



Iniziativa Dipartimenti di Eccellenza MIUR (L. 232 del 01/12/2016)

Persuasion in Politics

Prof. Michael Burke

11 April, 2022, 1-3, 3-5, 5-7 pm.

Persuasion in Politics:

Aspects of the rhetorical past in the political present

Prof. Michael Burke

University College Roosevelt/Utrecht University

What are the links between political persuasion today and the theories of persuasion from the ancient Greek and Roman rhetorical world? What can we learn from deliberative address and deliberative discourse? How can the theories of Aristotle, Demosthenes, Cicero and Quintilian advise us to speak clearly, concisely and ethically? Are the lessons in political persuasion that were told back then still relevant today and, if so, in which political arenas and in which political realms? Moreover, what can contemporary political speechwriters learn from the rhetorical world of the ancient past? These are the main questions that will be explored in this interactive lecture on 'persuasion in politics'.

The lectures will be in presence (and online), open to all the participants in **Federica Ferrari's** Courses on "**Persuasion in Strategic Communication**" (**English Language**). All other interested people are welcome.

[Link SVIC](#) 1-3 pm, Aula Ruffilli, Palazzo Hercolani, Strada Maggiore 45, Bologna

[Link SPOSI AD](#) 3-5 pm, Aula Ruffilli, Palazzo Hercolani, Strada Maggiore 45, Bologna

[Link SPOSI EL](#) 5-7 pm, Aula A (SPV), Via San Petronio Vecchio 32, Bologna

Iniziativa Dipartimenti di Eccellenza MIUR (L. 232 del 01/12/2016)



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
DIPARTIMENTO DI LINGUE, LETTERATURE
E CULTURE MODERNE

