



# Looking for parallels... persuasive strategies

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## Similarities and differences

- BBC Radio 4 'Any Questions' panel discussions
- International videoconferencing classes at Faculty of Law



Cercles 2016





# **Why should they trust the teacher? What can we learn from authentic data?**



# Any Questions?



LISTEN

On Now : The World This Weekend

18/09/2016

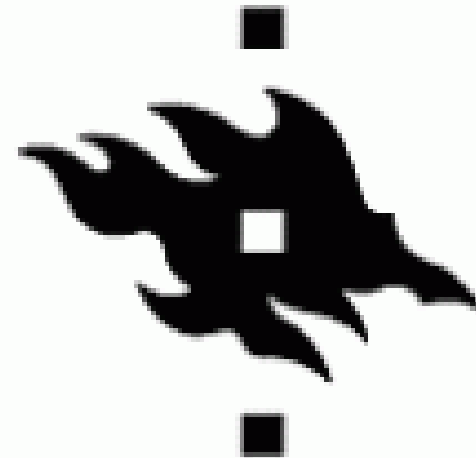
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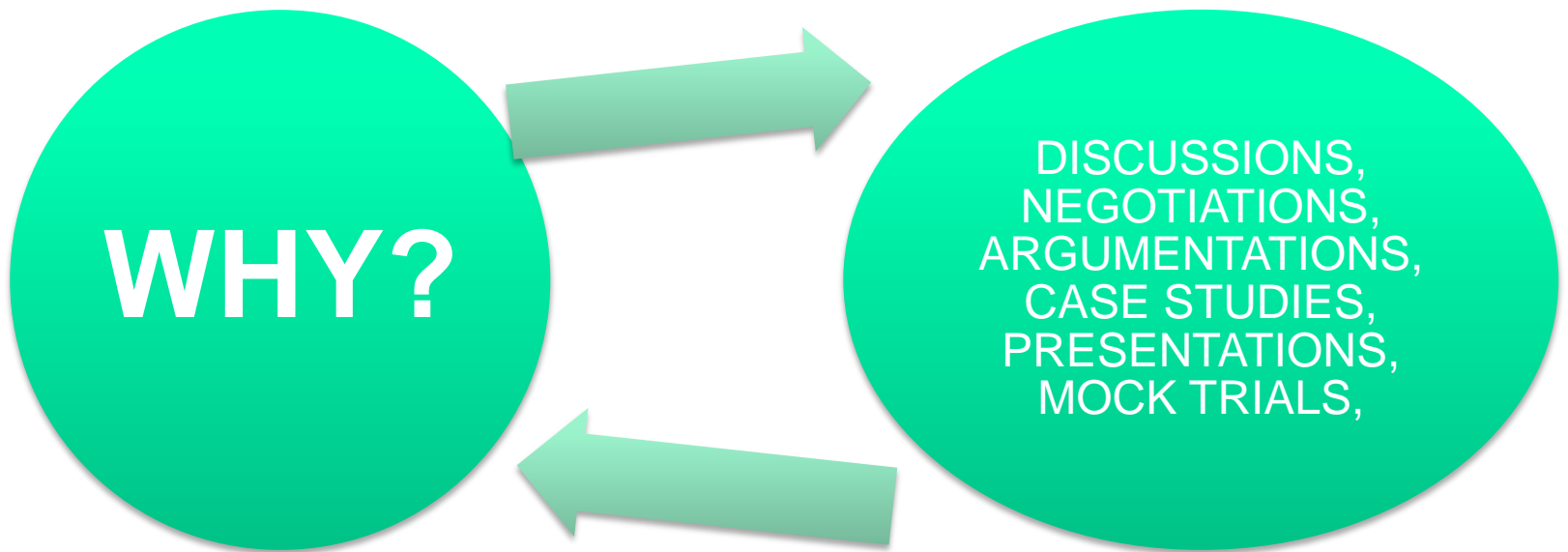




# Virtual classes



HELSINGIN YLIOPISTO



# Persuasion

Persuasive discourse is defined as non – reciprocal discourse whose primary aim is **to persuade listeners or readers to change their behaviour, feelings, intentions or opinions by communicative means**, linguistic or non – linguistic.

