



MASTER 2 RECHERCHE – PAYS ANGLOPHONES

PROGRAMME DES SEMINAIRES 2023-24

Les étudiants sont tenus de lire les ouvrages indiqués pour chaque séminaire.

SEMINAIRE	PROFESSEUR	RESUME DU SEMINAIRE
Linguistique 5	Monsieur JAMET	<u>PERSUASION AND MANIPULATION IN DISCOURSE</u> Based on the idea that language is not restricted to the mere transmission of so-called objective – or even subjective – information but plays different functions, this seminar will mostly focus on Jakobson's conative or persuasive function, which engages the addressee (receiver) directly, and aims to persuade him/her to do something, tell something, believe something, buy something, etc. This advanced course in linguistics will focus on and aims to investigate the somehow tricky relationships and interconnections between language, persuasion and manipulation. More specifically, it will focus on persuasion and manipulation techniques in discourse, i.e. in real linguistic occurrences. This seminar will address various issues related to the language of persuasion and manipulation: what is the difference between persuasion and manipulation? Is argumentation and rhetoric inherent to human language and, more generally, to human relationships? When does persuasion become manipulation? Are all discourses a form of persuasion / manipulation? What are the recurrent linguistic tools / devices used to persuade or manipulate an addressee? What are the non-linguistic tools / devices used to persuade and manipulate? To what extent does multimodality play a role in the persuasive or manipulative process? The seminar will be built around in-class presentations and discussions pertaining to persuasion and manipulation in various types of political discourse (including speeches prepared for

delivery, such as presidential and electoral discourse, political debates, etc.), advertising discourse, newspaper discourse and other types of discourse in which language is used for coercion in the speaker's attempt to attain his/her goals. The new medias (the internet, Twitter, Blogs, etc.) will be analysed.

Course Goals

The purpose of the seminar is to acquaint students with the main pragmatic and cognitive theories and with Critical Discourse Analysis (CDA), an approach to the study of language as a social and political tool which explores the power relations or ideologies behind the text, which is often taken for granted and given no notice by people, but that linguistic and multimodal non-linguistic analyses aim to uncover.

The course objectives are the following:

- Be able to give an oral presentation in English with a PowerPoint presentation in a 30-minute slot on the links between language, persuasion and manipulation;
- Be able to write a written presentation / report in English following the typographical and bibliographical rules on the links between language, persuasion and manipulation;
- Be able to describe and analyze the linguistic devices / tools used to persuade and/or manipulate;
- Be aware that most of the time language is a persuasive tool, and can be used to manipulate any given audience.

Students will develop:

- ability to analyze political discourse, advertising discourse, newspaper discourse and other types of discourse that employ persuasion and manipulation;
- awareness of persuasive and manipulative linguistic practices in discourse, which will facilitate identification and analysis of strategic uses of pragmatic and cognitive mechanisms applied in the service of coercion;
- ability to identify and analyze both explicitness and implicitness in communication.

Required Course Materials

Reading materials will mostly be in English, but sources in other languages can also be used; data and examples will be in English (and occasionally in French), and assignments will be in English as well.

Selected bibliography

ADAM Jean-Michel & BONHOMME Marc, 2012, *L'argumentation publicitaire : Rhétorique de l'éloge et de la persuasion*, Paris : Armand Colin.

ANDREI Carmen, 2007, « Ressorts argumentatifs dans le discours publicitaire », *Communication and Argumentation in the Public Sphere*, 1(1) : 126-139.

<http://nbn-resolving.de/urn:nbn:de:0168-ssolar-71523>

BATKO Andrzej, 2017, *The Art of Persuasion: The Language of Influence and Manipulation*, independently published.

