Department of Politics

UNIVERSITY OF
LIVERPOOL

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POLI252 Political Communication and Public Speaking

MODULE LEADER: DR ANDREW S. ROE-CRINES

SEMESTER ONE, 2024/2025

This module is the first on political communication that Dr Andrew S. Roe-Crines has brought to the University of Liverpool (he also teaches POLI323 *The Theory and Practice of Rhetoric in British Politics*). Andrew has published widely in leading academic journals and books and holds the 2017 Political Studies Association 'Richard Rose' prize for innovative research in British Politics.

Mr Daniel Bowman is a prominent public speaker on mental health and will be auditing the module as part of his wider doctoral studies in the department.

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Introduction

The aim of this module is to introduce students to speech and speechmaking as a political *skill*.

It will look at the practical processes of constructing and then delivering a speech with the aim of convincing an audience of the validity of the arguments being pursued.

This will be measured by the extent to which students demonstrate an understanding of the topics covered in the workshops through their weekly reflective analysis and their practical application to construct and deliver a speech.

As such, this module is aimed at students with a keen interest in developing their communication skills and employability potential, alongside those considering a political career.

Learning Schedule

Week One   *Lecture – Introduction to the Module* and *Introduction to Oratorical Theory*

Seminar – Introduction to Oratorical Theory

Week Two   *Lecture – The Introduction – Opening a Political Speech*

Seminar – The Introduction

Week Three   *Lecture – Political Audiences*

Seminar – Model Parliament Activity

Week Four   *Lecture – Debating Freedom of Political Speech*

Seminar – Freedom of Speech

Week Five   *Lecture – The Art of Delivery*

Seminar – The Art of Delivery

Week Six   *Lecture – Authenticity, Political Visuals, and Evidence*

Seminar – Authenticity, Political Visuals, and Evidence

Week Seven   Enhancement Week

Week Eight   Lecture – Closing a Speech

Seminar – Closing a Speech

Week Nine   Lecture – Constructing Ideological Language

Seminar – Constructing Ideological Language

Week Ten   Lecture – Fake News and the Political Interview

Seminar – Final Speeches Preparation

Week Eleven   Assessed Speeches

Week Twelve   Assessed Speeches

Delivery

This module will be delivered by Dr Andrew S. Roe-Crines as the module leader.

The module is delivered through a combination of weekly face-to-face lectures and seminars. Lectures take place on **Tuesday at 9am in the 502 Teaching Hub (TR4).**

Seminars take place on **Friday at 4pm in the Sherrington Building (SR1).**

Please check your timetable to ensure you attend lectures and your allocated seminar group at the appropriate time.

Assessments

This module will be assessed by a combination of a reflective logbook of concepts covered over the early stages of the module and a live delivered speech. **Submission dates will appear on Canvas under 'Assessments'.**

Assessment One:

Students will be required to write four **450-word reflective analyses** (40%) drawing on content covered between weeks one and six. This constructs a series of **academically driven** analyses that is to

be submitted via Canvas before the deadline. This will total approx. 1,800 words. Please use citations and include a bibliography. Examples have been uploaded on Canvas.

Assessment Two:

The students will also be required to deliver an original **ten-minute scripted speech** (60%) on a single political controversy/issue which they will have researched over the course of the module. The speech can be on *any* topic of your choosing relating to an issue in *any* country.

Students will be expected to include a bibliography at the end of the transcript highlighting cited relevant evidence-based and academic sources that support your arguments.

The **transcript** of the speech **must** be submitted via Canvas where feedback will be provided.

Assessment Notes:

The copy/pasting of previous submissions of work from other modules (self-plagiarism) is not permitted and risks a penalty mark of 0 (zero).

You may be required to verbally defend your written work in cases of alleged breaches of academic integrity.

Please note that **all** awarded grades are **provisional** until they have been internally moderated and approved by External Examiner, the Module Review Board and the Board of Examiners at the end of the academic year.

Disability Support

Students with support plans will be given alternative options for delivering their speech required by their individual learning needs.

