Looking for parallels… persuasive strategies

Hana Katrnakova
Similarities and differences

- BBC Radio 4 ´Any Questions´ panel discussions
- International videoconferencing classes at Faculty of Law
Why should they trust the teacher?
What can we learn from authentic data?
http://www.bbc.co.uk/programmes/b006qgvj/episodes/player
Virtual classes
WHY?

DISCUSSIONS, NEGOTIATIONS, ARGUMENTATIONS, CASE STUDIES, PRESENTATIONS, MOCK TRIALS,
Persuasion

Persuasive discourse is defined as non-reciprocal discourse whose primary aim is to persuade listeners or readers to change their behaviour, feelings, intentions or opinions by communicative means, linguistic or non-linguistic.

Lakoff 1982
Language, power and ideology

Hallidayan Functional Grammar

Goffman’s face-to-face interaction

Reardon’s social research

Critical Discourse Analysis

Chafe, Lakoff, Kress and Hodge, Martin, Fairclough, Fowler, Cameron and Shaw
Text analysis of critical linguists

- Vocabulary, grammar, cohesion and text structure
- Meaning potential of a text vs. interpretation

Texts are often collectively created and institutionalized. Individual speakers echo the texts produced by the political party they belong to.
Field, Tenor, Mode

- Qs and As, the Chair’s role

- Individuals representing institutions

- Public, spoken, institutionalized discourse, turn taking management
Form of Questions/ Field

A member of the audience asks a question.
1. *In the light of a report concerning another incident involving a person with a serious mental health problem, how does the panel propose we should deal with these failings of community care of the severely mentally ill?* (7.3.1997)
2. *How can a party which hangs on at the local elections hope to be taken seriously as potential government of the future.* (6.5.2016)
Gender differences

Female chairs
non-cooperative behavior from speakers/members
on the panel
- overhearing and ignoring additional questions or
giving turn
- necessity to repeat questions
- speakers’ turn taking (they start or keep speaking
over the question)
Persuasion in Answers
Representation of Social actors

Reference to people, inclusion/exclusion of social factors

1. … we do need an independent food agency (DM, 1997)
   … ministers are busy telling us … (CS,1997)
   … one gets the impression (BA,1997)

2. We held Councils in …which people felt that somebody with Jeremy Corbyn´s politics couldn´t hold but what´s proved to be the case is Jeremy´s opposition to cut benefits for the disabled, to Tory tax on NHS and the tax on equality has actually really wide residence. And above all we´ve won in London (DA, 2016)
Persuasion in Answers – Transitivity

Well I think there’s an agreement all round … (DM,1997)

Uhm, the case of … I fear … I know … I can remember (CS,1997)

I think Londoners should be proud (DA,2016)

Well, first of all, first question. I really like …. (KC,2016)
Persuasion in Answers
Modality analysis

Modalization – probability (*may be*), usuality (*sometimes*)

Modulation – obligation (*should*), inclination (*wants to*)

Orientation – subjective/objective, explicit/implicit
Three ‘values' of modality – refers to the strength or power (possible choices for the speaker)
Persuasion in Answers - Modality analysis

Apparent paradox - We only say we are certain when we are not.

Well, *it may be* that the journalists … (BA, 1997)

explicitly objective – non-attributed

*I think* there’s an agreement all round… (DM, 1997)

*Just to say I think it’s quite sad that* … (DA, 2016) explicitly subjective – attributed to the speaker’s own self
Persuasion in Answers - Modality analysis

Our spokesman, Paul Tyler for long time ...(DM,1997)
... condemned even by Zag Gold Smith’s sister in the past few hours (DA,2016) attributed to authority
Everybody else can see that things have gone… (DM,1997)
everyone knew … (CS,1997) attributed to common sense

Use of modality vs. no modality (1997 vs. 2016)
Persuasion in Answers - Modality analysis

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Use of modality vs. no modality (1997 vs. 2016)
Modality – differences among speakers

- in the choice of orientation

Subjective implicit and explicit modalization and modulation vs. objective and subjective modalization (probability and obligations mainly)

- In the choice of focus

Modalization (epistemic modality, Lyons, 1977) concerns knowledge, beliefs, opinions

Modulation (deontic modality) concerns necessity or possibility of acts which are performed by responsible actors ---- used for influencing behavior of other people
Other interesting features – Vocabulary and Genre

Chair of the panel introduces one of the panelists: **Ken Clarke**, is a big beast on the Conservative backbenches having held two of the great offices of State, Home Secretary and Chancellor of the Exchequer. Ken’s been the MP for Rushcliff and Nottinghamshire for 46 years and but has said this will be his last term in office. A lifelong Europhile, he is one of the few MPs who was in parliament during the 1975 referendum on Britain’s membership at the Common market. He is known known for his love of jazz, cigars and a loyalty to a particular brand of brown shoes. (CH,2016)
Thank you for your attention.

Hana.Katrnakova@law.muni.cz
References:


