politics and Rhetoric: A Critical Introduction*, London: Routledge.
- Papaioannou S. (2013) *Michael Psellos: Rhetoric and Authorship in Byzantium*, Cambridge: Cambridge University Press.
- Papaioannou S., Serafim A., and Demetriou K. (eds.) (2020) *The Ancient Art of Persuasion across Genres and Topics*, Leiden: Brill.
- Perelman Ch. and Olbrechts-Tyteca L. (1969) *The New Rhetoric. A Treatise on Argumentation*, Notre Dame: University of Notre Dame Press.
- Poggi I., D'Errico F., Vincze L., and Vinciarelli A. (eds.) (2013) *Multimodal Communication in Political Speech. Shaping Minds and Social Action. International Workshop, Political Speech 2010 Rome, Italy, November 10–12, 2010*, Berlin: Springer.
- Reisigl M. and Wodak R. (2016) 'The Discourse-Historical Approach (DHA)', in R. Wodak and M. Meyer (eds.), *Methods of Critical Discourse Studies*, 3rd ed., London: Sage, 23–61.
- Rigotti E. and Greco S. (2019) *Inference in Argumentation: A Topics-Based Approach to Argument Schemes*, Cham: Springer.
- Rubinelli, S. (2009) *Ars Topica: The Classical Technique of Constructing Arguments from Aristotle to Cicero*, Berlin: Springer.
- Sachinidou P. (2015) 'Argumentative Strategies in Adolescents' School Writing', in F. H. van Eemeren and B. Garssen (eds.), *Scrutinizing Argumentation in Practice*, Amsterdam: John Benjamins, 151–174.
- Seizov O. (2014) *Political Communication Online: Structures, Functions, and Challenges*, London: Routledge.
- Serafim A. (2017) *Attic Oratory and Performance*, London: Routledge.
- Serafis D., Greco S., Pollaroli C., and Jermini-Martinez Soria C. (2020) 'Towards an Integrated Argumentative Approach to Multimodal Critical Discourse Analysis: Evidence from the Portrayal of Refugees and Immigrants in Greek Newspapers', *Critical Discourse Studies* 17(5): 545–565.
- Serafis D., Kitis E. D., and Assimakopoulos S. (2022) 'Sailing to Ithaka: The Transmutation of Greek Left-Populism in Discourses about the European Union', *Journal of Language and Politics* 21(2): 344–369.
- Spatharas D. (2019) *Emotions, Persuasion, and Public Discourse in Classical Athens*, Berlin: De Gruyter.
- Tsakona, V. (2009) 'Linguistic Creativity, Secondary Orality, and Political Discourse: The Modern Greek Myth of the "Eloquent Orator"', *Journal of Modern Greek Studies* 27: 81–106.
- Tseronis A. (2013) 'Review of I. Fairclough and N. Fairclough, *Political Discourse Analysis. A Method for Advanced Students*', *Journal of Argumentation in Context* 2(2): 269–278.
- Tseronis A. (2017) 'Analysing Multimodal Argumentation within the Pragma-Dialectical Framework', in F. H. van Eemeren and W. Peng (eds.), *Contextualizing Pragma-Dialectics*, Amsterdam: John Benjamins, 335–359.
- van Eemeren F. H. (2010) *Strategic Maneuvering in Argumentative Discourse: Extending the Pragma-Dialectical Theory*, Amsterdam: John Benjamins.
- van Eemeren F. H. and Grootendorst R. (2004) *A Systematic Theory of Argumentation: The Pragma-Dialectical Approach*, Cambridge: Cambridge University Press.
- van Eemeren, F. H. and Houtlosser P. (1999) 'Strategic Manoeuvring in Argumentative Discourse', *Discourse Studies* 1: 479–497.
- van Eemeren F. H. and Houtlosser P. (2002) 'Strategic Maneuvering: Maintaining a Delicate Balance', in F. H. van Eemeren and P. Houtlosser (eds.), *Dialectic and Rhetoric: The Warp and Woof of Argumentation Analysis*, Dordrecht: Kluwer, 131–159.
- Veneti A., Jackson D., and Lilleker D. G. (2019) *Visual Political Communication*, Cham: Palgrave Macmillan.

- Wodak, R. (2009) *The Discourse of Politics in Action: Politics as Usual*, Dordrecht: Springer.
- Wodak R. and Forchtner B. (eds.) *The Routledge Handbook of Language and Politics*, London: Routledge.
- Zarefsky D. (2008) 'Strategic Maneuvering in Political Argumentation', *Argumentation* 22(3): 317–330.
- Balla, Ch. [Μπάλλα Χ.] (1997) Πλατωνική Πειθώ. Από τη Ρητορική στην Πολιτική [Platonic Persuasion. From Rhetoric to Politics], Αθήνα: Πόλις [Athens: Polis].
- Bassakos, P. [Μπασάκος Π.] (1999) *Επιχείρημα και Κρίση [Argument and Crisis]*, Αθήνα: Νήσος [Athens: Nesos].
- Egglezou, F. [Εγγλέζου Φ.] (2014a) Η Διδασκαλία της Επιχειρηματολογίας στην Πρωτοβάθμια Εκπαίδευση. Από τον Προφορικό στον Γραπτό Λόγο: Θεωρία και Πράξη [The Teaching of Argumentation at Primary Education. From Oral to Written Discourse: Theory and Practice], Αθήνα: Εκδόσεις Γρηγόρη [Athens: Ekdoseis Gregore].
- Kindi V., Balla Ch. and Faraklas G. (eds.) [Κιντή Β., Μπάλλα Χ., Φαράκλας Γ. (επιμ)] (2019) Τόποι: Αντίδωρα στον Παντελή Μπασάκο [Τοποι: Gifts for Pantelis Bassakos], Ρέθυμνο: Πανεπιστημιακές Εκδόσεις [Rethymno: Panepistimiakes Ekdoseis].
- Nakas, Th. [Νάκας Θ.] (2005) Σχήματα (Μορφο)λεξικής και Φραστικής επανάληψης (α΄ τόμος) [Patterns of (Morpho)lexical and Phrastic Repetition, vol. 1], Αθήνα: Πατάκης [Athens: Patakis].
- Paradouroulou M. and Pangourelia, E. [Παπαδοπούλου Μ. και Παγκουρέλια Ε.] (2018) 'Η Ρητορική στην εκπαιδευτική πράξη: η επιχειρηματολογία στην ελληνική διαχρονία της', στο Κ. Ντίνας (επιμ.) *Figura in Praesentia – Μελέτες αφιερωμένες στον καθηγητή Θανάση Νάκα* ['Rhetoric in educational practice: Argumentation in Greek diachrony', in K. Dinas (ed.), *Figura in Praesentia – Studies Dedicated to Professor Thanasis Nakas*], Αθήνα: Πατάκης [Athens: Patakis], 388–404.
- Protorapas-Marneli, M. [Πρωτοπαπά-Μαρνέλη Μ.] (2005) Ρητορική, η Επιστήμη των Στωικών [Rhetoric, the Science of Stoics], Αθήνα: Σμίλη [Athens: Smile].
- Tsangaraki, E. [Τσαγκαράκη Ε.] (2022) *Ελληνικός Κοινοβουλευτικός Λόγος*, Διδ. Διατριβή Εθνικού και Καποδιστριακού Πανεπιστημίου Αθηνών, τομέας Γλωσσολογίας [Greek Parliamentary Discourse, Doctoral dissertation defended at the National and Kapodistrian University of Athens, section of Linguistics].
<http://dx.doi.org/10.12681/eadd/51264>

The Failing Essay

- Bartholomae, David, Freshman English, Composition, and CCCC, College Composition and Communication, Vol. 40, No. 1 (Feb., 1989), p. 38.
- Behrens, Laurence, Meditations, Reminiscences, Polemics: Composition Readers and the Service Course, College English, Vol. 41, No. 5 (Jan., 1980), p. 561.
- Bizzell, Patricia, Review: College Composition: *Initiation into the Academic Discourse* Community, Curriculum Inquiry, Vol. 12, No. 2 (Summer, 1982), p. 191.
- Brubacher, John, and Rudy, Willis, Higher Education in Transition: A History of American Colleges and Universities, Transaction Publishers, New Brunswick, 1997, p. 5.
- Connors, Robert, The New Abolitionism: Toward a Historical Background. Essay included in: *Reconceiving Writing, Rethinking Writing Instruction*, edited by Joseph Petraglia, Lawrence Erlbaum Associates, 1995, p. 10.
- "Council of Writing Program Administrators", WPA Outcomes Statement for First-Year Composition, <http://wpacouncil.org/positions/outcomes.html/>, 11 July 2012.
- Dombek, Kristin, Herndon, Scott, and Bartholomae, David, *Critical Passages: Teaching the Transition to College Composition*, Teachers College Press, New York, 2004, p. IX.
- Emig, Janet and Villanueva, Victor. Writing as a Mode of Learning, College Composition and Communication, Vol. 28, No. 2 (1977), pp. 122–128.
- Flower, Linda and Hayes, John, The Cognition of Discovery: Defining a Rhetorical Problem, College Composition and Communication, Vol. 31, No. 1 (Feb., 1980), p. 21.
- Freire, Paulo, *By Learning They Can Teach*, Convergence, Vol. 6, No. 1 (1973), p. 78.
- Greene, Stuart, and Ackerman, John, Expanding the Constructivist Metaphor: A Rhetorical Perspective on Literacy Research and Practice, Review of Educational Research, Vol. 65, No. 4 (Winter, 1995), p. 383.
- Harris, Joseph, The Idea of Community in the Study of Writing, *College Composition and Communication*, Vol. 40, No. 1 (Feb., 1989), p. 11.
- Hassett, Michael, Increasing Response-ability through Mortification: A Burkean Perspective on Teaching Writing, *A Journal of Composition Theory*, Vol. 15, No. 3 (1995), pp. 471–488.
- Hillocks, George, *The Testing Trap: How State Writing Assessments Control Learning*, Teachers College Press, New York, 2002, p. 3.

Langer, Judith, and Applebee, Arthur, *How Writing Shapes Thinking: A Study of Teaching and Learning*, NCTE, Urbana, 1987, p. 10.

Mlynarczyk, Rebecca, *Personal and Academic Writing: Revisiting the Debate*, *Journal of Basic Writing*, Vol. 25, No. 1, 2006, p. 4.

North, Stephen, *The Idea of A Writing Center*, *College English*, Vol. 46, No. 5 (September 1984).

Odell, Lee, *College Composition and Communication*, Vol. 31, No. 1 (Feb., 1980), p. 42.

Screech, Michael Andrew, and Fumaroli, Marc, *Montaigne & Melancholy: The Wisdom of the Essays*, Rowman & Littlefield, 2000.

Spellmeyer, Kurt, *A Common Ground: The Essay in the Academy*, *College English*, Vol. 51, No. 3 (March 1989), p. 262.

Sykes, Charles, *Dumbing Down Our Kids: Why America's Children Feel Good about Themselves But Can't Read, Write, or Add*, St. Martin's Press, New York, 1995, p. 71.

Totten, Samuel, *Educating for the Development of Social Consciousness and Social Responsibility*, *Social Issues in the English Classroom*, ed. C. Mark Hulbert and Samuel Totten, National Council of Teachers of English, Urbana, IL, 1992, p. 17.

Diverse Voices?