		BOIX Christian, 2007, <i>Argumentation, manipulation, persuasion</i>, Paris : L'Harmattan. BORCHERS Timothy, 2004, <i>Persuasion in the Media Age</i>, McGraw-Hill Humanities / Social Sciences / Languages. BRANUM Jens & CHARTERIS-BLACK, 2015, "The Edward Snowden affair: A corpus study of the British press", <i>Discourse & Communication</i> 9(2): 199-220. CHARAUDEAU Patrick, 1998, « L'argumentation n'est peut-être pas ce que l'on croit », <i>Revue Le français aujourd'hui</i> n°123, Association Française des Enseignants de français, Paris. CHARTERIS-BLACK Jonathan, 2004, <i>Corpus Approaches to Critical Metaphor Analysis</i>, Basingstoke & New York: Palgrave MacMillan. CHARTERIS-BLACK Jonathan, 2005 [2011], <i>Politicians and rhetoric: the persuasive power of metaphor</i>, Basingstoke & New York: Palgrave Macmillan. CHARTERIS-BLACK Jonathan, 2006, "Britain as a container: immigration metaphors in the 2005 election campaign", <i>Discourse & Society</i>, Vol. 17, No. 5 (September 2006), Sage Publications, Ltd. CHARTERIS-BLACK Jonathan, 2014, <i>Analysing Political Speeches: Rhetoric, Discourse and Metaphor</i>, Basingstoke & New York: Palgrave-MacMillan. CHARTERIS-BLACK Jonathan, 2017, <i>Fire Metaphors: Discourses of Awe and Authority</i>, London: Bloomsbury Publishing. CHILTON Paul, 2004, <i>Analysing Political Discourse. Theory and Practice</i>, London: Routledge. COCKCROFT Robert & COCKCROFT Susan, 2014, <i>Persuading People: An Introduction to Rhetoric</i>, Palgrave. CORNIC Michel, 1968, « Argumentation publicitaire et études de motivation », <i>Les Cahiers de la publicité</i>, n°20 : 42-44. CRESPO FERNANDEZ Eliecer, 2006, "Metaphor in the euphemistic manipulation of the taboo of sex", <i>Babel-afial</i> 15, 2006(1): 27-42. DANBLON Emmanuelle, 2005, <i>La fonction persuasive : Anthropologie du discours rhétorique : origines et actualité</i>, 'Collection U', Paris : Armand Colin. FAIRCLOUGH Norman, 1992, <i>Discourse and Social Change</i>, Cambridge: Polity Press. FAIRCLOUGH Norman, 2003, <i>Analysing Discourse. Textual Analysis for Social Research</i>, London. FLERGIN Antony, 2014, "Language of Persuasion: A Discourse Approach to Advertising Language", <i>Research Journal of recent Sciences</i>, Vol 3: 62-68. FRÉREUX René, 1968, « Logique et argumentation publicitaire », <i>Les Cahiers de la publicité</i>, n°20 : 68-73. GOATLY Andrew, 2007, <i>Washing the Brain. Metaphor and Hidden Ideology</i>, Amsterdam: John Benjamins. HART Christopher, 2010, <i>Critical Discourse Analysis and Cognitive Science: New Perspectives on Immigration Discourse</i>, Basingstoke: Palgrave Macmillan. GLEESON Justin T., 2008, <i>Rediscovering Rhetoric: Law, Language, and the Practice of Persuasion</i>, Federation Press. HUISMAN Denis, 1982, <i>Le Dire et le Faire : essai sur la communication efficace. Pour comprendre la persuasion : propagande, publicité, relations publiques</i>, CDU-Sedes. JAMET Denis, 2010, "Euphemisms for Death: Reinventing Reality through Words", in SORLIN Sandrine (Ed.), <i>Inventive Linguistics</i>, Presses Universitaires du Languedoc et de la Méditerranée, Collection "Traverses". KOLENDA Nick, 2013, <i>Methods of Persuasion: How to Use Psychology</i>
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		to Influence Human Behavior, Kolenda Entertainment, LLC. LAMBELET Amélie, 2010, <i>Discours idéologique et manipulation des représentations cognitives : Analyse pragmatique de la communication non-coopérative</i>, Éditions Universitaires Européennes. LINDSTROM Martin, 2011, <i>Brandwashed: Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy</i>, Crown Publishing Group. MENDENHALL Vance, 2018, <i>Une introduction à l'analyse du discours argumentatif</i>, University of Ottawa Press. MESSARIS Paul, 1997, <i>Visual Persuasion: The Role of Images in Advertising</i>, SAGE Publications. MIO Jeffery Scott, 1997, "Metaphor and Politics", <i>Metaphor and symbol</i> 12(2), Lawrence Erlbaum Associates, Inc.: 113-133. MOESCHLER Jacques, 1985, <i>Argumentation et conversation. Éléments pour une analyse pragmatique du discours</i>, Crédif, Hatier. PACKARD Vance, 1957, <i>The Hidden Persuaders</i>, Longmans, Green & Co. PLATIN Christian, 1996, <i>L'argumentation</i>, 'Mémo', Paris : Seuil. PRELIPCEANU Cristina-Maria, 2013, "Advertising and Language Manipulation", <i>Diversité et identité culturelle en Europe</i>, X (2), București: Editura Muzeul Literaturii Române: 247-254 PRICKEN Mario, 2004, <i>Creative advertising: ideas and techniques from the world's best campaigns</i>, London: Thames & Hudson. ROBRIEUX Jean-Jacques, 1993, <i>Éléments de Rhétorique et d'Argumentation</i>, Paris : Dunod. ROQUE Georges & NETTEL Ana Laura (Eds.), 2015, <i>Persuasion et argumentation</i>, Paris : Éditions Classiques Garnier. SAUSSURE Louis de & SCHULZ Peter (Eds.), 2005, <i>Manipulation and Ideologies in the Twentieth Century: Discourse, language, mind</i>, John Benjamins Publishing Company. SONESSON Göran, 2013, "Two strands of rhetoric in advertising discourse", <i>International Journal of Marketing Semiotics</i>, 1(1): 6-24. SORLIN Sandrine, 2016, <i>Language and Manipulation in House of Cards: A Pragma-Stylistic Perspective</i>, Palgrave MacMillan. TAWWAB SHARAF ELDIN Ahmad Abdel, 2013, <i>A Cognitive Linguistic Study of Martin Luther King and Obama Discourse: The Power of Language and Ideology in Persuasion and Cognition</i>, Lambert Academic Publishing. VAN DIJK T. A., 1998, <i>Ideology. A multidisciplinary approach</i>, London: SAGE.
Linguistique 6	Madame BORDET	<u>THE LANGUAGE OF HUMOUR</u> This seminar entitled "The Language of Humour" will broach the expression of humour. Humorous discourse will be studied from various points of view. In order to do so, we will rely on various branches of linguistic studies, namely lexical semantics, sociolinguistics, phonology, pragmatics and to a lesser degree morphosyntax. Here is a short, non finite list of topics that will be tackled during the semester : The functions of humour; Types of humour : comedy, satire, sarcasm, irony; Humour & taboo; Humour & culture; Humour & politics; Humour & advertising; Interactional humour; etc.

