

1. Record Nr.	UNINA9910554211903321
Autore	Colker Ruth
Titolo	The public insult playbook : how abusers in power undermine civil rights reform // Ruth Colker
Pubbl/distr/stampa	Oakland, California : , : University of California Press, , [2021] ©2021
ISBN	9780520975187 0520975189 9780520343818
Descrizione fisica	1 online resource (280 pages)
Disciplina	179
Soggetti	Invective - Political aspects - United States Civil rights - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Insults : a power tool for power bullies -- Headwinds, deflections and dead weights in action -- Drive by litigators or accessibility heroes? -- Immigrants as murderers and rapists -- Pedophiles or welcome entrants to the institution of marriage -- Abortion -- Anita Hill and the #MeToo movement -- Black lives matter.
Sommario/riassunto	When they go low, we learn: an examination of mudslinging in contemporary American politics—and how the left can find its footing to achieve structural reform in this mess. The rules of the public discourse game have changed, and The Public Insult Playbook argues that the political left needs to account for the power of vitriol in crafting their theories for social and political change. With this book, noted constitutional law expert and disability rights advocate Ruth Colker offers insights into how public insults have come to infect contemporary public discourse—a technique not invented by but certainly refined by Donald Trump—and, importantly, highlights lessons learned and tools for fighting back. Public insults act as a headwind and dead weight to structural reform. By showcasing the power of insults across a number of civil rights battlegrounds, The Public Insult Playbook uncovers the structural nature of personal

attacks, and offers a blueprint for a legal and political strategy that anticipates the profound but poorly understood damage they can inflict to whole movements. Illustrating how completely the tactic has been adopted and embraced by the American right wing, the book catalogues how public insults have been used against people with disabilities, immigrants, pregnant women, women seeking abortions, women who are sexually harassed, members of the LGBTQ community, and, of course, Black Americans. These examples demonstrate both the pervasiveness of the deployment of insults by the political right and the ways in which the left has been caught flat-footed by this tactic. She then uses the Black Lives Matter movement as a case study to consider how to effectively counter these insults and maintain an emphasis on structural reform.

2. Record Nr.	UNINA9910739401803321
Autore	Tahin Gabor
Titolo	Heuristic Rhetoric : Principles and Practice // by Gábor Tahin
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2022
ISBN	9783030984823 9783030984816
Edizione	[1st ed. 2022.]
Descrizione fisica	1 online resource (226 pages)
Collana	Rhetoric, Politics and Society, , 2947-5155
Disciplina	001.42 808.001
Soggetti	Political science Communication in politics Classical literature Literature, Ancient Political Theory Political Communication Classical and Antique Literature
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.

Nota di contenuto

Introduction -- Part One: Principles. Chapter 1 -- Chapter 2. Contingency -- Chapter 3. Probability -- Chapter 4. Temporality -- Chapter 5. Strategic construction -- Chapter 6 'Heuremes' – Patterns of persuasive argument -- Part Two: Practice. Chapter 7. Classical Oratory -- Chapter 8. Modern Oratory.-Epilogue: Heuristic Rhetoric in Modern Education and Society.

Sommario/riassunto

This book introduces a novel approach to the analysis and practice of persuasive speaking and writing: heuristic rhetoric. The new method has evolved to fulfil the need at universities, government departments, political organisations, business enterprises and other public institutions for a modern practical alternative to classical rhetoric, which is, in the author's view, no longer capable of giving a complete description of contemporary, predominantly mediated, forms of public persuasive discourse, whilst other competing disciplines, such as critical discourse analysis or strategic manoeuvring, have not yet produced a set of tools, which have the comprehensive nature and practical orientation of Classical Greek and Roman rhetorical system. The book expounds heuristic rhetoric as an inter-disciplinary method to develop advanced skills of critical and strategic reasoning. Applying a novel set of principles for the strategic analysis of persuasive reasoning in complex rhetorical situations, the method emphasizes preparing and continuously adjusting argumentation according to the demands of unpredictable circumstances. Gábor Tahin is Head of Classics at Clifton College, Bristol, UK. His research interests include the philosophy and theory of rhetoric, Classical rhetoric, strategies of persuasive reasoning, and the practice of oratory. .