Alexander, J. and Rhodes, J. (2014) 'Flatten Effects: Composition's Multicultural Imperative and the Problem of Narrative Coherence,' *College Composition and Communication* 65(3): 430–454.

Bridwell-Bowles, L. (1995) 'Discourse and Diversity: Experimental Writing within the Academy,' in L. Wetherbee Phelps and J. Emig (eds.), *Feminine Principles and Women's Experience in American Composition and Rhetoric*, Pittsburgh: University of Pittsburgh Press.

Britton, G. and Lumpkin, M. (1977) 'For Sale: Subliminal Bias in Textbooks,' *Reading Teacher* 31(1): 40–45.

Browning, E. (2014) 'Disability Studies in the Composition Classroom,' *Composition Studies* 42(2): 96–116.

Crenshaw, K. (1989) 'Demarginalizing the Intersection of Race and Sex: A Black Feminist Critique of Antidiscrimination Doctrine, Feminist Theory, and Antiracist Politics,' *The University of Chicago Legal Forum* 8: 136–167.

Davis, V. (2006) 'Our Excellence: Where Do We Grow from Here?' in D. Roen (ed.), *Views from the Center: The CCCC Chairs' Addresses 1977–2005*, Boston: Bedford/St. Martin's Press.

Department of Justice. 'The Americans with Disabilities Act of 1990 and revised ADA regulations implementing Title II and Title III,' ADA.gov. www.ada.gov/2010_regs.htm.

Ervelles, N. (2009) 'Rewriting Critical Pedagogy from the Periphery: Materiality, Disability, and the Politics of Schooling,' in S. Gabel (ed.), *Disability Studies in Education: Readings in Theory & Method*, New York: Peter Lang.

Feiner, S. and Roberts, B. (1990) 'Hidden by the Invisible Hand: Neoclassical Economic Theory and the Textbook Treatment of Race and Gender,' *Gender and Society* 4(2): 159–181.

Gale, Xin Liu and Gale Fredric G. (eds.) (1999) *(Re)Visioning Composition Textbooks: Conflicts of Culture, Ideology, and Pedagogy*, New York: State University of New York Press.

Greenberg, B. and Brand, J. (1994) 'Minorities and the Mass Media: 1970s to 1990s,' in J. Bryant and D. Zillmann (eds.), *Media Effects: Advances in Theory and Research*, Mahwah, NJ: Lawrence Erlbaum Associates, Inc.

Hill-Collins, P. (2000) *Black Feminist Thought*, Philadelphia: Routledge.

hooks, b. (2015) *Feminist Theory: From Margin to Center*, Philadelphia: Routledge.

Jamieson, S. (1997) 'Composition Readers and the Construction of Identity,' in Severino, Guerra, and Butler (eds.), *Writing in Multicultural Settings*, New York: MLA.

Liu, Y. (1999) 'Self, Other, In-Between: Cross-Cultural Composition Readers and the Reconstruction of Cultural Identities,' in X. Gale and F. Gale (eds.), *(Re)Visioning Composition Textbooks: Conflicts of Culture, Ideology, and Pedagogy*, New York: State University of New York Press.

Marinara, M., Alexander, J., Banks, W., and Blackmon, S. (2009) 'Cruising Composition Texts: Negotiating Sexual Difference in First-Year Readers,' *College Composition and Communication* 61(2): 269–296.

Martin, D. (2008) 'Add Disability and Stir: The New Ingredient in Composition Textbooks,' in *Disability and the Teaching of Writing*, Boston: Bedford/St. Martin's Press.

McGinnis, M. (2018) *Dealing with Difference: A Rhetorical Analysis of First-Year Composition Textbooks*, Ball State University, Proquest Dissertation and Theses.

Moneyhun, C. (1996) 'Marginalized/Marginalization,' in P. Heilker and P. Vandenberg (eds.), *Keywords in Composition Studies*, Portsmouth: Boynton/Cook.

- Perrin, R. (1988) 'Textbook Writers and Textbook Publishers: One Writer's View of the Teaching Canon,' *Journal of Teaching Writing* 7(1): 67–74.
- Powell, M. (2012) 'Stories Take Place: A Performance in One Act,' *CCC* 64(2): 383–406.
- Purnell, R. (2006) 'Using Language to Unlock the Limits,' in D. Roen (ed.), *Views from the Center: The CCC Chairs' Addresses 1977–2005*, Boston: Bedford/St. Martin's Press.
- Rendleman, E. (2011) 'Balancing Act: Student Valuation and Cultural Studies Composition Textbooks,' *Composition Forum* 24. <http://compositonforum.com/issue/24/balancing-act-textbooks.php>.
- Royster, J. J. (2006) 'When the First Voice You Hear Is Not Your Own,' in D. Roen (ed.), *Views from the Center: The CCC Chairs' Addresses 1977–2005*, Boston: Bedford/St. Martin's Press.
- Young, I. (2004) 'Five Faces of Oppression,' in L. Heldke and P. O'Connor (eds.), *Oppression, Privilege, and Resistance*, New York: McGraw Hill.

Demonstrating and Debating Climate Change

- Adger, W. N., Benjaminsen, T. A., Brown, K., and Svarstad, H., 2001. *Advancing a Political Ecology of Global Environmental Discourses*. *Development and Change* 32, 681–715.
- Anderson, A. A., 2017. Effects of Social Media Use on Climate Change Opinion, Knowledge, and Behavior. In *Oxford Research Encyclopedia of Climate Science*. <https://doi.org/10.1093/acrefore/9780190228620.013.369>
- Banse, L., 2013. *Seeing Is Believing – A Guide to Visual Storytelling Best Practices*. Resource Media. Available online: www.resource-media.org/wp-content/uploads/2013/04/Visual-storytelling-guide.pdf (accessed 26.01.2022).
- Besel, R. D., 2011. Opening the "Black Box" of Climate Change Science: Actor-Network Theory and Rhetorical Practice in Scientific Controversies. *Southern Communication Journal* 76 (2), 120–136. <https://doi.org/10.1080/10417941003642403>
- Bloomfield, E. F. and Tillery, D., 2019. The Circulation of Climate Change Denial Online: Rhetorical and Networking Strategies on Facebook. *Environmental Communication* 13, 23–34. <https://doi.org/10.1080/17524032.2018.1527378>
- Borick, C. P. and Rabe, B. G., 2014. Weather or Not? Examining the Impact of Meteorological Conditions on Public Opinion Regarding Global Warming. *Weather, Climate, and Society* 6 (3), 413–424. doi: 10.1175/WCAS-D-13-00042.1.
- Bouman, T., Verschoor, M., Albers, C., Böhm, G., Fisher, S. D., Poortinga, W., Whitmarsh, L., and Steg, L., 2020. When Worry about Climate Change Leads to Climate Action: How Values, Worry and Personal Responsibility Relate to Various Climate Actions. *Global Environmental Change* 62, 102061 <https://doi.org/10.1016/j.gloenvcha.2020.102061>
- Boykoff, M. T. and Boykoff, J. M., 2007. Climate Change and Journalistic Norms: A Case-Study of US Mass-Media Coverage. *Geoforum* 38, 1190–1204. doi: 10.1016/j.geoforum.2007.01.008
- Boykoff, M. T. and Rajan, S. R., 2007. Signals and Noise. *Mass-Media Coverage of Climate Change in the USA and the UK*. *EMBO Reports* 8, 207–211. doi: 10.1038/sj.embor.7400924
- Braasch, G., 2013. Climate Change: Is Seeing Believing? *Bulletin of the Atomic Scientists* 69 (6), 33–41. doi: 10.1177/0096340213508628
- Carlson, J. M., Kaull, H., Steinhauer, M., Zigarac, A., and Cammarata, J., 2020. Paying Attention to Climate Change: Positive Images of Climate Change Solutions Capture Attention. *Journal of Environmental Psychology* 71, 101477. doi: 10.1016/j.jenvp.2020.101477
- Casaló, L. V., Flavián, C., and Ibáñez-Sánchez, S., 2020. Influencers on Instagram: Antecedents and Consequences of Opinion Leadership. *Journal of Business Research* 117, 510–519. doi: 10.1016/j.jbusres.2018.07.005
- Castree, N., 2014. *Making Sense of Nature. Representation, Politics and Democracy*. New York: Routledge.
- Ceccarelli, L., 2011. *Manufactured Scientific Controversy: Science, Rhetoric, and Public Debate*. *Rhetoric and Public Affairs* 14 (2), 195–228.
- Chadwick, A. E., 2015. Toward a Theory of Persuasive Hope: Effects of Cognitive Appraisals, Hope Appeals, and Hope in the Context of Climate Change. *Health Communication* 30 (6), 598–611. doi: 10.1080/10410236.2014.916777
- Chapman, D. A., Corner, A., Webster, R., and Markowitz, E. M., 2016. Climate Visuals: A Mixed Methods Investigation of Public Perceptions of Climate Images in Three Countries. *Global Environmental Change* 41, 172–182. doi: 10.1016/j.gloenvcha.2016.10.003
- Chapman, D. A., Lickel B., and Markowitz, E. M., 2017. Reassessing Emotion in Climate Change Communication. *Nature Climate Change* 7, 850–852. <https://doi.org/10.1038/s41558-017-0021-9>

- Cohen, M. J., 2010. Is the UK Preparing for 'War'? Military Metaphors, Personal Carbon Allowances, and Consumption Rationing in Historical Perspective. *Climate Change*. doi:10.1007/s10584-009-9785-x
- Cook, J., Nuccitelli, D., Green, S. A., Richardson, M., Winkler, B., Painting, R., Way, R., Jacobs, P. and Skuce, A., 2013. Quantifying the Consensus on Anthropogenic Global Warming in the Scientific Literature. *Environmental Research Letters* 8, 024024. doi:10.1088/1748-9326/8/2/024024
- Dryzek, J., 2013 [1997]. *The Politics of the Earth: Environmental Discourses*, 3rd ed. Oxford: Oxford University Press.
- Edwards, P. N. and Schneider, S. H., 2001. Self-Governance and Peer Review in Science-for-Policy: The Case of the IPCC Second Assessment Report. In C. A. Miller and P. N. Edwards (eds.), *Changing the Atmosphere: Expert Knowledge and Environmental Governance*. Cambridge, MA and London: MIT Press, 219–246.
- Elgesem, D., Steskal, L., and Diakopoulos, N., 2015. Structure and Content of the Discourse on Climate Change in the Blogosphere: The Big Picture. *Environmental Communication* 9, 169–188. doi: 10.1080/17524032.2014.983536
- Entman, R. M., 1993. Framing: Toward Clarification of a Fractured Paradigm. *Journal of Communication* 43, 51–58. doi: 10.1111/j.1460-2466.1993.tb01304.x
- Ereaut, G. and Segnit, N., 2006. *Warm Words: How Are We Telling the Climate Story and Can We Tell It Better?* London: Institute for Public Policy Research.
- Ereaut, G. and Segnit, N., 2007. *Warm Words II: How the Climate Story Is Evolving and the Lessons We Can Learn for Encouraging Public Action*. London: Institute for Public Policy Research.
- Evensen, D., 2019. The Rhetorical Limitations of the #FridaysForFuture Movement. *Nature Climate Change* 9, 428–433. <https://doi.org/10.1038/s41558-019-0481-1>
- Fahnestock, J., 1986. Accommodating Science: The Rhetorical Life of Scientific Facts. *Written Communication* 3 (3), 275e296. <https://doi.org/10.1177/0741088386003003001>
- Feldman, L. and Hart, P. S., 2016. Using Political Efficacy Messages to Increase Climate Activism: The Mediating Role of Emotions. *Science Communication* 38 (1), 99–127. doi: 10.1177/1075547015617941
- Feldman, L. and Hart, P. S., 2018. Is There Any Hope? How Climate Change News Imagery and Text Influence Audience Emotions and Support for Climate Mitigation Policies. *Risk Analysis* 38 (3), 585–602. doi: 10.1111/risa.12868
- Fløttum, K., 2017. Language and Climate Change. In K. Fløttum (ed.), *The Role of Language in the Climate Change Debate*. New York and London: Routledge, 1–10.
- Fløttum, K. and Gjerstad, Ø., 2017. Narratives in Climate Change Discourse. *WIREs Climate Change* 8, e429. doi: 10.1002/wcc.429
- Forgács, B. and Pléh, Cs., 2022. The Fluffy Metaphors of Climate Science. In S. Wuppuluri and A. C. Grayling (eds.), *Metaphors and Analogies in Sciences and Humanities*, Synthese Library, vol. 453. Cham: Springer, 447–477. https://doi.org/10.1007/978-3-030-90688-7_22
- Geise S. and Baden C., 2015. Putting the Image Back into the Frame: Modeling the Linkage between Visual Communication and Framing Theory. *Communication Theory* 25 (1), 46–69. doi: 10.1111/comt.12048
- Gifford, R., Kormos, C., and McIntyre, A., 2011. Behavioral Dimensions of Climate Change: Drivers, Responses, Barriers, and Interventions. *WIREs Climate Change* 2, 801–827. doi: 10.1002/wcc.143
- Graham C. D.Jr., 1957. A Dictionary of Useful Research Phrases. *Metal Progress* 71 (5), 71.
- Gross, A. G., 2006. *Starring the Text. The Place of Rhetoric in Science Studies*. Carbondale: Southern Illinois University Press.
- Grundmann, R., 2013. "Climategate" and the Scientific Ethos. *Science, Technology & Human Values* 38 (1), 67–93.
- Hamblyn, R., 2009. The Whistleblower and the Canary: Rhetorical Constructions of Climate Change. *Journal of Historical Geography* 35, 223–236.
- Hamilton, C. and Kasser, T., 2009. Psychological Adaptation to the Threats and Stresses of a Four-Degree World. A paper for "Four Degrees and Beyond" conference, Oxford University, 28–30 September 2009 www.eci.ox.ac.uk/events/4degrees/ppt/poster-hamilton.pdf (accessed 26.01.2022).
- Hannigan, J., 2006. *Environmental Sociology. A Social Constructionist Perspective*. 2nd ed. New York: Routledge.
- Hartmann, B., 2010. Rethinking Climate Refugees and Climate Conflict: Rhetoric, Reality and the Politics of Policy Discourse. *Journal of International Development* 22, 233–246. doi: 10.1002/jid.1676
- Houdek, M. and Phillips, K. R., 2020. Rhetoric and the Temporal Turn: Race, Gender, Temporalities. *Women's Studies in Communication* 43 (4), 369–383. doi: 10.1080/07491409.2020.1824501
- Hulme, M., 2008. The Conquering of Climate: Discourses of Fear and Their Dissolution. *The Geographical Journal* 174 (1), 5–16. <https://doi.org/10.1111/j.1475-4959.2008.00266.x>
- Hulme, M., 2009. *Why We Disagree about Climate Change. Understanding Controversy, Inaction and Opportunity*. New York: Cambridge University Press.

- Hulme, M., 2016. *Weathered. Cultures of Climate*. London: King's College London.
- Hulme, M., 2021. *Climate Change*. New York and London: Routledge.
- Hyland, K., 2006. *Disciplinary Differences: Language Variation in Academic Discourses*. In K. Hyland and M. Bondi (eds.), *Academic Discourse across Disciplines*. Frankfurt: Peter Lang, 17–45.
- Jankó, F., Drüsler, Á., Gálos, B., Móricz, N., Papp-Vancsó, J., Pieczka, I., Pongrácz, R., Rasztovits, E., Soósné Dezső, Zs., and Szabó, O., 2020. Recalculating Climate Change Consensus: The Question of Position and Rhetoric. *Journal of Cleaner Production* 254, 120127. <https://doi.org/10.1016/j.jclepro.2020.120127>
- Jankó, F., Móricz, N., and Papp-Vancsó, J., 2014. Reviewing the Climate Change Reviewers: Exploring Controversy through Report References and Citations. *Geoforum* 56, 17–34. <http://dx.doi.org/10.1016/j.geoforum.2014.06.004>
- Johnson, L., 2009. (Environmental) Rhetorics of Tempered Apocalypticism in An Inconvenient Truth. *Rhetoric Review* 28 (1), 29–46. doi: 10.1080/07350190802540708
- Koteyko, N., 2015. *Corpus-Assisted Analysis of Internet-Based Discourses: From Patterns to Rhetoric*. In J. Ridolfo and W. Hart-Davidson (eds.), *Rhetoric and Digital Humanities*. Chicago: University of Chicago Press. <https://doi.org/10.7208/9780226176727-014>
- Kundzewicz, Z. W., Matczak, P., Otto, I. M., and Otto, P. E., 2020. From “Atmosfear” to Climate Action. *Environmental Science and Policy*, 105, 75–83. <https://doi.org/10.1016/j.envsci.2019.12.012>
- Lamb, W., Mattioli, G., Levi, S., Roberts, J., Capstick, S., Creutzig, F., Minx, J. C., Müller-Hansen, F., Culhane, T., and Steinberger, J. K., 2020. Discourses of Climate Delay. *Global Sustainability* 3, E17. doi:10.1017/sus.2020.13
- Latour, B., 1987. *Science in Action. How to Follow Scientists and Engineers through Society*. Cambridge, MA: Harvard University Press.
- Latour, B., 2004. Why Has Critique Run out of Steam? From Matters of Fact to Matters of Concern. *Critical Inquiry* 30, 225–248.
- Leiserowitz, A., 2006. Climate Change Risk Perception and Policy Preferences: The Role of Affect, Imagery and Values. *Climatic Change* 77, 45–72. <https://doi.org/10.1007/s10584-006-9059-9>
- Leiserowitz, A., Maibach, E., Roser-Renouf, C., Feinberg, G., and Howe, P., 2013. *Extreme Weather and Climate Change in the American Mind*, April 2013. New Haven, CT: Yale Project on Climate Change Communication. Available at SSRN: <https://ssrn.com/abstract=2292599> or <http://dx.doi.org/10.2139/ssrn.2292599>
- Liverman, D. M., 2009. Conventions of Climate Change: Constructions of Danger and the Dispossession of the Atmosphere. *Journal of Historical Geography* 35, 279–296.
- Manzo, K., 2010. Beyond Polar Bears? Re-Envisioning Climate Change. *Meteorological Applications* 17, 196–208. <https://doi.org/10.1002/met.193>
- Matthews, P., 2015. Why Are People Skeptical about Climate Change? Some Insights from Blog Comments. *Environmental Communication* 9 (2), 153–168. doi: 10.1080/17524032.2014.999694
- McDonald, R. I., Chai, H. Y., and Newell, B. R., 2015. Personal Experience and the “Psychological Distance” of Climate Change: An Integrative Review. *Journal of Environmental Psychology* 44, 109–118. doi: 10.1016/j.jenvp.2015.10.003
- Medimorec, S. and Pennycook, G. 2015. The Language of Denial: Text Analysis Reveals Differences in Language Use between Climate Change Proponents and Skeptics. *Climatic Change* 133, 597–605. doi: 10.1007/s10584-015-1475-2
- Metag, J., Schäfer, M. S., Fuchslin, T., Barsuhn, T., and Königslöw, K. K., 2016. Perceptions of Climate Change Imagery: Evoked Salience and Self-Efficacy in Germany, Switzerland, and Austria. *Science Communication* 38 (2), 197–227. <https://doi.org/10.1177/1075547016635181>
- Michael, M., 2021. When Ecocriticism and Rhetoric Meet: An Analysis of Greta Thunberg’s No One Is Too Small to Make a Difference. *Research Journal of English Language and Literature* 9 (1), 33–35.
- Morales, A. W., 2017. *The Rhetoric of Scientific Authority: A Rhetorical Examination of An Inconvenient Truth*. Graduate Theses and Dissertations. <http://scholarcommons.usf.edu/etd/6910>
- Morton, T. A., Rabinovich, A., Marshall, D., and Bretschneider, P., 2011. The Future That May (or May Not) Come: How Framing Changes Responses to Uncertainty in Climate Change Communications. *Global Environmental Change* 21, 103–109. doi: 10.1016/j.gloenvcha.2010.09.013
- Moser, S. C., 2010. *Communicating Climate Change: History, Challenges, Process and Future Directions*. *WIREs Climate Change* 1, 31–53. doi: 10.1002/wcc.011
- Nerlich, B., 2010. ‘Climategate’: Paradoxical Metaphors and Political Paralysis. *Environmental Values* 19 (4), 419–442. doi: 10.2307/25764266
- Nerlich, B., Koteyko, N., and Brown, B., 2010. Theory and Language of Climate Change Communication. *WIREs Climate Change* 1, 97–110. doi: 10.1002/wcc.002
- Nicholson-Cole, S., 2005. Representing Climate Change Futures: A Critique on the Use of Images for Visual Communication. *Computers, Environment and Urban Systems* 29, 255–273.

