

СОФИЙСКИ УНИВЕРСИТЕТ „СВ. КЛИМЕНТ ОХРИДСКИ“

КОНСПЕКТ ЗА ДОКТОРАНТСКИ ИЗПИТ ПО

ПОЛИТИЧЕСКА РЕТОРИКА

1. **Политическа реторика и политическо красноречие:** определение, характеристики, функции на политическото красноречие като клон на реторическото познание, видово деление.
2. **Политическа реторика в Древна Гърция:** делиберативното красноречие в класификацията на Аристотел, древногръцки политически оратори.
3. **Политическа реторика в Древен Рим:** идеи, оратори, политическа ораторска проза.
4. **Политическо ораторство в Европейското средновековие:** основни идеи, представители на средновековното красноречие, реторическа креативност.
5. **Политическо ораторство в епохата на революционните трансформации:** идеи, политически говорители, реторични сходства и различия.
6. **Политическо ораторство на световните конфликти и тоталитарните режими на XX век.**
7. **Политическата реторика в съвременната политическа комуникация:** фази в развитието, модели политическа комуникация, комуникативни субекти и комуникативни потоци, политическа комуникация и политическа реторика в новите медии.
8. **Парламентарна реторика:** определения, специфики и детерминанти на парламентарната комуникация, парламентарна аудитория, парламентарен оратор, жанрове на парламентарното красноречие.
9. **Дипломатическа реторика:** детерминанти на дипломатическата комуникация, дипломатически оратор, устни и писмени форми на дипломатическо красноречие – вербална дипломация и дипломатическа кореспонденция.
10. **Президентска реторика:** детерминанти, паралели и различия между американските и европейските контексти, реторически форми и жанрове, използвани при изпълнение на президентските правомощия.

11. **Основни категории в съвременната политическа реторика и комуникация:** политическа аудитория, политически говорител, политически консенсус, ритуали на консенсуса и ритуали на опозицията и т.н.
12. **Реторически стратегии и тенденции в съвременната политическа комуникация:** политическа коректност, еврореторика и анти-еврореторика, популизъм, реч на омразата, политическа пародия.
13. **Политически език:** типология на стиловете на политическия език – убеждаващ, юридически, административен, език на договарянето; технически, програмен, банален, дипломатически език, полемична и дидактична политическа реч, език на омразата, бонистки и популистки език.
14. **Политически дебати:** реторически стратегии, роли, аргументативни особености, манипулативни похвати.
15. **Невербална комуникация в политическата реторика:** ролята на комплексни невербални аргументи от кинесиката, проксемиката, вокализацията и външния вид.

ПРЕПОРЪЧИТЕЛНА ЛИТЕРАТУРА

- Aristotle:** Rhetoric. (2010). Cambridge Library Collection – Classics.
- Alexander, J.** (2004). *Cultural Pragmatics: Social Performance between Ritual and Strategy*. Sociological Theory.
- Artz, L.** (2010). Speaking the Power of Truth. Rhetoric and Action of Our Times. In Lee, J. H. & Kahn, S. (2010). *Activism and Rhetoric. Theories and Contexts for Political Engagement* (47 – 55). Routledge.
- Birkland T.** (1997). *After Disaster: Agenda Setting, Public Policy, and Focusing Events*. Georgetown University Press.
- Blackledge, A.** (2012). Discourse and power. In Gee, J. P & Handford, M. (Eds.), *The Routledge Handbook of Discourse Analysis* (pp. 616-627). Routledge.
- Blumler, Jay G. & Kavanagh, D.** (1999). *The Third Age of Political Communication: Influences and Features*. In: Political Communication, Vol. 16, Issue 3.
- Cannovan, M.** (1999). *Trust the People! Populism and the Two Faces of Democracy*. In: Political Studies. Vol. 47.
- Caplan, H., A. King & H. North** (1970). *Of eloquence: Studies in ancient and medieval rhetoric*. Ithaca, NY: Cornell University Press.
- Cattani, A.** (2019). *Avere ragione. Piccolo manuale di retorica dialogica*. Dino Audino Editore.
- Cobb R., Ross J., Ross M.** (1976). *Agenda Building as Comparative Political Process, The*

American Political Science Review, Vol. 70, No. 1.