Lakoff 1982



# **Language, power and ideology**

## **Hallidayan Functional Grammar**

### **Goffman's face-to-face interaction**

### **Reardon's social research**

## **Critical Discourse Analysis**

**Chafe, Lakoff, Kress and Hodge, Martin, Fairclough, Fowler,  
Cameron and Shaw**



## Text analysis of critical linguists

- Vocabulary, grammar, cohesion and text structure
- Meaning potential of a text vs. interpretation

*Texts are often collectively created and institutionalized.  
Individual speakers echo the texts produced by the political party  
they belong to.*

## Field, Tenor, Mode

- Qs and As, the Chair's role
- Individuals representing institutions
- Public, spoken, institutionalized discourse, turn taking management



## Form of Questions/ Field

A member of the audience asks a question.

1.

*In the light of a report concerning another incident involving a person with a serious mental health problem, how does the panel propose we should deal with these failings of community care of the severely mentally ill? (7.3.1997)*

2.

*How can a party which hangs on at the local elections hope to be taken seriously as potential government of the future. (6.5.2016)*



# Gender differences

## Female chairs

### non-cooperative behavior from speakers/members on the panel

- *overhearing and ignoring additional questions or giving turn*
- *necessity to repeat questions*
- *speakers' turn taking ( they start or keep speaking over the question)*



# Persuasion in Answers

## Representation of Social actors

*Reference to people, inclusion/exclusion of social factors*

1.

... we do need an independent food agency (DM, 1997)

... ministers are busy telling us ... (CS,1997)

... one gets the impression (BA,1997)

2.

We held Councils in ...which people felt that somebody with Jeremy Corbyn´s politics couldn´t hold but what´s proved to be the case is Jeremy´s opposition to cut benefits for the disabled, to Tory tax on NHS and the tax on equality has actually really wide residence. And above all we´ve won in London (DA, 2016)



## Persuasion in Answers – Transitivity

*Well I think there's an agreement all round ... (DM,1997)*

*Uhm, the case of ... I fear ... I know ... I can remember (CS,1997)*

*I think Londoners should be proud (DA,2016)*

*Well, first of all, first question. I really like .... (KC,2016)*



# Persuasion in Answers

## Modality analysis

**Modalization – probability (*may be*), usuality (*sometimes*)**

**Modulation – obligation (*should*), inclination (*wants to*)**

**Orientation – subjective/objective, explicit/implicit**

**Three 'values' of modality – refers to the strength or power (possible choices for the speaker)**



## Persuasion in Answers - Modality analysis

Apparent paradox - We only say we are certain when we are not.

*Well, it may be that the journalists ... (BA, 1997)*

*explicitly objective – non-attributed*

*I think there's an agreement all round... (DM, 1997)*

*Just to say I think it's quite sad that ... (DA, 2016) explicitly*

*subjective – attributed to the speaker's own self*





## Persuasion in Answers - Modality analysis

*Our spokesman, Paul Tyler for long time ... (DM,1997)*

*... condemned even by Zag Gold Smith´s sister in the past few hours (DA,2016) attributed to authority*

*Everybody else can see that things have gone... (DM,1997)*

*everyone knew ... (CS,1997)* attributed to common sense

Use of modality vs. no modality (1997 vs. 2016)



## Persuasion in Answers - Modality analysis

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Use of modality vs. no modality (1997 vs. 2016)

## Modality – differences among speakers

- **in the choice of orientation**

Subjective implicit and explicit modalization and modulation vs. objective and subjective modalization (probability and obligations mainly)

