

Contents

Part I Objectives of Studying Argumentation Rhetorically

1 Reflections on Making the Case	3
1.1 Dialogic and Rhetorical Argument	3
1.2 Making the Case in Public Argument	5
1.3 Making the Case Through Analysis of Discourse.....	7
1.4 Making the Case Through Case Studies	9
1.5 Making the Case Through Historical Inquiry	10
1.6 Conclusion	12
References.....	12
2 Argument as Hypothesis-Testing	15
2.1 The Hypothesis-Testing Paradigm	15
2.2 Implications for Current Forensic Practice	19
2.3 The Choice Among Paradigms	22
References.....	23
3 Knowledge Claims in Rhetorical Criticism	25
3.1 Introduction.....	25
3.2 Argumentation as a Way of Knowing	26
3.3 Rhetorical Criticism as Argumentation.....	29
3.4 Characteristics of Argumentation in Rhetorical Criticism.....	30
3.5 Illustrations	34
3.6 The Question of Purpose.....	34
References.....	35
4 What Does an Argument Culture Look Like?	37
4.1 Introduction.....	37

4.2	Identifying an Argument Culture	39
4.2.1	Importance of the Audience	39
4.2.2	Uncertainty	40
4.2.3	Conviction Amid Uncertainty	40
4.2.4	Justification Rather than Proof	41
4.2.5	Cooperative Argumentation	42
4.2.6	Risk-Taking	43
4.3	Managing Tensions in an Argument Culture	43
4.3.1	Contingency and Commitment	44
4.3.2	Partisanship and Restraint	44
4.3.3	Personal Conviction and Sensitivity to Audience	44
4.3.4	Reasonableness and Subjectivity	45
4.3.5	Decision and Nonclosure	45
4.4	Conclusion	45
	References	47
5	Reclaiming Rhetoric's Responsibilities	49
5.1	Introduction	49
5.2	Rhetoric and Public Reason	50
5.3	Rhetoric and the Constitution of Community	53
5.4	Rhetoric and the Articulation of Vision	54
5.5	Rhetorical Agents and Agency	55
5.6	Conclusion	57
	References	58

Part II Approaches to Studying Argumentation Rhetorically

6	Product, Process, or Point of View?	61
	References	68
7	Persistent Questions in the Theory of Argument Fields	71
7.1	Introduction	71
7.2	The Purpose of Fields	72
7.3	The Nature of Argument Fields	75
7.4	The Development of Fields	80
7.5	Conclusion	83
	References	83
8	Strategic Maneuvering in Political Argumentation	87
8.1	Introduction to Political Argumentation	87
8.2	Characteristics of Political Argumentation	88
8.2.1	Lack of Time Limits	88
8.2.2	Lack of Clear Terminus	89
8.2.3	Heterogeneous Audience	90
8.2.4	Open Access	92
8.2.5	Summary	92

8.3	Means of Strategic Maneuvering	92
8.3.1	Changing the Subject	93
8.3.2	Modifying the Relevant Audience	93
8.3.3	Appealing to Liberal and Conservative Presumptions	94
8.3.4	Reframing the Argument	94
8.3.5	Using Condensation Symbols	94
8.3.6	Employing the Locus of the Irreparable	95
8.3.7	Using Figures and Tropes Argumentatively	95
8.4	A Case Study	96
8.5	Conclusion	99
	Appendix	99
	Kennedy-Nixon Debate Excerpt	99
	References	101
9	Taking the Jurisprudential Analogy Seriously	103
9.1	Toulmin and the Jurisprudential Analogy	104
9.2	Perelman and the Rule of Justice	106
9.3	Conclusion	110
	References	111

Part III Patterns of Rhetorical Argumentation

10	Definitions	115
10.1	Introduction	115
10.2	Case Studies	116
10.3	Arguments About, from, and by Definition	120
10.4	Argumentative Moves in Definition	124
10.4.1	Associations	124
10.4.2	Dissociations	125
10.4.3	Ambiguities	125
10.4.4	Frame-Shifting	126
10.5	Conclusion	126
	References	127
11	Strategic Maneuvering Through Persuasive Definitions: Implications for Dialectic and Rhetoric	129
11.1	The Desirability of Bridging Perspectives	129
11.2	Strategic Maneuvering, Dialectic, and Rhetoric	130
11.3	The Ideal and the Real	131
11.4	Persuasive Definitions	133
11.5	How Strategic Maneuvering Affects Arguments	135
11.6	An Extended Case Study	138
11.7	Applying the Case Study	140
11.8	Conclusion	142
	References	143