- Okuah, O., Scholtz, B. M., and Snow, B., 2019. A Grounded Theory Analysis of the Techniques Used by Social Media Influencers and Their Potential for Influencing the Public Regarding Environmental Awareness. In *Proceedings of the South African Institute of Computer Scientists and Information Technologists* 36, 1–10. <https://doi.org/10.1145/3351108.3351145>
- O'Neill, S., 2013. Image Matters: Climate Change Imagery in US, UK and Australian Newspapers. *Geoforum* 49, 10–19. <https://doi.org/10.1016/j.geoforum.2013.04.030>
- O'Neill, S. and Nicholson-Cole, S., 2009. "Fear Won't Do It": Promoting Positive Engagement with Climate Change through Visual and Iconic Representations. *Science Communication* 30 (3), 355–379. doi: 10.1177/1075547008329201
- O'Neill, S., Boykoff, M., Day, S., and Niemeyer, S., 2013. On the Use of Imagery for Climate Change Engagement. *Global Environmental Change* 23, 413–421. <https://doi.org/10.1016/j.gloenvcha.2012.11.006>
- Oreskes, N. 2004. Beyond the Ivory Tower: The Scientific Consensus on Climate Change. *Science* 306, 1686. doi: 10.1126/science.1103618
- Pearce W., Brown B., Nerlich B., and Koteyko N. 2015. Communicating Climate Change: Conduits, Content, and Consensus. *WIREs Climate Change* 6, 613–626. doi:10.1002/wcc.366.
- Pearce, W., Grundmann, R., Hulme, M., Raman, S., Kershaw, E. H., and Tsouvalis, J., 2017. Beyond Counting Climate Consensus. *Environmental Communication* 11 (6), 723–730. <https://doi.org/10.1080/17524032.2017.1333965>.
- Pielke, R. A.Jr., 2007. *The Honest Broker*. Cambridge: Cambridge University Press.
- Rabinovich, A. and Morton, T. A., 2012. Unquestioned Answers or Unanswered Questions: Beliefs about Science Guide Responses to Uncertainty in Climate Change Risk Communication. *Risk Analysis* 32, 992–1002. doi: 10.1111/j.1539-6924.2012.01771.x
- Rebich, H. S., 2011. *Thematic and Affective Content in Textual and Visual Communication about Climate Change: Historical Overview of Mass Media Sources and Empirical Investigation of Emotional Responses* [Dissertation]. Santa Barbara, CA: University of California.
- Risbey, J. S., 2008. The New Climate Discourse: Alarmist or Alarming? *Global Environmental Change* 18, 26–37. doi:10.1016/j.gloenvcha.2007.06.003
- Russill, C., 2008. Tipping Point Forewarnings in Climate Change Communication: Some Implications of an Emerging Trend. *Environmental Communication* 2, 133–153. doi: 10.1080/17524030802141711
- Russill, C., 2018. The "Danger" of Consensus Messaging: Or, Why to Shift from Skeptic-First to Migration-First Approaches. *Frontiers in Communication* 3 (37). <https://doi.org/10.3389/fcomm.2018.00037>
- Ryghaug, M. and Skjølsvold, T. M., 2010. The Global Warming of Climate Science: Climategate and the Construction of Scientific Facts. *International Studies in the Philosophy of Science* 24 (3), 287–307. doi: 10.1080/02698595.2010.522411
- Sharman, A., 2014. Mapping the Climate Sceptical Blogosphere. *Global Environmental Change*, 26, 159–170. doi: 10.1016/j.gloenvcha.2014.03.003
- Smith, N.W. and Joffe, H., 2009. Climate Change in the British Press: The Role of the Visual. *Journal of Risk Research* 12, 647–663. <https://doi.org/10.1080/13669870802586512>
- Sörlin, S., 2009. Narratives and Counter-Narratives of Climate Change: North Atlantic Glaciology and Meteorology, c.1930–1955. *Journal of Historical Geography* 35, 237–255.
- Spence, A., Poortinga, W., and Pidgeon, N., 2012. The Psychological Distance of Climate Change. *Risk Analysis* 32, 957–972. <https://doi.org/https://doi.org/10.1111/j.1539-6924.2011.01695.x>
- Supran, G. and Oreskes, N., 2021. Rhetoric and Frame Analysis of ExxonMobil's Climate Change Communications. *One Earth* 4, 696–719. <https://doi.org/10.1016/j.oneear.2021.04.014>
- Tannenbaum, M. B., Hepler, J., Zimmerman, R. S., Saul, L., Jacobs, S., Wilson, K., and Albarracín, D., 2015. Appealing to Fear: A Meta-Analysis of Fear Appeal Effectiveness and Theories. *Psychological Bulletin* 141 (6), 1178–1204.
- Van der Linden, S., Maibach, E., and Leiserowitz, A., 2015. Improving Public Engagement with Climate Change: Five "Best Practice" Insights from Psychological Science. *Perspectives on Psychological Science* 10 (6), 758–763. doi: 10.1177/1745691615598516
- van Eck, C. W., Mulder, B. C., and Dewulf, A., 2019. "The truth is not in the middle": Journalistic Norms of Climate Change Bloggers. *Global Environmental Change* 59, 101989. <https://doi.org/10.1016/j.gloenvcha.2019.101989>
- Vavilov, E.-M., 2019. *Lessons about Activism from a Swedish High School Student: A Rhetorical Analysis of Greta Thunberg's Public Speeches on Climate Change*. Master thesis. Jönköping University School of Education and Communication.
- Walsh, L., 2015. The Visual Rhetoric of Climate Change. *WIREs Climate Change* 6, 361–368. doi: 10.1002/wcc.342
- Walsh, L., 2017. Understanding the Rhetoric of Climate Science Debates. *WIREs Climate Change* 8, e452. doi: 10.1002/wcc.452

- Walter, S., Brüggemann, M., and Engesser, S., 2018. Echo Chambers of Denial: Explaining User Comments on Climate Change. *Environmental Communication* 12 (2), 204–217. doi:10.1080/17524032.2017.1394893
- Williams, H. T. P., McMurray, J. R., Kurz, T., and Hugo Lambert, F., 2015. Network Analysis Reveals Open Forums and Echo Chambers in Social Media Discussions of Climate Change. *Global Environmental Change* 32, 126–138. doi: 10.1016/j.gloenvcha.2015.03.006
- Wozniak, A., Lück, J., and Wessler, H., 2015. Frames, Stories, and Images: The Advantages of a Multimodal Approach in Comparative Media Content Research on Climate Change. *Environmental Communication* 9, 469–490.
- Yıldırım, S., 2021. Do Green Women Influencers Spur Sustainable Consumption Patterns? Descriptive Evidences from Social Media Influencers. *Ecofeminism and Climate Change* 2 (4), 198–210. <https://doi.org/10.1108/EFCC-02-2021-0003>
- Zhou, S., Barnes, L., McCormick, H., and Blazquez Cano, M., 2021. Social Media Influencers' Narrative Strategies to Create eWOM: A Theoretical Contribution. *International Journal of Information Management* 59, 102293. doi: 10.1016/j.ijinfomgt.2020.102293

A Descriptive Study of Rhetoric in South Korean Business Texts

- Abe, M. (2021) 'The Relationship between Japanese and Korean Steel Industries'. *Korean Journal of Japanese Studies* 13(1): 84–111.
- Aristotle. (1954) *The Rhetoric* (W. R. Roberts, Trs.). New York: Random House.
- Becker, C. M. & Glascoff, M. A. (2014) 'Process Measures: A Leadership Tool for Management'. *The TQM Journal*.26(1): 50–62.
- Bitzer, L. F. (1968) 'The Rhetorical Situation'. *Philosophy and Rhetoric*.1(1): 1–14.
- Carlet, J. W. & Cardozo, R. W. (1970) 'White Response to Integrated Advertising'. *Journal of Advertising Research* 10: 35–39.
- Chen, E. (1979) *Hyper Growth in Asian Economics: A Comparative Study of Hong Kong, Japan, Korea, Singapore, and Taiwan*. New York: Macmillan.
- Dudek-Burlikowska, M. (2015) 'The Concept of Total Quality Management and the Contemporary Entrepreneurship in Practice'. *Journal of Achievements in Materials and Manufacturing Engineering* 73(2): 229–236.
- Escobar, S. (2015) *Principles of Quality Management*. New York: Clanrye International.
- Gallo, C. (2010) *The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience*. New York: McGraw Hill.
- Gong, Y. (2002) 'Rhetoric, Debate and Its Epistemological Basis'. *Korean Journal of Communication and Information* 19: 37–63.
- Graham, J., Haidt, J., & Nosek, B. A. (2009) 'Liberals and Conservatives Rely on Different Stages of Moral Foundations'. *Journal of Personality and Social Psychology* 96(5): 1029–1046.
- Ha, S. & Yoon, B. (2019) 'Effect of Quality Management Activities on the Performance–Mediation Effect of Innovation Culture Moderated by Organizational Mindfulness Support'. *Journal of Korean Society for Quality Management* 47(4): 667–685.
- Heo, M. & Park, J. (2016) 'Presidential Rhetoric of South Korea and the United States: The Case of Lee and Obama'. *Asian Journal of Communication* 26(4): 301–318.
- ISO (2015) *Quality Management Principles*. Geneva: International Organization for Standardization.
- Jang, Y. (2018) 'Confucian Management Ideology and Entrepreneurship in Korea'. *Journal of the New Korean Philosophical Association* 92(2): 223–239.
- Jensen, J. V. (1987) 'Teaching East Asians Rhetoric'. *Rhetorical Society Quarterly* 17: 135–151.
- Jost, J. T., Glaser, J., Sullooy, F., & Kruglanski, A. W. (2003) 'Political Conservatism as Motivated Social Cognition'. *Psychological Bulletin* 129(3): 339–375.
- Jung, K. & Choi, S. (2021) 'The Effects of CEO Innovation-Oriented and Hindrance Messages on Firm Innovation and Performance: Using Content Analysis Approach'. *Korean Journal of Human Resources Development* 24(1): 85–113.
- Kahn, H. (1966) *The Alternative World Futures Approach*. New York: Hudson Institute.
- Kim, D. (2018) 'Anti-Communist Liberalism as an Origin of the Korean-Style Neo-Liberalism – Continuity of Anti-Communist and Developmental State to Neo-Liberalism'. *Economy and Society* 118: 240–276.
- Kim, S. (2016, November 29) 'Five Confucian Virtues for Business Management: Benevolence, Righteousness, Propriety, Wisdom, and Sincerity'. *E-Today*. www.etoday.co.kr/news/view/1420016 (accessed 21 January 2022).
- Ku, S. & Jang, S. (2022) 'A Study of the Influence of CEO Image on Brand Value –Focused on the Legal Process of Samsung CEO and Change of Corporate Value'. *The Journal of the Korea Contents Association*

22(2): 237–254.

Kim, Y. (2012) *Korean Chaebol and the Developing Country: Rapid Growth, Dictatorship, and the Formation of a Ruling Class*. Seoul: Hanul Academy.

Lee, H. (2015) 'Korean Entrepreneurship of the Industrial Age (1960–70) and Confucianism'. *The Review of Business History* 30(1): 203–226.

Lee, Y. & Cho, Y. (2006) *TQM and Six Sigma: Quality Management for Small Business*. Seoul: Hongreung.

Light, P. C. (1991) *The President's Agenda: Domestic Policy Choice from Kennedy to Reagan*. Baltimore: Johns Hopkins University Press.

Park, C. (2021) 'Korea's Exportist Growth Regime in the Post-Globalization Era: Implications for the Welfare Regime'. *Society and Theory* 39: 265–324.

Park, C. K. (2001) 'The Neoliberal Economic Policy and the Change of the Workers' Quality of Life in Korea'. *Korean Journal of Sociology* 35(6): 79–106.

Park, J. (2007) *The Analects of Confucius and Quality Management*. Seoul: Ewha Women's University Press.

Park, S. (2015) 'Analysis on the Cohabitation of Developmentalism and Neoliberalism in Korea'. *Journal of Asia-Pacific Studies* 22(4): 5–40.

Rose, K. (2005) *Project Quality Management: Why, What, and How*. Plantation, FL: J. Ross.

Samsung Newsroom (2021) '*Samsung Electronics Solidifies Its Brand Value with Top-Five Ranking in Interbrand's Best Global Brands 2021*'. Samsung Newsroom. <https://news.samsung.com/global/samsung-electronics-solidifies-its-brand-value-with-top-five-ranking-in-interbrands-best-global-brands-2021> (accessed 21 January 2022).

Sandberg, W. & Hoper, C. (1987) 'Improving New Performance: The Role of Strategy, Industry Structure and the Entrepreneur'. *Journal of Business Venturing* 2: 5–28.

Schlinger, M. J. (1979) 'A Profile of Responses to Commercials'. *Journal of Advertising Research* 19: 37–48.

Shin, Y. & Kim, T. (2021) 'A Comparative Study on the Determinants of Wage in South Korea: Focused on PIAAC Data'. *Korea Social Policy Review* 28(4): 71–96.

