

HERTOG 2022 POLITICAL STUDIES PROGRAM

PRINCIPLES OF POLITICAL RHETORIC

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Fellows will study classic examples of rhetoric and contemporary political speeches, with a view toward understanding the relationship between political rhetoric and emotions, and how these connections can be both useful and dangerous, especially for democracies.

This seminar will meet from **9:30 AM to 12:30 PM ET** on **June 27–July 1, 2022**.

Course Materials

- Aristotle, *Art of Rhetoric*, trans. Robert C. Bartlett (University of Chicago, 2021)
- Course Reader

Resources:

To learn more about the ideas and figures discussed in this course, we encourage you to explore a project supported by the Hertog Foundation: **The Great Thinkers** (<http://thegreatthinkers.org/>) and **Contemporary Thinkers** (<http://contemporarythinkers.org/>) websites. These sites are aimed at introducing important thinkers in Western thought, with a particular emphasis on politics and philosophy.

Monday, June 27, 2022

9:30 AM – 12:30 PM ET Session I: What is Rhetoric?

Readings:

- Aristotle, *Rhetoric*, Book 1, Chs. 1–3
- Socrates's Account of Rhetoric in Plato's *Gorgias* (463a–c, 464b–466a)

Epidictic Rhetoric

- *Rhetoric*, 1.9
- Gorgias, *Encomium of Helen* (414 BC)
- Gouverneur Morris, "Alexander Hamilton" (July 14, 1804)
- Frederick Douglass, "Oration in Memory of Abraham Lincoln" (April 14, 1876)
- Robert Kennedy, "Remarks on the Assassination of MLK" (April 4, 1968)

Judicial Rhetoric

- *Rhetoric*, 1.10, 1.12, 1.14
- Socrates' Address to the Athenian Jury after His Conviction (36a–end)
- Emile Zola, "The Dreyfus Affair" (excerpts) (January 13, 1898)

- Clarence S. Darrow, “A Plea for Mercy” (Leopold and Loeb case) (April 22 & 23, 1924)
- Johnnie Cochran, “Closing Argument” (Trial of O.J. Simpson) (September 27, 1995)

Deliberative Rhetoric

- *Rhetoric*, 1.4, 1.6, 1.8
- Demosthenes, *Second Philippic* (excerpts) (344–343 BC)

Discussion Questions:

- 1) What is Aristotle’s definition of rhetoric?
- 2) What is the gist of Aristotle’s critique of the “technical writers” who dealt with rhetoric before him?
- 3) Can you think of recent examples of deliberative rhetoric?

Tuesday, June 28, 2022

9:30 AM – 12:30 PM ET Session II: The Modes of Persuasion

Readings:

On Pathos

- Aristotle, *Rhetoric*, 2.1–2 (on anger) & 2.8 (on pity)
- Cleon on the Fate of the Mytileneans (Thucydides, 3.36–49)

On Ethos

- *Rhetoric*, 2.12–17
- Richard Nixon, “Checkers” Speech (September 23, 1952)
- Barack Obama, “A More Perfect Union” (March 18, 2008)

On Logos

- *Rhetoric*, 1.28–19, 2.22, 2.25
- Frederick Douglass, “The Meaning of July Fourth for the Negro” (July 5, 1852)

Discussion Questions:

- 1) How does Cleon’s speech to his fellow Athenians exemplify the use of pathos as a mode of persuasion? How well does it do so?
- 2) As between Nixon and Obama, who in your judgment more effectively portrayed his own character in a favorable light?

Wednesday, June 29, 2022

9:30 AM – 12:30 PM ET Session III: Rhetoric in Times of Crisis

Readings:

Rhetoric & Style

- *Rhetoric*, 3.1–2
- Mark Twain, “*Die Schrecken der Deutsche Sprache*” [“The Horrors of the German Language”] (November 21, 1897)
- General George S. Patton, “Speech to the Third Army” (June 5, 1944)
- Woody Allen, “My Address to Graduates” (August 10, 1979)

Rhetoric in Times of Crisis & Doubt

- Abraham Lincoln, “On the Perpetuation of Our Political Institutions” (January 27, 1838)
- Neville Chamberlain, “Munich Agreement” (September 30, 1938)
- Duff Cooper, “Speech in the House of Commons” (October 3, 1938)
- Winston Churchill, “Blood, Sweat, and Tears” (May 13, 1940)
- John F. Kennedy, “Cuban Missile Crisis Speech” (October 22, 1962)
- Jimmy Carter, “Crisis of Confidence” (July 15, 1979)
- Bill Clinton, “I did not have...” (January 26, 1998)
- Allan Bloom, “Western Civ” Address at Harvard (December 7, 1988)

Discussion Questions:

- 1) How well does the style of Patton’s speech reflect its purpose and content?
- 2) As between JFK, Carter, and Clinton, who in your estimation dealt with the crisis facing him most effectively?

Thursday, June 30, 2022

9:30 AM – 12:30 PM ET Session IV: Civil Rights

Readings:

- Martin Luther King, “I Have a Dream” (August 28, 1963)
- Malcolm X, “The Black Revolution” (April 8, 1964)
- Sojourner Truth, “Ain’t I a Woman?” (1851)
- Susan B. Anthony, “On a Woman’s Right to Vote” (1873)
- Lucy Parkman Scott, “Be Women and Do a Woman’s Work” (April 10, 1895)
- Josephine Jewell Dodge, “Woman Suffrage Opposed to Women’s Rights” (November 1911)
- Gloria Steinem, “Living the Revolution” (May 31, 1970)
- Phyllis Schlafly, “What’s Wrong with Equal Rights for Women?” (January 1, 1972)

- Ambassador Samantha Power, “Commencement Address at Barnard College” (May 17, 2015)
- Christina Hoff Sommers, “The Real Oppression That Campus Feminists Aren’t Talking About” (June 8, 2015)

Discussion Questions:

- 1) Evaluate the arguments, and the manner of presenting of the arguments, of any of the anti-suffrage speakers.
- 2) Who makes the better argument: Power or Sommers—and why?

Friday, July 1, 2022

9:30 AM – 12 PM ET

Session V: The Corinthian/Corcyrean Debate

Readings:

- Special Assignment: The Corinthian/Corcyrean Debate