Objectives

The objectives of this module are to equip students with the skills required to develop their speechmaking and presentational skills. It will be a practical application of the rhetorical theories of effective oratorical delivery, applying the performative, judicial, and deliberative forms of communication. It will engage students with the process of oratorical construction, which will assist in the development of their presentational skills and employability potential.

Learning Outcomes

i) Evaluate the stylistic construction of political speechmaking.

ii) Classify and apply the oratorical theories and use them to enhance their presentational skills.

iii) Develop a comprehensive mastery of the skills used by political figures to delivery convincing arguments and apply them to their own skillset to enhance student employability.

iv) Deliver a ten-minute political speech.

v) Critically evaluate the importance of political speechmaking, the techniques required, and the impact it can have on delivering a convincing message.

Reading

The reading lists are not connected to any single seminar in order for students to explore the literature themselves and bring insights from across the range of sources.

Key authors include Alan Finlayson, Judi Atkins, Andrew S. Roe-Crines, Richard Hayton, Tim Heppell, Max Atkinson, Sam Leigh, Richard Toye, James Martin.

Speechwriters Reading List

Atkins, J. 'How Virtue Theoretic Arguments May be Used in the Justification of Policy', *Politics*, 28 (3), pp. 129-137, 2008.

Atkinson, M. *Our Masters' Voices: The Language and Body Language of Politics,* London: Routledge, 1984.

Butler, J. *Excitable Speech: A Politics of the Performative,* London: Routledge, 1997.

Clark, T. 'Speech, Script, and Performance: Towards a Public Poetics of the Political Speechwriter's Role', *Prism,* 8 (1), pp. 1-9, 2011.

Cockcroft, R., Cockcroft, S. *Persuading People: An Introduction to Rhetoric*, Basingstoke: Palgrave, 2005.

Corbett, E.P.J., Connors, R. J. *Classic Rhetoric for the Modern Student*, Oxford: Oxford University Press, 1999.

Eliasoph, N. 'Political culture and the presentation of a political self', *Theory and Society,* 19(4), pp. 465-494, 1990.

Jamieson, K.H. *Eloquence in An Electronic Age: The Transformation of Political Speechmaking,* Oxford: Oxford University Press, 1990.

Lanham, R. *A Handlist of Rhetorical Terms*, Berkeley, CA: University of California Press, 1991.

Stucky, N. 'Toward an Aesthetics of Natural Performance', *Text and Performance Quarterly*, 13(2), pp. 168-180, 1993.

Tolson, A. '"Being yourself": The Pursuit of Authentic Celebrity', *Discourse Studies,* 3(4), pp. 443-458, 2001.

Vaz, R. E. 'The Myth of the Rhetorical Situation', *Philosophy and Rhetoric,* 6 (3), pp. 154-161, 1973.

Indicative Reading List

Alexander, J. 'Cultural Pragmatics: Social Performance between Ritual and Strategy', *Social Performance: Symbolic Action, Cultural Pragmatics, and Ritual*, Cambridge: Cambridge University Press, 2006.

Alexander, J. 'From the Depths of Despair: Performance, Counter Performance, and September 11', *Sociological Theory*, 22(1), pp. 88-105, 2004.

Aristotle, *The Art of Rhetoric,* trans. Lawson-Tancred, London: Penguin, 1991.

Atkins, J. 'Narrating One Nation: The Ideology and Rhetoric of the Miliband Labour Party', *Politics, 35 (1), pp. 19-31, 2014.*

Atkins, J. 'How Virtue Theoretic Arguments May be Used in the Justification of Policy', *Politics*, 28 (3), pp. 129-137, 2008.

Atkins, J., Finlayson, A. '"As Shakespeare so Memorably Said…", Quotation, Rhetoric, and the Performance of Politics', *Political Studies*, early-view, 2014.

Atkins, J., Finlayson, A., Martin, J., Turnbull, N. *Rhetoric in British Politics and Society,* Basingstoke: Palgrave Macmillan, 2014.

Atkins, J., Finlayson, A. '"…A 40-year-old Black Man Made the Point to Me": Anecdotes, Everyday Knowledge and the Performance of Leadership in British Politics', *Political Studies*, 61 (1), pp. 161-177, 2013.

