



# Politicians and Rhetoric: The Persuasive Power of Metaphor

*Professor Jonathan Charteris-Black*

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## **Politicians and Rhetoric: The Persuasive Power of Metaphor** Professor Jonathan Charteris-Black

The language of persuasion looks both outwards and inwards: politicians promise a better future based on an evaluation of the current external reality, but they communicate this vision by activating deep-seated ideas, values and feelings that are hidden within the audience. This fully updated second edition analyses the rhetoric of three additional politicians – Barack Obama, Ronald Reagan and Enoch Powell – as well as revised accounts of the original six politicians to produce a comprehensive study of some renowned exponents of persuasion. It also contains a new chapter on the role of metaphor in political communication. Successful politicians are those who have credible stories to tell, who can involve us with the drama of the present by explaining what is right and wrong and who convince us that they are better than their opponents. This book explains how their use of metaphors and myths create credible and consistent stories that help us to understand the rhetorical means through which persuasion occurs.

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