Soliman, A. F. (2019) 'A Proposed Model for the Effect of Entrepreneurship on Total Quality Management Implementation: An Applied Study on Dairy and Juice Manufacturing Companies in Egypt'. *International Journal of Six Sigma and Competitive Advantage* 11(2–3): 179–203.

Springer, S., Birch, K., & MacLeavy, J. (2016) *The Handbook of Neoliberalism*. New York: Routledge.

Warzecha, B. (2017) *The Problem with Quality Management: Process Orientation, Controllability and Zero-Defect Processes as Modern Myths*. Walsrode: Verlag für Planung und Organisation.

Wiklund, J. & Shepherd, D. (2005) 'Entrepreneurial Orientational and Small Business Performance: A Configurational Approach'. *Journal of Business Venturing* 20(1): 71–91.

Xing, L. (2015, January 19) 'The Humanistic Link between China and Korea: Confucian Culture'. Institute of International Studies, Fudan University. <https://iis.fudan.edu.cn/en/87/78/c16642a165752/page.htm> (accessed 21 January 2022).

Yoo, H. (2010) 'A Study on the Efficiency Evaluation of Total Quality Management Activities in Korean Companies'. *Total Quality Management & Business Excellence* 14(1): 119–128.

Yun, S. & Rhee, M. (2011) 'A Reconstruction of Ideology Measurement in S. Korea'. *Korean Journal of Legislative Studies* 17(3): 63–80.

Zaichkowsky, J. L. (1985) 'Measuring the Involvement Construct'. *Journal of Consumer Research* 12: 341–352.

Discursive Strategies of Persuasion in the Film Review Genre

Aristotle, 2007. *On Rhetoric. A Theory of Civic Discourse*, 2nd ed., G. A. Kennedy (trans.). New York: Oxford University Press.

Baldi, B., 2020. Persuasion We Live By: Symbols, Metaphors and Linguistic Strategies. *Quaderni di Linguistica e Studi Orientali*, 6, 337–382. Available from: doi:10.13128/qualso-2421-7220-9706 (accessed 19 November 2021).

Baumlin, J. S., and Scisco, P. L., 2018. Ethos and Its Constitutive Role in Organizational Rhetoric, in O. Ihlen and R. L. Heath (eds.), *The Handbook of Organizational Rhetoric and Communication*. Hoboken: Wiley, 201–214.

Bieler, H., Dipper, S., and Stede, M., 2007. Identifying Formal and Functional Zones in Film Reviews, in H. Bunt, S. Keizer and T. Paek (eds.), *Proceedings of the 8th SIGdial Workshop on Discourse and Dialogue*. East Stroudsburg: Association for Computational Linguistics, 75–78.

Borchers, T. A., 2013. *Persuasion in the Media Age*. Long Grove: Waveland Press.

- Bordwell, D., 1989. *Making Meaning. Inference and Rhetoric in the Interpretation of Cinema*. Cambridge, MA and London: Harvard University Press.
- Bülöw-Møller A. M., 2005. Persuasion in Business Negotiations, in H. Halmari and T. Virtanen (eds.), *Persuasion Across Genres: A Linguistic Approach*. Amsterdam: John Benjamins, 27–58.
- Corrigan, T., 2015. *A Short Guide to Writing about Film*, 9th ed., London: Pearson.
- de Jong, K. E., and Burgers, Ch., 2013. Do Consumer Critics Write Differently from Professional Critics? A Genre Analysis of Online Film Reviews. *Discourse, Context and Media*, 2, 75–83. Available from: <https://doi.org/10.1016/j.dcm.2013.03.001> (accessed 20 May 2022).
- Eliashberg, J., and Shugan, S. M., 1997. Film Critics: Influencers or Predictors? *Journal of Marketing*, 61 (2), 68–78. Available from: <https://doi.org/10.1177/002224299706100205> (accessed 21 May 2022).
- Gemser, G., Van Oostrum, M., and Leenders, M. A. A. M., 2007. The Impact of Film Reviews on the Box Office Performance of Art House versus Mainstream Motion Pictures. *Journal of Cultural Economics*, 31, 43–63. Available from: <https://link.springer.com/article/10.1007/s10824-006-9025-4> (accessed 20 June 2022).
- Graff, R., and Winn, W., 2006. Presencing 'Communion' in Chaim Perelman's New Rhetoric. *Philosophy and Rhetoric*, 39 (1), 45–71.
- Grafton, A., Most, W. A., and Settis, S., 2013. *The Classical Tradition*. Cambridge, MA: Harvard University Press.
- Leggett, B. J., 2005. Convergence and Divergence in the Movie Review: Bonnie and Clyde. *Film Criticism*, 30 (2), 1–23.
- Liao, Y., 2021. The Legitimacy Crisis of Arguments from Expert Opinion: Can't We Trust Experts? *Argumentation*, 35 (2), 265–286.
- Macagno, F., and Walton, D. T., 2014. *Emotive Language in Argumentation*. New York: Cambridge University Press.
- Maingueneau, D., 2017. The Heterogeneity of Discourse: Expanding the Field of Discourse Analysis. *Palgrave Communications*, 3, 1–8. Available from: doi.org/10.1057/palcomms.2017.58 (accessed 11 November 2021).
- Mateus, S., 2021. When Homo Rhetoricus Meets the Media: The Field and Scope of Media Rhetoric, in S. Mateus (ed.), *Media Rhetoric: How Advertising and Digital Media Influence Us*. Newcastle upon Tyne: Cambridge Scholars Publishing, 1–28.
- Miller, C. R., 1984. Genre as Social Action. *Quarterly Journal of Speech*, 70, 151–176.
- Miller, C. R., 2012. New Genres, Now and Then, in S. Hulan, M. Mc Arthur and R. A. Harris (eds.), *Literature, Rhetoric and Values*. Newcastle upon Tyne: Cambridge Scholars Publishing, 127–149.
- O'Regan, T., and Walmsley-Evans, H., 2015. Towards a History of Australian Film Criticism. *Screening the Past*, 39. Available from: www.screeningthepast.com/issue-39-first-release/towards-a-history-of-australian-film-criticism (accessed 8 May 2021).
- Perelman, Ch., and Olbrechts-Tyteca, L., 1971. *The New Rhetoric: A Treatise on Argumentation*, J. Wilkinson and P. Weaver (trans.). Notre Dame, IN: University of Notre Dame Press.
- Rapp, C., 2010. Aristotle's rhetoric. *The Stanford Encyclopedia of Philosophy*. Available from: [stanford.library.sydney.edu.au/archives/win2011/entries/aristotle-rhetoric](https://plato.stanford.edu/archives/win2011/entries/aristotle-rhetoric/) (accessed 20 May 2022).
- Shamaksudova, S. K., 2020. Media Linguistics: A Comprehensive Approach to Media Training. *The American Journal of Social Science and Education Innovations*, 2 (10): 427–433. Available from: [doi: doi.org/10.37547/tajssei/Volume02Issue10-69](https://doi.org/10.37547/tajssei/Volume02Issue10-69) (accessed 13 October 2021).
- Taboada, M., 2011. Stages in an Online Review Genre. *Text and Talk*, 31 (2), 247–269. Available from: [doi: 10.1515/text.2011.011](https://doi.org/10.1515/text.2011.011) (accessed 22 October 2021).
- Zarefsky, D., 2019. *The Practice of Argumentation. Effective Reasoning in Communication*. Cambridge and New York: Cambridge University Press.
- Zheltukhina, M. R., Slyshkin, G. G., Gumovskaya, G. N., Baranova, E. A., Sklyarova, N. G., Vorkina, K. S., and Donskova, L. A., 2020. Verbal Features of Film Reviews in the Modern American Media Discourse. *Online Journal of Communication and Media Technologies*, 10 (3), 1–16.
- Adam, J.-M., 1997. Unités rédactionnelles et genres discursifs: cadre général pour une approche de la presse écrite. *Pratiques*, 94, 3–18.
- Adam, J.-M., and Bonhomme, M., 1997. *L'argumentation publicitaire. Rhétorique de l'éloge et de la persuasion*. Paris: Nathan.
- Amossy, R. 2015. Quelle vocation empirique pour l'argumentation dans le discours. *Argumentation et Analyse du Discours*, 15. Available from: [doi: 10.4000/aad.2059](https://doi.org/10.4000/aad.2059) (accessed 11 October 2021).
- Baud, D., 2003. Analyse de genre: la critique de cinéma dans la presse quotidienne britannique. *ASp. La revue du Geras*, 39–40. Available from: [doi: 10.4000/asp.1282](https://doi.org/10.4000/asp.1282) (accessed 12 October 2021).
- Bonhomme, M., 2014. *Pragmatique des figures du discours*. Paris: Honoré Champion.
- Bonhomme, M., 2015. L'interaction entre figuralité et registres discursifs. *Pratiques*, 165–166. Available from: <https://doi.org/10.4000/pratiques.2391> (accessed 14 October 2021).

- Bonhomme, M., 2018. Modalités et stratégies rhétoriques de l'éloge dans le discours publicitaire. Exercices de rhétorique, 11. Available from: doi: <https://doi.org/10.4000/rhetorique.681> (accessed 15 October 2021).
- Charaudeau, P., 2004. Comment le langage se noue à l'action dans un modèle socio-communicationnel du discours. De l'action au pouvoir. Cahiers de Linguistique Française, 26, 151–175.
- Charaudeau, P., 2009. Le discours de manipulation entre persuasion et influence sociale. Available from: www.patrick-charaudeau.com/Le-discours-de-manipulation-entre.html (accessed 20 November 2021).
- Danblon, E., 2005. La fonction persuasive. Paris: Armand Colin.
- Golio-Lété, A., and Vanoye, F., 2020. Précis d'analyse filmique, 5th ed. Paris: Armand Colin.
- Grize, J.-B., 1996. Logique naturelle et communication. Paris: PUF.
- Onursal, A. İ., 2006. Critique de film comme genre de discours. Dilbilim Dergisi, 15, 263–273.
- Oswald, S., 2020. Pragmatique cognitive, argumentation et perlocution. Argumentation et Analyse du Discours, 25. Available from: doi: <https://doi.org/10.4000/aad.4793> (accessed 20 October 2021).
- Prédal, R., 1996. Les lieux de la critique. Cinémas: La critique cinématographique, 6 (2–3), 11–28.
- Rieffel, R., 2006. L'évolution du positionnement intellectuel de la critique culturelle. Quaderni, 60, 55–64.
- Ringoot, R., and Utard, J.-M., 2009. Le genre: une catégorisation peu catégorique, in R. Ringoot and J.-M. Utard (eds.), *Les genres journalistiques, savoirs et savoir-faire*. Paris: l'Harmattan, 11–22.
- Silva, F., Leal, A., Purificação, S., Ferreira, I., and Oliveira, F., 2018. Crítica cinematográfica: análise linguístico-textual, in J. Veloso, J. Guimarães, S. Purificação and R. Sousa-Silva (eds.), *A linguística em diálogo: volume comemorativo dos 40 anos do Centro de Linguística da Universidade do Porto*. Porto: Universidade do Porto: Centro de Linguística, 431–458.
- Todiraşcu, A., 2019. Genre et classification automatique en TAL: le cas de genres journalistiques. Linx, 78. Available from: doi: <https://doi.org/10.4000/linx.3183> (accessed 20 November 2021).