Atkinson, M. *Our Masters' Voices: The Language and Body Language of Politics,* London: Routledge, 1984.

Atkinson, M. *Lend Me Your Ears*, London: Vermilion, 2004.

Bakhtin, M. *Toward A Philosophy of the Act,* Austin: University of Texas Press, 1929.

Bennett, S.E., Flickinger, R., Rhine, S. 'Political Talk Over Here, Over There, Over Time' *British Journal of Political Science,* 30(1), pp. 99-120, 2000.

Billig, M. *Ideology and Opinions: Studies in Rhetorical Psychology*, London: Sage, 1991.

Bitzer, L. F. 'The Rhetorical Situation', *Philosophy and Rhetoric,* 1(1), pp. 1-14, 1968.

Brants, K., Voltmer, K. 'A Question of Control: Journalists and Politicians in Political Broadcast Interviews' in *Political Communication in Postmodern Democracy: Challenging the Primacy of Politics*, Basingstoke: Palgrave, 2011.

Butler, J. *Excitable Speech: A Politics of the Performative,* London: Routledge, 1997.

Cameron, D. *Good to Talk? Living and Working in a Communication Culture,* London: Sage, 2000.

Chaffee, S. H. 'Approaches of U.S. Scholars to the Study of Televised Debates', *Political Communication Review,* (5) pp.19–33, 1979.

Charteris-Black, J. *Politicians and Rhetoric: The Persuasive Power of Metaphor*, Basingstoke: Palgrave, 2005.

Clark, T. 'Speech, Script, and Performance: Towards a Public Poetics of the Political Speechwriter's Role', *Prism,* 8 (1), pp. 1-9, 2011.

Clayman, S., Heritage, J. *The News Interview : Journalists and Public Figures on the Air,* Cambridge: Cambridge University Press, 2002.

Cockcroft, R., Cockcoft, S. *Persuading People: An Introduction to Rhetoric*, Basingstoke: Palgrave, 2005.

Coleman, S., Kuik, A., van Zoonen, E. 'Laughter and Liability: The Politics of British and Dutch Television Satire', *British Journal of Politics & International Relations,* 11(4), pp. 652-665, 2009.

Consigny, S. 'Rhetoric in Situations', *Philosophy and Rhetoric,* 7 (3), pp. 175-186, 1974.

Corbett, E.P.J., Connors, R. J. *Classic Rhetoric for the Modern Student*, Oxford: Oxford University Press, 1999.

Couldry, N. *Why Voice Matters : Culture and Politics after Neoliberalism,* London: Sage, 2010.

Crines, A., Hayton, R. *Labour Orators from Bevan to Miliband*, Manchester: Manchester University Press, 2015.

Crines, A., Heppell, T., Hill, M. 'Enoch Powell's Rivers of Blood Speech: A Rhetorical Political Analysis', *British Politics*, early-view, 2015.

Crines, A., Theakston, K. 'Doing God in Number 10': British Prime Ministers, Religion and Political Rhetoric', *Politics and Religion,* 8 (1), pp. 155-177, 2015.

Crines, A. 'A Discussion of Rhetoric in Harold Wilson's White Heat Speech', *Renewal Journal of Social Democracy*, 22 (3-4), pp. 128-134, 2014.

Crines, A. 'The epideictic oratory of Barack Obama', *Global Discourse,* early-view, 2016.

Crines, A. 'The rhetoric of neoliberalism in the politics of crisis', *Global Discourse*, 5 (1), pp. 116-129, 2015.

Crines, A. 'Rhetoric and the Coalition: Governing in the National Interest?' *Representation*, 49 (2), pp. 207-218, 2013.

Crines, A. 'An Analysis of George Galloway's Oratorical and Rhetorical Impact', *Politics*, 33 (2), pp. 81-90, 2013.

Ekstrom, M. 'Politicians Interviewed on Television News', *Discourse & Society,* 12(5), pp. 563-584, 2001.

