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	Nota di contenuto	Persuasion Across Genres -- Editorial page -- Title page -- LCC data -- Table of contents -- Acknowledgements -- Part 1. Introduction -- 1. Persuasion across genres -- 1. Persuasion -- 1.1. Ethos, pathos, and logos across genres -- 1.2. Audience and the interactive nature of persuasion -- 2. Genre -- 3. Persuasion across genres: Presenting the chapters -- 3.1. From private to public: Overall structure of the book -- 3.2. Presenting the chapters -- References -- Part 2. Focusing on private and semipublic discourse -- 2. Persuasion in business negotiations -- 1. What is persuasion and why are they saying such terrible things about it? -- 1.1. What counts as persuasion? -- 1.2. Where are the persuasive elements to be found? -- 1.3. How is persuasion achieved? -- 1.4. Conclusion -- 2. Two cases for analysis -- 2.1. Rockley -- 2.2. The bridge -- 3. Conclusion -- References -- Persuasion in judicial argumentation -- Persuasion and legal discourse -- Judicial Opinions -- 1. Material and methods -- 1.1. Description of the communicative purpose -- 1.2. The audience -- 1.3. Description of the corpus -- 2. Persuasive argumentation and Judicial Opinions --

| Sommario/riassunto | Persuasion, in its various linguistic forms, enters our lives daily. Politicians and the news media attempt to change or confirm our beliefs, while advertisers try to bend our tastes toward buying their products. Persuasion goes on in courtrooms, universities, and the business world. Persuasion pervades interpersonal relations in all social spheres, public and private. And persuasion reaches us via a large number of genres and their intricate interplay.This volume brings together nine chapters which investigate some of the typical genres of modern persuasion. Using both quantitative and qualitative methods, the authors explore the linguistic features of successful (and unsuccessful) persuasion and the reasons for the variation of persuasive choices as realized in various genres: business negotiations, judicial argumentation, political speech, advertising, newspaper editorials, and news writing. In the final chapter, the editors tie together the two themes - persuasion and genres - by proposing an Intergenre Model. This model assumes that a powerful force behind generic evolution is the perennial need for implicit persuasion. |