Fiches du Cinéma

France-Soir

GQ Magazine

La Croix

La Libre Belgique

La Presse

La Voix du Nord

Le Devoir

Le Figaro

Le Journal du Dimanche

Le Journal du Montréal

Le Nouvel Observateur

Le Parisien

Le Point

Le Quotidien du Cinéma

Les Échos

Le Soleil

Le Suricate Magazine

L'Express

Libération

Marianne

Moustique

Ouest-France

Paris Match

Première

So Film

SudOuest

Télérama

20 Minutes

www.abusdecine.com

www.archebdo.ch

www.avoir-alire.com

www.bande-apart.fr

www.bullesdeculture.com

www.cinecure.be

www.cinefilic.com

www.cineman.ch
www.cinemateaser.com
www.cineuropa.org
www.cinoche.com
www.courte-focale.com
www.criticat.com
www.critique-film.fr
www.culturopoing.com
www.ecranlarge.com
www.francetvinfo.fr
www.journaldugeek.com
www.kinoculturemontreal.com
www.lemagducine.fr
www.l'infotoutcourt.com
www.mediafilm.ca
www.mondocine.net
www.voir.ca
Gazeta Wyborcza
Polityka
Polska Times
Telemagazyn
Tygodnik Powszechny
Wprost
www.antyweb.pl
www.anywhere.pl
www.cobejzrec.pl
www.culture.pl
www.film.dziennik.pl
www.dwutygodnik.com
www.esensja.pl
www.falakina.pl
www.filmawka.pl
www.film.org.pl
www.filmozercy.com
www.filmweb.pl
www.film.wp.pl
www.gloskultury.pl
www.interia.pl
www.krytykapolityczna.pl
www.kulturacja.pl
www.kulturadostepna.pl
www.kulturaliberalna.pl
www.kulturanacodzien.pl
www.kulturalnemedialna.pl
www.kulturatka.pl
www.kultura.onet.pl
www.moviesroom.pl
www.naekranie.pl
www.noizz.pl
www.okiemfilmoholika.pl
www.pelnasala.pl
www.popkulturysci.pl
www.spidersweb.pl
www.whatnext.pl
www.wpolityce.pl
www.wtonacjiekultury.pl

Visual Rhetoric of Otherness in Newspaper Photographs of the European Refugee Crisis

- Amores, J. J., Calderón, C. A. & Stanek, M. (2019) 'Visual Frames of Migrants and Refugees in the Main Western European Media'. *Economics and Sociology* 12(3): 147–161.
- Banks, J. (2012) 'Unmasking Deviance: The Visual Construction of Asylum Seekers and Refugees in English National Newspapers'. *Critical Criminology* 20(3): 293–310.
- Batzliou, A. (2011) 'Framing "Otherness" in Press Photographs: The Case of Immigrants in Greece and Spain'. *Journal of Media Practice* 12(1): 41–60.
- Becker, A. M. (2013) 'Star Power? Advocacy, Receptivity, and Viewpoints on Celebrity Involvement in Issue Politics'. *Atlantic Journal of Communication* 21(1): 1–16.
- Bleiker, R., Campbell, D., Hutchison, E. & Nicholson, X. (2013) 'The Visual Dehumanization of Refugees'. *Australian Journal of Political Science* 48(4): 398–416.
- Boucher, D. (2019) 'Reclaiming History: Dehumanization and the Failure of Decolonization'. *International Journal of Social Economics* 46(11): 1250–1262.
- Campanioni, C. (2021) 'The Right to a Dignified Image: The Fashioning and Effacement of the Refugee within the Celebrity System'. *Journal of Cinema and Media Studies* 61(1): 27–50.
- Cătălin-George, F. (2014) 'Stereotypes and Prejudice in the Perception of the "Other"'. *Procedia – Social and Behavioral Sciences* 149: 321–326.
- Chouliaraki, L. (2012) 'The Theatricality of Humanitarianism: A Critique of Celebrity Advocacy'. *Communication and Critical/Cultural Studies* 9(1): 1–21.
- Chouliaraki, L. & Stolic, T. (2017) 'Rethinking Media Responsibility in the Refugee "Crises": A Visual Typology of European News'. *Media, Culture & Society* 39(8): 1162–1177.
- Danesi, M. (2017) *Visual Rhetoric and Semiotic*. Oxford Research Encyclopedia of Communication. Oxford: Oxford University Press.
- De Coninck, D. (2020) 'Migrant Categorizations and European Public Opinion: Diverging Attitudes towards Immigrants and Refugees'. *Journal of Ethnic and Migration Studies* 46(9): 1667–1686.
- De Genova, N. (2013) 'Spectacles of Migrant "Illegality": The Scene of Exclusion, the Obscene of Inclusion'. *Ethnic and Racial Studies* 36(7): 1180–1198.
- Dominguez, M., Pineda, F. & Mateu, A. (2014) 'Life in a Nutshell: Evolution of a Migratory Metaphor in Spanish Cartoons'. *Media, Culture & Society* 36(6): 810–825.
- Drüeke, R., Klaus, E. & Moser, A. (2021) 'Spaces of Identity in the Context of Media Images and Artistic Representations of Refugees and Migration in Austria'. *European Journal of Cultural Studies* 24(1): 160–183.
- Falk, F. (2010) 'Invasion, Infection, Invisibility: An Iconology of Illegalized Immigration', in C. Bischoff, F. Falk & S. Kafehsy (eds.), *Images of Illegalized Immigration: Towards a Critical Iconology of Politics*. New Brunswick: Transaction Publishers.
- Foss, S. K. (2005) 'Theory of Visual Rhetoric', in K. Smith, S. Moriarty, G. Barbatsis & K. Kenney (eds.), *Handbook of Visual Communication: Theory, Methods, and Media*. New York: Routledge.
- Giubilaro, C. (2020) 'Regarding the Shipwreck of Others: For a Critical Visual Topography of Mediterranean Migration'. *Cultural Geographies* 27(3): 351–366.
- Glăveanu, V.-P., De Saint-Laurent, C. & Literat, I. (2018) 'Making Sense of Refugees Online: Perspective Taking, Political Imagination, and Internet Memes'. *American Behavioral Scientist* 62(4): 440–457.
- Holzberg, B., Kolbe, K. & Zaborowski, R. (2018) 'Figures of Crisis: The Delineation of (Un)Deserving Refugees in the German Media'. *Sociology* 52(3): 534–550.
- Jarmillo-Dent, D. & Pérez-Rodríguez, M. A. (2021) '#MigrantCaravan: The Border Wall and the Establishment of Otherness on Instagram'. *New Media & Society* 23(1): 121–141.
- Johnson, H. L. (2011) 'Click to Donate: Visual Images, Constructing Victims and Imagining the Female Refugee'. *Third World Quarterly* 32(6): 1015–1037.
- Kjeldsen, J. E. (2017) 'The Rhetorical and Argumentative Potentials of Press Photography', in A. Tseronis and C. Forceville (eds.), *Multimodal Argumentation and Rhetoric in Media Genres*. Amsterdam: John Benjamins.
- Konstantopoulou, V.-I., Didymiotis, O. & Kouzelis, G. (2022) 'Covert Prejudice and Discourses of Otherness during the Refugee Crisis: A Case Study of the Greek Islands' Press'. *Journal of Social and Political Psychology* 10(1): 173–190.
- Kress, G. & van Leeuwen, T. (2006) *Reading Images: The Grammar of Visual Design*. London: Routledge.
- Lefsrud, L., Graves, H. & Phillips, N. (2015) 'Analyzing Visual Rhetoric in Organization Research', in K. D. Elsbach & R. M. Kramer (eds.), *Handbook of Innovative Qualitative Research Methods: Pathways to Cool Ideas and Interesting Papers*. New York: Routledge.
- Lenette, C. & Cleland, S. (2016) 'Changing Faces: Visual Representations of Asylum Seekers in Times of Crisis'. *Creative Approaches to Research* 9(1): 68–83.

- Lenette, C. & Miskovic, N. (2018) "Some Viewers May Find the Following Images Disturbing": Visual Representations of Refugee Deaths at Border Crossings'. *Crime Media Culture* 14(1): 111–120.
- Mannik, L. (2012) 'Public and Private Photographs of Refugees: The Problem of Representation'. *Visual Studies* 27(3): 262–276.
- Martikainen, J. (2019) 'Social Representations of Teachership Based on Cover Images of Finnish Teacher Magazine: A Visual Rhetoric Approach'. *Journal of Social and Political Psychology* 7(2): 890–912.
- Martikainen, J. & Sakki, I. (2021) 'Visual (De)Humanization: Construction of Otherness in Newspaper Photographs of the Refugee Crisis'. *Ethnic and Racial Studies* 44(16): 236–266.
- Maurer, M., Hassler, J., Kruschinski, S. & Jost, P. (2021) 'Looking Over the Channel: The Balance of Media Coverage about the "Refugee Crisis" in Germany and the UK'. *Communications* (online first), 1–22.
- Media Audit Finland (2019) LT ja JT tarkastustilasto 2019 (Statistics of Distribution 2019). <https://mediaauditfinland.fi/wp-content/uploads/2020/08/LT-tilasto-2019.pdf> (accessed April 2, 2022).
- Memou, A. (2019) 'Spectacular Images of the "Refugee Crisis"'. *Photographies* 12(1): 81–97.
- Olson, L. C., Finnegan, C. A. & Hope, D. S. (2008) 'Visual Rhetoric in Communication: Continuing Questions and Contemporary Issues', in L. C. Olson, C. A. Finnegan & D. S. Hope (eds.), *Visual Rhetoric: A Reader in Communication and American Culture*. Los Angeles: Sage.
- Patton, T. O. (2020) 'Visual Rhetoric. Theory, Method, and Application in the Modern World', in S. Josephson, J. D. Kelly & K. Smith (eds.), *Handbook of Visual Communication. Theory, Methods and Media*. New York: Routledge.
- Šarić, L. (2019) 'Visual Presentation of Refugees during the "Refugee Crisis" of 2015–2016 on the Online Portal of the Croatian Public Broadcaster'. *International Journal of Communication* 13: 991–1015.
- Smala, S. (2003) 'Globalised Symbols of War and Peace'. *Social Alternatives* 22(2): 37–42.
- Triandafyllidou, A. (2018) 'A "Refugee Crisis" Unfolding: "Real" Events and Their Interpretation in Media and Political Debates'. *Journal of Immigrant & Refugee Studies* 16(1–2): 198–216.
- Van Leeuwen, T. (2008) *Discourse and Practice*. New York: Oxford University Press.
- Van Leeuwen, T. (2017) 'Rhetoric and Semiotics', in M. J. MacDonald (ed.), *The Oxford Handbook of Rhetorical Studies*. Oxford: Oxford University Press.
- Vezovnik, A. (2017) 'The Case of the "Refugee Crisis" in Slovenske Novice'. *Dve Domovini – Two Homelands* 45: 121–135.
- Vezovnik, A. & Šarić, L. (2020) 'Subjectless Images: Visualization of Migrants in Croatian and Slovenian Public Broadcasters' Online News'. *Social Semiotics* 30(2): 168–190.
- Wilmott, A. C. (2017) 'The Politics of Photography: Visual Depictions of Syrian Refugees in U.K. Online Media'. *Visual Communication Quarterly* 24(2): 67–82.
- Yalouri, E. (2019) "'Difficult" Representations: Visual Art Engaging with the Refugee Crisis'. *Visual Studies* 34(3): 223–238.
- Yap, S. Y., Byrne, A. & Davidson, S. (2011) 'From Refugee to Good Citizen: A Discourse Analysis of Volunteering'. *Journal of Refugee Studies* 24(1): 157–170.
- Zhang, X. & Hellmueller, L. (2017) 'Visual Framing of the European Refugee Crisis in Der Spiegel and CNN International: Global Journalism in News Photographs'. *The International Communication Gazette* 79(5): 483–510.