Eliasoph, N. 'Political culture and the presentation of a political self', *Theory and Society,* 19(4), pp. 465-494, 1990.

Eveland, W., Morey, A., Hutchens, M. 'Beyond Deliberation: New Directions for the Study of Informal Political Conversation from a Communication Perspective', *Journal of Communication,* 61, pp. 1082-1103, 2011.

Fairclough, N. *Language and Power,* London: Longman, 2001.

Finlayson, A. 'Political Science, Political Ideas and Rhetoric', *Economy and Society*, 33 (4), pp. 528-549, 2004.

Finlayson, A. 'What's The Problem? Political Theory, Rhetoric and Problem Setting', *Critical Review of International Social and Political Philosophy*, 9 (4), pp. 541-557, 2006.

Finlayson, A. 'From Beliefs to Arguments: Interpretative Methodology and Rhetorical Political Analysis', *British Journal of Politics and International Relations*, 9 (4), pp. 545-563, 2007.

Finlayson A. 'Rhetorical Radical Democracy', in *The Politics of Radical Democracy*, pp. 13-32, Edinburgh: Edinburgh University Press, 2008.

Finlayson, A. 'Rhetoric and the Political Theory of Ideologies', *Political Studies*, 60 (4) pp. 751-767, 2012.

Finlayson, A. 'Critique and Argumentation', *Political Studies Review*, 11 (3), pp. 313-320.

Finlayson, A., Martin, J. '"It Ain't What You Say…': British Political Studies and the Analysis of Speech and Rhetoric', *British Politics,* 3, pp. 445-464, 2008.

Foucault, M. *Power/Knowledge: Selected Interviews and Writings 1972-1977,* New York: Pantheon Books.

Gaffney, J., Lahel, Amarjit, 'Political Performance and Leadership Persona: The UK Labour Party Conference of 2012', *Government and Opposition*, 48, pp. 481-505, 2013.

Gamson, W. *Talking Politics,* Cambridge: Cambridge University Press, 1992.

Glynos, J., Howarth, D. *Logics of Critical Explanation in Social and Political Theory,* London: Routledge, 2007.

Golden, J., Corbett, E. *Rhetoric of Blair, Campbell, and Whatly*, Carbondale, IL: Holt, Rinehart and Winston, 1990.

Graham, P., Keenan, T., Dowd, A. 'A Call to Arms at the End of History: A Discourse-Historical Analysis of George W. Bush's Declaration of War on Terror', *Discourse and Society*, 15(2-3), pp. 199-221, 2004.

Gunn, J. 'On Speech and Public Release, *Rhetoric & Public Affairs* 13(2), pp. 175-215, 2010.

Hauser, G. *Vernacular Voices : The Rhetoric of Publics and Public Spheres,* Columbia: University of South Carolina Press, 1999.

Hay, C. *Political Analysis: A Critical Introduction*, Basingstoke: Palgrave, 2002.

Hayton, R. *Reconstructing Conservatism? The Conservative Party in Opposition, 1997-2010*, Manchester: Manchester University Press, 2012.

Hayton, R., Crines, A. *Conservative Orators from Baldwin to Cameron*, Manchester: Manchester University Press, 2015.

Howarth, D. 'Discourse Theory' in *Theory and Methods in Political Science*, London: Macmillan, 1995.

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Kroon Lundell, Å. 'The design and Scripting of 'Unscripted' Talk: Liveness vs Control in a TV Broadcast Interview, *Media, Culture and Society*, 31(2), pp. 271-288, 2009.

Laclau, E., Mouffe, C. *Hegemony and Socialist Strategy: Towards a Radical Democratic Politics*, London: Verso Books, 2014.

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Lawrence, J. *Speaking for the People: Party, Language and Popular Politics in England 1867-1914*, Cambridge: Cambridge University Press, 2008.

Lawrence, J. *Electing Our Masters: The Hustings in British Politics from Hogarth to Blair*, Oxford: Oxford University Press, 2009.

Leith, S. *Are You Talkin' To Me? Rhetoric from Aristotle to Obama*, London: Profile Books, 2012.