		Articles & references will be available on Moodle. Students who wish to choose this seminar as an optional course are welcome to get in touch with me to be added on Moodle in order to have access to and start reading introductory research papers to this seminar during the summer holidays. <u>Selected bibliography :</u> • Attardo Salvatore , <i>Linguistic Theories of Humor</i>, Mouton de Gruyter, 1994 • Attardo Salvatore, <i>The Routledge Handbook of Humor</i>, Routledge, 2017 • Attardo Salvatore, <i>The Linguistics of Humor: An introduction</i>, Oxford, 2020 • Latta Robert, <i>The Basic Humor Process : a Cognitive-Shift Theory and the Case against Incongruity</i>, Mouton de Gruyter, 1998 • Nash Walter, <i>The Language of Humour</i>, Routledge, 2015. • Nilsen & Nilsen, <i>The Language of Humor</i>, Cambridge, 2018. • Orben Robert, <i>Speaker's Handbook of Humor</i>, Merriam Webster, 2000 • Raskin Viktor, <i>The Primer of Humor Research</i>, Mouton de Gruyter, 2009 • Ross Alison, <i>The Language of Humour</i>, Routledge, 1998 • Vasquez Camilla, <i>Language, Creativity & Humour Online</i>, Routledge, 2019
Littérature 5	Madame GASQUET	<u>VERBAL AND VISUAL REPRESENTATION IN BRITAIN : FROM THE BIRTH OF PHOTOGRAPHY TO CONTEMPORARY ART</u> This course will give an opportunity to investigate and explain current models for understanding art, focusing on examples taken from British art from the nineteenth century on (literature, architecture, sculpture, painting, photography and decorative arts). Students will be invited to explore particular moments of cross-fertilisation between science and culture, both in literature and visual media; they will be introduced to the revolution that occurred with the invention of photography in the 1840s, soon followed by the birth of moving images and the cinema. The conceptual implications of these new means of representation, and the questions they provoked are still at the heart of contemporary arts, as will be documented in this course. The course will be helpful for students who wish to prepare for the Agrégation, as they will work on sets of documents (literature, history of ideas, visual arts) in order to elaborate a synthesis of them all, an exercise inspired by the same rules that apply for the oral part of the <i>concours</i>. This seminar thus also serves as a preparation for the E.H.P. (<i>Epreuve Hors-Programme</i>), dealing both with content (aesthetics) and form (methodology).