- Dakota, Carman, & Kokkat, Jason** (2017). Candidate Rhetoric and Political Correctness. *Critique: a worldwide student journal of politics*, 17(1), 1–16.
- Diamond, E. & Silverman, R. A.** (1995). *White house to Your House. Media and Politics in Virtual America*. Cambridge: MIT Press.
- Elvin T. Lim**, (2002). *Five Trends in Presidential Rhetoric: An Analysis of Rhetoric from George Washington to Bill Clinton. Presidential Studies Quarterly*. Vol. 32. Issue 2.
- Farnsworth, S. J.** (2009). *Spinner in Chief: How Presidents Sell Their Policies and Themselves*. Boulder: Paradigm.
- Gerstlé, J.** (1992). *La communication politique*. Paris: Presses Universitaires De France.
- Geser, H.** (2008). Political Correctness: mental disorder, childish fad or advance of human civilization? Online Publications, <<http://geser.net/pc.pdf>>, 1–43.
- Graber, D.** (1981). „Political Languages”. In: Nimmo, D. & D. Sanders (eds). *Handbook of Political Communication* (pp. 195-225). Beverly Hills CA: Sage.
- Gronbeck, B.** (2004). *Rethoric and Politics*. In: Linda Lee Kaid (ed.) *Handbook of Political Communication*.
- Grossman, L. K.** (1995). *The Electronic Republic. Reshaping Democracy in the Information Age*. New York: Viking.
- Hawkes, T.** (1993). *Structuralism and semiotics*. Los Angeles: Methuen.
- Holliday, A.** (2012). *Culture, communication, context and power*. In Jackson, J. (Ed.), *The Routledge Handbook of Language and Intercultural Communication* (pp. 37-51).
- Hyland, K.** (2005). Metadiscourse. *Exploring Interaction in Writing*. Continuum.
- Jamieson, K. H. & Waldman, P.** (2003) *The Press Effect: Politicians, journalists and the stories that shape the political world*. New York: Oxford University Press.
- Laclau, E.** (2009). *The Populist Reason*. London: Penguin books.
- Laclau, E.** (2005). *The Populist Reason*. London: Verso.
- Lakoff, G. & Johnson, M.** (2003). *Metaphors We Live By*. Chicago: The University of Chicago Press.
- Lakoff, G.** (1996), *Moral Politics: How Liberals and Conservatives Think*. Chicago: The University of Chicago Press.
- Landqvist, Mats** (2019). Semiotic spaces in antidiscriminatory political discourse: Naming practices as indexes. *Language in Society*, London. Print, 48 (5), 721 – 743.
- Leeman, A.** (1963). *Orationis ratio: The Stylistic Theories and Practicies of Roman Orators*. Amsterdam.
- Manchini, P & Swanson, D.** (1996). Politics, Media and Modern Democracy (Introduction). In: Swanson, D. & Manchini, P. (eds.) *Politics, Media and Modern Democracy: An International Study of Innovations in Electoral Campaigning and Their Consequences*. Pp. 1– 26. Westport, Connecticut: Praeger.
- Marietta, Morgan** (2008). From My Cold, Dead Hands: Democratic Consequences of Sacred Rhetoric. *The Journal of Politics*, 70 (3), 767–779.
- McNair, B.** (2011). *An Introduction to Political Communication*. London: Routledge.
- Mintzberg H.** (1973). *The Nature of Managerial Work*, New York: Harper&Row.
- Mshvenieradze, T.**(2013). *Logos Ethos and Pathos in Political Discourse. Theories and Practice in Language Studies*, 3(11), 1939 – 1945.

- Mullany, L.** (2012). Discourse, gender and professional communication. In Gee, J. P & Handford, M. (Eds.), *The Routledge Handbook of Discourse Analysis* (pp. 509-522). Routledge.
- Murphy, C.** (2008). The Evolution of the Modern Rhetorical Presidency: A Critical Response. *Presidential Studies Quarterly* (Vol. 38, Issue 2, pp. 300–307), <<http://psqjournal.com/psq/>>.
- Nimmo, D. D. & Sanders, K. R.** (1981). *Handbook of Political Communication*. Beverly Hills: Sage Publications.
- Nockleby, John T.** (2000). *Hate Speech*. In: *Encyclopedia of the American Constitution* (ed. Levy, Leonard, W. & Kars, Kenneth, L.). (2ed. Vol. 3. Pp. 1277–1279). Detroit: Macmillan Reference US.
- Norris, P.** (2000). *A Virtuous Circle. Political Communication in Postindustrial Societies*. Cambridge: Cambridge University Press.
- Ong, W.** (1971). *Rhetoric, Romance and Technology*. Studies in the Interaction of Expression and Culture. New York: UP Cornell.
- Orwell, G.** (1954). *Politics and the English Language*. In: Collection of Essays. Garden City: Doubleday – Anchor.
- Panizza, Fr.** (ed.). (2005). *Populism and the Mirror of Democracy*. London: Verso.
- Partington, A.** (2004). “Utterly content in each other’s company”: Semantic prosody and semantic preference. *International Journal of Corpus Linguistics*, 9 (1), 131–156.
- Shils, E.** (1956). *The Torment of Secrecy: The Background and Consequences of American Security Policies*. London: Heinemann.
- Rosenblum, M., Schroeder, J., & Gino, F.** (2020). Tell It Like It Is: When Politically Incorrect Language Promotes Authenticity. *Journal of Personality and Social Psychology*, 119 (1), 75–103.
- Smith, P.** (1993). *Medieval Rhetoric and Poeti: Interpreted from Representative Works*. London.
- Teten, R.** (2003). Evolution of the Modern Rhetorical Presidency: Presidential Presentation and Development of the State of the Union Address. *Presidential Studies Quarterly* (pp. 333–346), Vol. 33, Issue 2, <<http://psqjournal.com/psq/>>.
- Versluis E., van Keulen M., Stephenson P.** (2010). *Analyzing the European Union Policy Process*, Palgrave Macmillan: 235–239; Wallace H., Pollack M., Young A. (2010) *Policy-Making in the European Union*. Oxford: Oxford University Press.
- Wilkström, P.** (2016). No one is “pro-politically correct”: Positive construals of political correctness in Twitter conversations. *Nordic Journal of English Studies*, 15(2), 159 – 170.
- Windt, Theodore Otto Jr.** (1986). Presidential Rhetoric: Definition of a Field of Study, *Presidential Studies Quarterly* (pp. 102-116), Vol. 16, №1, The Media and the Presidency, https://www.jstor.org/stable/27550314?seq=1#page_scan_tab_contents.