Martin, J. 'Situating Speech: A Rhetorical Approach to Political Strategy', *Political Studies*, 63 (1), pp. 25-42, 2013.

Marsh, D., Stoker, G. *Theory and Methods in Political Science*, Basingstoke: Palgrave, 2010.

McArthur, B. *The Penguin Book of Twentieth-Century Speeches,* London: Penguin, 1999.

Moon, D. S. 'Rhetoric and policy learning: On Rhodri Morgan's 'Clear Red Water' and 'Made in Wales' Health Policies', *Public Policy and Administration*, 28 (3) pp. 306-323, 2013.

Olmsted, W. *Rhetoric: An Historical Introduction,* New York: Wiley, 2006.

Opt, S.K., Gring, M. A. *The Rhetoric of Social Intervention: An Introduction,* London: Sage, 2009.

Perrin, A. 'Political Microcultures: Linking Civic Life and Democratic Discourse', *Social Forces,* 84(2), pp. 1049-1082, 2005.

Phelan, P. *Unmarked : The Politics of Performance,* London: Routledge, 1993.

Reinemann, C., Wilke, J. 'It's the Debates, Stupid! How the Introduction of Televised Debates Changed the Portrayal of Chancellor Candidates in the German Press, 1949-2005', *Harvard International Journal of Press and Politics,* 12(4), pp. 92-111, 2007.

Riker, W. *The Art of Political Manipulation*, London: Yale University Press, 1986.

Sacks, H. 'On Doing "being ordinary"' in *Structures of Social Action: Studies in Conversation Analysis,* Cambridge: Cambridge University Press, 1984.

Schechner, R. *Performance Theory,* London: Routledge, 1988.

Schrott, P., Lanoue, D. 'How to Win a Televised Debate: Candidate Strategies and Voter Response in Germany, 1972-87', *British Journal of Political Science*, 22(4), pp. 445-467, 1992.

Stucky, N. 'Toward an Aesthetics of Natural Performance', *Text and Performance Quarterly*, 13(2), pp. 168-180, 1993.

Street, J. 'Celebrity Politicians: Popular Culture and Political Representation', *British Journal of Politics and International Relations,* 6(4), pp. 435-452, 2001.

Tolson, A. '"Being yourself": The Pursuit of Authentic Celebrity', *Discourse Studies,* 3(4), pp. 443-458, 2001.

Toye, R. 'The Rhetorical Premiership: A New Perspective on Prime Ministerial Power since 1945', *Parliamentary History*, 30 (2) pp. 175-192, 2011.

Toye, R. *The Roar of the Lion: The Untold Story of Churchill's World War II Speeches*, Oxford: Oxford University Press, 2013.

Toye, R. *Rhetoric: A Very Short Introduction*, Oxford: Oxford University Press*,* 2013.

Toye, R. 'Phrases Make History Here': Churchill, Ireland and the Rhetoric of Empire', *Journal of Imperial and Commonwealth History*, 38 (4) pp. 549-570, 2010.

Toye, R. 'Winston Churchill's "Crazy Broadcast": Party, nation and the 1945 Gestapo Speech', *Journal of British Studies*, July 2010.

Toye, R. 'The Rhetorical Culture of the House of Commons after 1918', *History: The Journal of the Historical Association*, 99(335) pp. 270-298, 2014.

Toye, R., Gottlieb, J. *Making Reputations: Power, Persuasion and the Individual in Modern British Politics,* London: I.B. Tauris, 2005.

Turner, V. 'Dramatic Ritual/Ritual Drama: Performative and Reflexive Anthropology', *The Kenyon Review*, 1(3), pp. 80-93, 1979.

Van Dijk, T. A. 'Discourse and Manipulation', *Discourse and Society*, London: Sage, 2006.

Vaz, R. E. 'The Myth of the Rhetorical Situation', *Philosophy and Rhetoric,* 6 (3), pp. 154-161, 1973.

Worthen, W.B. 'Drama, Performativity and Performance', *Publications of the Modern Language Association of America,* 13(5), pp. 1093-1107, 1998.