		<u>Selected Bibliography:</u> DIDI-HUBERMAN, Georges. <i>L'empreinte</i>. Paris: Centre Georges Pompidou, 1997 GOMBRICH, Ernst H. <i>Art and Illusion. A Study in the Psychology of Pictorial Representation</i>. Oxford: Phaidon Press, 1977. MITCHELL, W. J. T. <i>Iconology: Image, Text, Ideology</i>. Chicago: the University of Chicago Press, 1986. SONTAG, Susan. <i>On Photography</i>. Harmondsworth: Penguin, 1979. SOULAGES, François. <i>Esthétique de la photographie : la perte et le reste</i>. Paris : Nathan, 1998. STOICHITA, Victor I. <i>L'instauration du Tableau</i>. Genève: Droz, 1999. WUNENBURGER, Jean-Jacques. <i>Philosophie des images</i>. Paris: Presses Universitaires de France, 1997.
Littérature 6	Madame DELESALLE-NANCEY	<u>MALCOLM LOWRY'S UNDER THE VOLCANO : IN-BETWEEN MODERNISM AND POSTMODERNISM</u> Published in 1947, Malcolm Lowry's <i>Under the Volcano</i> shares the Modernists' concern with a changing world where all stable landmarks are gone, where relativity has replaced certainty and where man is left alone, groping for meaning. It also participates in the experiments with form characteristic of Modernist artists' response to such upheaval. Written at the time of the Second World War, <i>Under the Volcano</i> can be said to belong to late Modernism while anticipating, with its derisive stance and intensive use of intertextuality, Post-modernism. This seminar will focus on <i>Under the Volcano</i> using it as a basis to explore two essential literary currents of the XXth century: Modernism and Postmodernism. Primary sources: BARNES, Julian, <i>Flaubert's Parrot</i>, London: Picador, 1984. CONRAD, Joseph, <i>Heart of Darkness</i>, Harmondsworth: Penguin, 1995. LOWRY, Malcolm, <i>Under the Volcano</i>, first published by Jonathan Cape, 1947; Harmondsworth : Penguin, 1985. _____. <i>Dark as the Grave Wherein My Friend Is Laid</i>, first published by Jonathan Cape, 1969 ; Harmondsworth : Penguin, 1972. _____. <i>Hear Us O Lord From Heaven Thy Dwelling Place</i>, New York: Carroll & Graf, 1986. Secondary sources: <i>On Malcolm Lowry</i> ACKERLEY, Chris, and Clipper, Lawrence J., <i>A Companion to Under the Volcano</i>, Vancouver : University of British Columbia Press, 1984. ASALS, Frederick et TIESSEN, Paul, eds. <i>A Darkness That Murmured: Essays on Malcolm Lowry and the Twentieth Century</i>. Toronto : University of Toronto Press, 2000. Delesalle-Nancey, Catherine. <i>La Divine comédie ivre: répétition</i>,