Visual Representation of Food in Italian Cinema

- Amarcord*. DVD. (2006). Directed by Federico Fellini. New York: Criterion Collection.
- Balthrope, R. (2004). "Food as Representative of Ethnicity and Culture in George Tillman Jr.'s *Soul Food*, María Ripoll's *Tortilla Soup*, and Tim Reid's *Once upon a Time When We Were Colored*." In A. L. Bower, eds., *Reel Food: Essays on Food and Film*. New York and London: Routledge, pp. 101–113.
- Barthes, R. (1997). "Toward a Psychosociology of Contemporary Food Consumption." In C. Counihan & P. van Esterik, eds., *Food and Culture: A Reader*. New York and London: Routledge, pp. 20–27.
- Bignell, J. (2002). *Media Semiotics, an Introduction*. Manchester: Manchester University Press.
- Boswell, P. A. (1993). "Hungry in the Land of Plenty: Food in Hollywood Films." In P. Loukides & L. K. Fuller, eds., *Beyond the Stars III: The Material World in American Popular Film*. Bowling Green, OH: Bowling Green State University Popular Press, pp. 7–23.
- Bower, A. L. (2004). "Watching Food: The Production of Food, Film, and Values." In A. L. Bower, eds., *Food: Essays on Food and Film*. New York and London: Routledge, pp. 1–13.
- Brummett, B. (1991). *Contemporary Apocalyptic Rhetoric*. New York: Praeger Publishers Inc.
- Canevacci, M. & Coutinho, C. N. (1984). *Antropologia Do Cinema: Do Mito À Indústria Cultural*. Sao Paulo: Brasiliense.

- Counihan, C. M. (1999). "Food, Culture, and Gender." In *The Anthropology of Food and Body: Gender, Meaning, and Power*. New York and London: Routledge, pp. 6–24.
- Durgee, J. (2003). "Visual Rhetoric in New Product Design." *Advances in Consumer Research* 30: 367–372.
- Eco, U. (1976). *A Theory of Semiotics*. Bloomington: Indiana University Press.
- Ehres, H. & Lupton, E. (1988). "Rhetorical Handbook: An Illustrated Manual for Graphic Designers." *Design Papers* 5: 1–39.
- Foss, K. S. (2004). "Visual Rhetoric." In K. Smith S. Moriarty G. Barbatsis & K. Kenney (eds.), *Theory of Visual Rhetoric Handbook of Visual Communication. Theory, Method and Media*. New York and London: Routledge, pp. 141–153.
- Guiraud, P. (1975). *Semiology*. London: Routledge.
- Hill, C. A. (2004). "The Psychology of Rhetorical Images." In A. Hill Charles & M. Helmers (eds), *Defining Visual Rhetorics*. New York and London: Lawrence Erlbaum Associates, pp. 25–40.
- Kanık, İ. (2018). *Gastrosinema*. İstanbul: Alfa Yayınları.

The Ethos-Pathos Continuum in the Portuguese "Obrigado" Advertising Campaign

- Ahmed, S. (2014). *The Cultural Politics of Emotion*, 2nd ed. London: Routledge.
- Aristóteles (1998). *Retórica*. Lisboa: INCM.
- Barroso, P. (2019). "Rhetoric of Affections: Advertising, Seduction and Truth." *Media & Jornalismo*, 19(34), 143–154. https://doi.org/10.14195/2183-5462_34_10
- Bitzer, Lloyd F. (1968). "The Rhetorical Situation." *Philosophy and Rhetoric*, 1(1): 1–14.
- Breeze, R. (2019). "Emotion in Politics: Affective-Discursive Practices in UKIP and Labour." *Discourse & Society*, 30(1): 24–43.
- Dennis, M. J. (2020). "The Impact of COVID-19 on the World Economy and Higher Education." *Enrollment Management Report*, 24(9): 3–3. doi: 10.1002/emt.30720
- Díez-Arroyo, M. (2021). "Emotional Rhetoric in Tea Advertising." *ATLANTIS Journal of the Spanish Association of Anglo-American Studies*, 43(1) (June 2021): 199–220, e-issn 1989-6840. doi: <http://doi.org/10.28914/Atlantis-2021-43.1.11>
- Lerner, L. & M. Rivkin-Fish (2021). "On Emotionalisation of Public Domains." *Emotions and Society*, 3(1): 1–11. <https://doi.org/10.1332/263169021X16149420145743>
- Maingueneau, D. (2008). "A propósito do ethos." In A. Motta & L. Salgado (Org.), *Ethos discursivo*. São Paulo: Contexto.
- Mateus, S. (2018). *Introdução à Retórica no séc.XXI*. Covilhã: Livros Labcom.
- Mateus, S. (2018a). "Affective Persuasion – What Is It and Why It Matters." In C. Clark & L. Zhang (eds), *Affect, Emotion, and Rhetorical Persuasion in Mass Communication*. London: Routledge, pp. 69–80.
- Mateus, S. (2021). "Acerca da associação entre Ethos e Pathos na Retórica da Publicidade." *Atas do XI Congresso SOPCOM – Comunicação, Turismo e Cultura*, pp. 655–665.
- Mateus, S. (2022). "Social Media Advertising during the First COVID-19 Curfew." In A. Dominguez & G. Daimiel (coord.). *Estrategias de comunicación publicitaria en redes sociales: diseño, gestion e impacto*. Madrid: McGraw-Hill, pp. 361–372.
- Park, J., Kim, J., Lee, D. C., Kim, S. S., Voyer, B., Kim, C., Sung, B., Gonzalez-Jimenez, H., Fastoso, F., Choi, Y. K., & Yoon, S. (2022). "The Impact of COVID-19 on Consumer Evaluation of Authentic Advertising Messages." *Psychology and Marketing*, 39: 76–89. <https://doi.org/10.1002/mar.21574>PARK ET AL. | 89
- Pompeu, B., Perez, C., & Trindade, E. (2021) "Observatório da Pandemia: a publicidade e as marcas no contexto da COVID-19." *Comunicação Pública* [Online], 16(30). doi: <https://doi.org/10.4000/cp.12763>
- Vorhaus, M. (2020). "COVID-19 Represents the Biggest Challenge to Media Advertising Expenditures Ever." *Forbes.com*, April 2020. www.forbes.com/sites/mikevorhaus/2020/04/27/covid-19-represents-the-biggest-challenge-to-media-advertising-expenditures-ever/?sh=47ea08007398
- Wharton, C. (2013). *Advertising as Culture*. Chicago: University of Chicago Press.
- WHO. (2020). WHO Coronavirus Disease (COVID-19) Dashboard. <https://Covid-1919.who.int/> (accessed January 28, 2021).

Emotional Rationality as an Indicator of Rhetoric Discourse in Polish Agricultural Texts

- Aristotle (1960–1961) *Ars Rhetorica*, Opera ex recensione. I. Bekkeri, ed. 2. O. Gigon. Berolini.
- Baumlin, J. S. (1994) "Introduction: Positioning Ethos in Historical and Contemporary Theory". In *Ethos: New Essays in Rhetorical and Critical Theory*. Edited by J. S. Baumlin and T. F. Baumlin. Dallas: Southern Methodist University Press, XI–XXXI.
- Baumlin J. S. (2006) "Ethos". In *Encyclopedia of Rhetoric*. Edited by T. O. Sloane. New York: Oxford University Press, 263–277.
- Burke, K. (1969) *A Rhetoric of Motives*. Berkeley: University of California Press.
- Curtius, E. R. (2013) *European Literature and the Latin Middle Ages*. Princeton: Princeton University Press.
- Goodnight, G. T. (1982) "The Personal, Technical and Public Spheres of Argument. A Speculative Inquiry into the Art of Public Deliberation". *Journal of the American Forensic Association* 18: 214–227.
- Grimaldi, W. M. A. (1972) *Studies in the Philosophy of Aristotle's Rhetoric*. Wiesbaden: Franz Steiner Verlag.
- Jackos, J. S. and Scott, J. (1980) "Structure of Conversational Argument. Pragmatic Bases for the Enthymeme". *Quarterly Journal of Speech* 66: 251–265.
- Lakoff, G. (1987) *Women, Fire, and Dangerous Things: What Categories Reveal About the Mind*. Chicago: University of Chicago Press.
- Lakoff, G. and Johnson, M. (1980). *Metaphors We Live By*. Chicago: University of Chicago Press.
- Noeda, B. S. (2003) "Proof, Arguments, Places. Argumentation and Rhetorical Theory in the *Institutio Oratoria*, Book V". In *Quintilian and the Law. The Art of Persuasion in Law and Politics*. Edited by O. Tellegan-Couperus. Leuven: Leuven University Press.
- O'Gorman, N. (2005) "Aristotle's 'Phantasia' in the 'Rhetoric': 'Lexis', Appearance, and the Epideictic Function of Discourse". *Philosophy and Rhetoric* 38/1: 16–40.
- Quintilianus, M. F. (1971) *Institutio oratoria libri XII*, vols. 1–2. Edited by L. Rademacher. Lipsiae: Edition Leipzig.
- Reymont, L. (1925) *The Peasants*. Spring. Translated from the original Polish by M. H. Dziewicki. New York: Alfred A. Knopf Publisher.
- Selected Polish Tales* (1921). Translated by E. C. M. Benecke M. Busch, and H. Milford. London: Oxford University Press.
- Sienkiewicz, H. (1898) *Children of the Soil*. Authorized and unabridged translation from the Polish by J. Curtin. Boston: Little, Brown and Company.
- "The Preliminary Exercises of Nicolaus the Sophist" (2003) In *Progymnasmata. Greek Textbooks of Prose Composition and Rhetoric*. Translated with introductions and notes by G. A. Kennedy. Boston: Leiden.
- Bartmiński, J. (2009) *Językowe podstawy obrazu świata*. Lublin: Wydawnictwo UMCS.
- Brückner, A. (1989) *Słownik etymologiczny języka polskiego*. Warszawa: Wiedza Powszechna.
- Dobrzyńska, T. (1990) *Tekst w kontekście*. Wrocław: Ossolineum.
- Emrich, B. (1977) "Topika i topoi". *Pamiętnik Literacki* 68/1: 235–263.
- Gloger, Z. (1985) *Encyklopedia staropolska ilustrowana*. Warszawa: Wiedza Powszechna.
- Krąpiec, M. A. (2004) *Rozważania o narodzie*. Lublin: Wydawnictwo Fundacja Servire Veritati Instytut Edukacji Narodowej.
- McQuail, D. (2021) *Teoria komunikowania masowego*. Warszawa: Wydawnictwo Naukowe PWN.
- Pajdzińska, A. (1993) *Frazeologizmy jako tworzywo współczesnej poezji*. Lublin: Wydawnictwo UMCS.
- Rodziewiczówna, M. (1997) *Lato leśnych ludzi*. Warszawa: Wydawnictwo Prószyński i S-ka.
- Tokarski, R. (1984) *Struktura pola znaczeniowego*. Warszawa: Państwowe Wydawnictwo Naukowe.
- Tokarski, R. (2006) "Pola znaczeniowe i ramy interpretacyjne – dwa spojrzenia na język". *LingVaria* 1: 35–46.
- Trier, J. (1931) *Der deutsche Wortschatz im Sinnbezirk des Verstandes*. Bonn: Ph.D. diss.
- Weisgerber, L. (1933) *Die Stellung der Sprache im Aufbau der Gesamtkultur*. Heidelberg: C. Winter.