- **In the choice of focus**

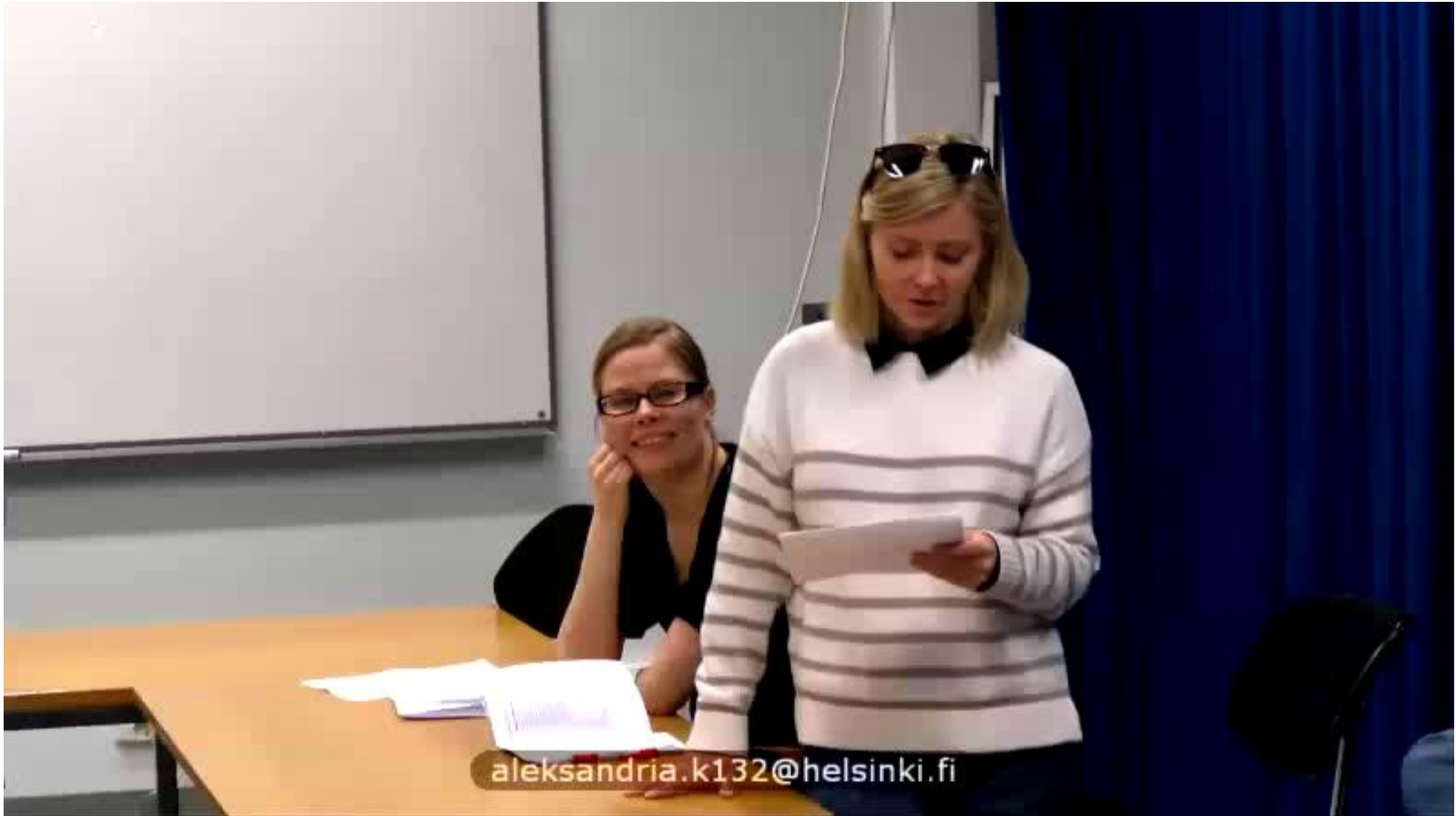
Modalization (epistemic modality, Lyons, 1977) concerns knowledge, beliefs, opinions

Modulation (deontic modality) concerns necessity or possibility of acts which are performed by responsible actors ---- **used for influencing behavior of other people**

## Other interesting features – Vocabulary and Genre

**Chair of the panel introduces one of the panelists:**

**Ken Clarke**, is a big beast on the Conservative backbenches having held two of the great offices of State, Home Secretary and Chancellor of the Exchequer. Ken's been the MP for Rushcliff and Nottinghamshire for 46 years and but has said this will be his last term in office. A lifelong Europhile, he is one of the few MPs who was in parliament during the 1975 referendum on Britain's membership at the Common market. He is known known for his love of jazz, cigars and a loyalty to a particular brand of brown shoes. (CH,2016)









**Thank you for your attention.**

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