12	Felicity Conditions for the Circumstantial	
	<i>Ad Hominem: The Case of Bush v. Gore</i>	145
12.1	The Circumstantial <i>ad hominem</i>	146
12.2	The Case of <i>Bush v. Gore</i>	147
12.3	Equal Protection	149
12.4	The “Safe Harbor” Doctrine	150
12.5	Article II and Federalism	151
12.6	Intervention and Judicial Activism	153
12.7	Conclusions	155
	References	157
13	Terrorism and the Argument from Ignorance	159
13.1	Introduction	159
13.2	The Argument from Ignorance	160
13.3	Public Discourse About Terrorism	162
	13.3.1 Condoleezza Rice	163
	13.3.2 Colin Powell	164
13.4	Conclusion	166
	References	166
14	Arguing About Values: The Problem	
	of Public Moral Argument	167
14.1	The Tension Between Democracy and Morality	167
14.2	How We Argue About Values	170
	14.2.1 Levels of Argument	170
	14.2.2 Strategies of Argument	171
	14.2.3 Tactics of Argument	173
14.3	The Inconclusiveness of Moral Argument	175
	References	176
15	The Appeal for Transcendence: A Possible	
	Response to Cases of Deep Disagreement	179
15.1	The Emphasis on Agreement	179
15.2	Deep Disagreement	180
15.3	Incommensurability: End or Beginning of Analysis?	182
15.4	Possibilities for Overcoming Deep Disagreement	182
	15.4.1 Inconsistency: Hypocrisy and the Circumstantial	
	<i>Ad Hominem</i>	182
	15.4.2 Packaging: Incorporation and Subsumption	184
	15.4.3 Time: Exhaustion and Urgency	186
	15.4.4 Changing the Ground: Interfield Borrowing	
	and Frame-Shifting	187
15.5	Two Case Studies	188
	15.5.1 Johnson on Education	188
	15.5.2 Zarefsky on Abortion	189
15.6	Conclusion	190
	References	191

Part IV Analyses of Rhetorical Argumentation

16	Conspiracy Arguments in the Lincoln-Douglas Debates	195
16.1	Introduction.....	195
16.2	The Debates in Context.....	196
16.3	The Conspiracy Arguments.....	197
16.3.1	The Plot to Abolitionize the Whigs.....	197
16.3.2	The Plot to Discredit Lincoln.....	199
16.3.3	The Plot to Make Slavery National.....	200
16.3.4	The Plot to Exploit Federal Patronage.....	203
16.3.5	The Plot to Deny Kansas a Referendum.....	203
16.4	Inferences and Implications.....	204
16.4.1	Legitimation of the Conspiracy Argument.....	205
16.4.2	Dynamics of the Conspiracy Argument.....	207
16.5	Conclusion.....	209
	References.....	209
17	Turning Points in the Galesburg Debate	211
17.1	Introduction.....	211
17.2	The Road to Galesburg.....	212
17.3	Four Key Turning Points.....	214
17.3.1	The Hypothetical “ <i>Dred Scott</i> ” II.....	214
17.3.2	The Moral Argument.....	216
17.3.3	The 1854 Republican Platform.....	217
17.3.4	Refutation Strategies.....	218
17.3.5	Summary.....	220
17.4	Douglas’s Failure.....	220
17.5	Conclusion.....	222
	References.....	222
18	Presidential Rhetoric and the Power of Definition	225
18.1	Introduction.....	225
18.2	Understanding Rhetoric and Its Effects.....	226
18.3	Presidential Definition.....	229
18.4	Eight Case Studies.....	231
18.4.1	Washington and the Whisky Rebellion.....	231
18.4.2	Jackson and the Election as Mandate.....	231
18.4.3	Lincoln and Civil War Aims.....	232
18.4.4	Franklin Roosevelt and the Nature of Liberalism.....	233
18.4.5	Lyndon Johnson and War on Poverty.....	233
18.4.6	Lyndon Johnson and Affirmative Action.....	234
18.4.7	Reagan and the Safety Net.....	234
18.4.8	George W. Bush and the War on Terror.....	235
18.4.9	Summary.....	235
18.5	How Do We Know?.....	236
	References.....	237

19	The Impasse of the Liberal Argument: Speculation on American Politics in the Late 1960s	239
19.1	Introduction.....	239
19.2	The Liberal Argument.....	241
19.3	Liberal Arguments Become <i>Ad Hominem</i>	242
19.3.1	Civil Rights	242
19.3.2	The Welfare State	244
19.3.3	Foreign Policy	247
19.4	The Resulting Impasse.....	248
19.5	Breaking the Deadlock?.....	250
19.6	Coda, 2013	251
	References.....	252
20	Pragma-Dialectical Analysis of Rhetorical Texts: The Case of Barack Obama in Cairo with Dima Mohammed.....	253
20.1	The Analytical Problem	253
20.2	The Case Study: Obama in Cairo, June 2009	255
20.3	Analysis.....	256
20.3.1	Audiences and Their Commitments.....	257
20.3.2	Reconstructing the Discourse: Standpoint Analysis	258
20.3.3	Strategic Maneuvering	261
20.4	Conclusion	264
	References.....	265

<http://www.springer.com/978-3-319-05484-1>

Rhetorical Perspectives on Argumentation

Selected Essays by David Zarefsky

Zarefsky, D.

2014, XIX, 265 p., Hardcover

ISBN: 978-3-319-05484-1