Rhetoric in Travel Writing

- Alburquerque-García, Luis. "Los 'libros de viajes' como género literario." In *Diez estudios sobre literatura de viajes*, edited by Manuel Lucena and Juan Pimentel. Madrid: CSIC, 2006, 67–87.
- Arapoglou, Eleftheria, Fodor, Mónica, and Nyman Jopi (eds.). *Mobile Narratives. Travel, Migration, and Transculturation*. London and New York: Routledge, 2014.
- Bakhtin, Mikhail. *Problems of Dostoevsky's Poetics* (trans. Caryl Emerson). Minneapolis: University of Minnesota Press, 1984.

- Benjamin, Walter. *One-Way Street and Other Writings* (trans. J. A. Underwood). London: Penguin Modern Classics, 2009.
- Bird, Isabella L. *Unbeaten Tracks in Japan*. Rutland and Tokyo: Charles E. Tuttle Company, 1973.
- Blasco Ibáñez, Vicente. *A Novelist's Tour of the World* (trans. Leo Ongle and Arthur Livingston). New York: E. P. Dutton & Company, 1926.
- Blaton, Casey. *Travel Writing: The Self and the World*. New York and London: Routledge, 2002.
- Booth, Alan. *The Roads to Sata: A 2000-Mile Walk Through Japan*. New York, Tokyo and London: Kodansha International, 1997.
- Burke, Peter. *Varieties of Cultural History*. Cambridge: Polity Press, 1997.
- Campbell, Mary B. *The Witness and the Other World: Exotic European Travel Writing, 400–1600*. Ithaca: Cornell University Press, 1988.
- Cardinal, Roger. "Romantic Travel." In *Rewriting the Self: Histories from the Renaissance to the Present*, edited by Roy Porter. London and New York: Routledge, 1997, 135–155.
- Carpenter, Roland H. *History of Rhetoric: Style, Narrative, and Persuasion*. Columbia: University of South Carolina Press, 1995.
- Eco, Umberto. *Six Walks in the Fictional Woods*. Cambridge, MA: Harvard University Press, 1994.
- Fry, Paul H. *Theory of Literature*. New Haven and London: Yale University Press, 2012.
- Gironella, José María. *El Japón y su duende*. Barcelona: Editorial Planeta, 1964.
- Guillaume, Xavier. "Travelogues of Difference: IR Theory and Travel Literature." *Alternatives: Global, Local, Political* 36, no. 2 (2011): 136–154
- Halbwachs, Maurice. *The Collective Memory* (trans. Francis J. Ditter and Vida Yazdi Ditter). New York: Harper & Row, 1980.
- Iser, Wolfgang. *The Act of Reading: A Theory of Aesthetic Response*. Baltimore: Johns Hopkins University Press, 1978.
- Lloyd, Keith (ed.). *The Routledge Handbook of Comparative World Rhetorics: Studies in the History, Application, and Teaching of Rhetoric Beyond Traditional Greco-Roman Contexts*. London and New York: Routledge, 2021.
- Loti, Pierre. *Madame Chrysanthemum* (trans. Laura Ensor). London: KPI, 1985.
- LuMing, Mao. "Redefining Comparative Rhetoric: Essence, Facts, and Events." In *The Routledge Handbook of Comparative World Rhetorics*, edited by Keith Lloyd. London and New York: Routledge, 2021, 15–33.
- Noguez, Dominique. *Je n'ai rien vu à Kyoto: Notes japonaises (1983–1996)*. Monaco: Éditions du Rocher, 1997.
- Ortega y Gasset, José. "The Misery and the Splendor of Translation" (trans. Elizabeth Gamble Miller). In *The Translation Studies Reader*, edited by Lawrence Venuti. London and New York: Routledge, 2000, 49–63.
- Pratt, Mary Louise. *Imperial Eyes: Travel Writing and Transculturation*. London and New York: Routledge, 1992.
- Rennie, Neil. *Far-Fetched Facts: The Literature of Travel and the Idea of the South Seas*. Oxford: Clarendon Press, 1995.
- Rollins, Brooke. *The Ethics of Persuasion: Derrida's Rhetorical Legacies*. Columbus: Ohio State University Press, 2020.
- Romney, Abraham. "A Comparative Cultural Rhetoric Approach to Indigenous Rhetorics in the Americas." In *The Routledge Handbook of Comparative World Rhetorics*, edited by Keith Lloyd. London and New York: Routledge, 2021, 277–286.
- Said, Edward W. *Orientalism*. New York: Vintage Books, 1979.
- Spur, David. *The Rhetoric of the Empire: Colonial Discourse in Journalism, Travel Writing and Imperial Administration*. Durham, NC and London: Duke University Press, 1993.
- Theroux, Paul. *Ghost Train to the Eastern Star*. London: Penguin Books, 2009.
- Venuti, Lawrence. *The Translator's Invisibility: A History of Translation*. London: Routledge, 2008.
- Youngs, Tim and Forsdick, Charles (eds.). *Travel Writing: Critical Concepts in Literary and Cultural Studies (Vol. IV Approaches to Travel)*. London and New York: Routledge, 2012.

Ethos, Pathos, and Logos in Culture

- Aho, J. A. (1985) 'Rhetoric and the Invention of Double Entry Bookkeeping', *Rhetorica* 3(1): 21–43.
- Amossy, R. (2000) *L'argumentation dans le Discours: Discours Politique, Littérature D'idées, Fiction*, Paris: Nathan.
- Baumlin, J. S. (2001) 'Ethos', in T. O. Sloane (ed.), *Encyclopedia of Rhetoric*, pp. 263–277, Oxford: Oxford University Press.

- Campbell, C. P. (1998) 'Rhetorical Ethos', in S. Niemeier, C. P. Campbell, and R. Dirven (eds.), *The Cultural Context in Business Communication*, pp. 31–47, Amsterdam: John Benjamins.
- Comrie, B., Haspelmath, M., and Bickel, B. (2015) *The Leipzig Glossing Rules: Conventions for Interlinear Morpheme-by-Morpheme Glosses*, Department of Linguistics of the Max Planck Institute for Evolutionary Anthropology and the Department of Linguistics of the University of Leipzig. Available online at www.eva.mpg.de/lingua/pdf/Glossing-Rules.pdf (accessed June 17, 2022).
- Connors, R. J. (1979) 'The Differences between Speech and Writing: Ethos, Pathos, and Logos', *College Composition and Communication* 30(3): 285–290.
- Copi, I., Cohen, C., and Rodych, V. (2019) *Introduction to Logic*, 15th ed., London: Routledge.
- Corbett, E. P. J., and Connors, R. J. (1999) *Classical Rhetoric for the Modern Student*, 4th ed., Oxford: Oxford University Press.
- Demirdöğen, Ü. D. (2010) 'The Roots of Research in (Political) Persuasion: Ethos, Pathos, Logos and the Yale Studies of Persuasive Communications', *International Journal of Social Inquiry* 3(1): 189–201.
- Green, L. D. (2001) 'Pathos', in T. O. Sloane (ed.), *Encyclopedia of Rhetoric*, pp. 554–569, Oxford: Oxford University Press.
- Higgins, C., and Walker, R. (2012) 'Ethos, Logos, Pathos: Strategies of Persuasion in Social/Environmental Reports', *Accounting Forum* 36(3): 194–208.
- Hill, C. A. (2004) 'The Psychology of Rhetorical Images', in C. A. Hill and M. Helmers (eds.), *Defining Visual Rhetorics*, pp. 25–40, London: Lawrence Erlbaum Associates.
- Hullman, J., and Diakopoulos, N. (2011) 'Visualization Rhetoric: Framing Effects in Narrative Visualization', *IEEE Transactions on Visualization and Computer Graphics* 17(12): 2231–2240.
- Jefferson, G. (2004) 'Glossary of Transcript Symbols', in G. H. Lerner (ed.), *Conversation Analysis: Studies from the First Generation*, pp. 13–31, Amsterdam: John Benjamins.
- Kirk, J. W. (2016) 'Mitt Romney in Denver: "Obamacare" as Ideological Enthymeme', *Journal of Argumentation in Context* 5(3): 227–248.
- Kostelnick, C. (1996) 'Supra-Textual Design: The Visual Rhetoric of Whole Documents', *Technical Communication Quarterly* 5(1): 9–33.
- Kostelnick, C. (2007) 'The Visual Rhetoric of Data Displays: The Conundrum of Clarity', *IEEE Transactions on Professional Communication* 50(4): 280–294.
- Lloyd, K. (ed.) (2021) *The Routledge Handbook of Comparative World Rhetorics: Studies in the History, Application, and Teaching of Rhetoric beyond Traditional Greco-Roman Contexts*, London: Routledge.
- Lyons, J. D. (2001) 'Exemplum', in T. O. Sloane (ed.), *Encyclopedia of Rhetoric*, pp. 277–279, Oxford: Oxford University Press.
- Mshvenieradze, T. (2013) 'Logos Ethos and Pathos in Political Discourse', *Theory & Practice in Language Studies* 3(11): 1939–1945.
- Phelan, J. (1996) *Narrative as Rhetoric: Technique, Audiences, Ethics, Ideology*, Columbus: Ohio State University Press.
- Razuvayevskaya, O., and Teufel, S. (2017) 'Finding Enthymemes in Real-World Texts: A Feasibility Study', *Argument & Computation* 8(2): 113–129.
- St.Amant, K. (2013) 'Culture and Rhetorical Expectations: A Perspective for Technical Communicators', *Communication & Language at Work* 2(2): 33–40.
- St.Amant, K. (2019) 'Ethos Prototypes: The Intersection of Rhetoric, Cognition, and Communicating Health Policy Internationally', *World Medical & Health Policy* 11(4): 464–473.
- Ting, S. (2018) 'Ethos, Logos and Pathos in University Students' Informal Requests', *GEMA Online Journal of Language Studies* 18(1): 234–251.
- Walton, D. N. (2001) 'Enthymemes, Common Knowledge, and Plausible Inference', *Philosophy & Rhetoric* 34(2): 93–112.
- Wells, S. (2001) 'Logos', in T. O. Sloane (ed.), *Encyclopedia of Rhetoric*, pp. 389–404, Oxford: Oxford University Press.
- Wispé, L. (1986) 'The Distinction between Sympathy and Empathy: To Call Forth a Concept, a Word Is Needed', *Journal of Personality and Social Psychology* 50(2): 314–321.
- Yu, N. (1996) 'Imagery', in T. Enos (ed.), *Encyclopedia of Rhetoric and Composition: Communication from Ancient Times to the Information Age*, p. 343, London: Routledge.