		<i>ressassement et reprise dans l'oeuvre en prose de Malcolm Lowry</i>. Paris: Michel Houdiard, 2010. - Grace, Sherrill, <i>Strange Comfort: Essays on the Work of Malcolm Lowry</i>, Vancouver: Talon Books, 2009. - McCarthy, Patrick A. <i>Forest of Symbols: World, Text and Self in Malcolm Lowry's Fiction</i>. Athens, GA and London: University of Georgia Press, 1994. <i>On Modernism and Postmodernism:</i> BRADSHAW David and J.H. DETTMAR (eds.), <i>A Companion to Modernist Literature and Culture</i>, Malden, Oxford and Victoria: Blackwell Publishing, 2006. HUTCHEON, Linda, <i>The Politics of Postmodernism</i>, London and New York: Routledge, 1989.
Civilisation 5	Monsieur SARSON	<u>THE U.S. DECLARATION OF INDEPENDENCE, 1776: POLITICS, LANGUAGE, & CULTURE</u> This course focuses on the United States Declaration of Independence, but also uses the document as a means of exploring larger themes. Students will thus examine the causes of the American Revolution (as well as how those causes were represented in the Declaration's accusations against King George III), the ideology of the revolution (as well as how political ideas were represented in the Declaration's preamble and conclusion), and explore particular phenomena referred to in the Declaration (such as the meaning of equality, the ideas of "liberty" and "the pursuit of happiness," and the realities of slavery). The course will also examine the processes of drafting, editing, and printing the Declaration in order to explore such issues as authorship, rhetoric, aesthetics, audience, and performance. The seminars will conclude by examining the legacy of the Declaration in the United States and the wider world since 1776. The course will be helpful for students of the history of ideas, culture, and politics, and also students of philosophy, law, and language. Students will have the opportunity to work on aspects of the Declaration that particularly interest them. <u>Selected Bibliography:</u> COGLIAGNO, Francis D. <i>Revolutionary America: A Political History, 1763-1815</i>. New York: Routledge, 2000; second edition 2008 (provides a very useful general background to the American Revolution). BECKER, Carl L. <i>The Declaration of Independence: A Study in the History of Political Ideas</i>. New York: Harcourt, Brace & Company, 1922; New York: Vintage reprints from 1958; Gloucester, UK: Dodo Press, 2008. BOYD, Julian P. <i>The Declaration of Independence: The Evolution of a Text</i>. Washington DC: Library of Congress, 1943; revised edition,

		2000 edited by GAWAIT, Gerard W. WILLS, Garry. <i>Inventing America: Jefferson's Declaration of Independence</i>. New York: Doubleday & Company, 1978; New York: Houghton Mifflin, 2002. MAIER, Pauline. <i>American Scripture: How America Declared its Independence from Britain</i>. New York: Knopf, 1997; New York: Pimlico, 1999. FLEIGELMAN, Jay. <i>Declaring Independence: Jefferson, Natural Language, and the Culture of Performance</i>. Stanford, California: Stanford University Press, 1993. ARMITAGE, David. <i>The Declaration of Independence: A Global History</i>. Cambridge, Massachusetts: Harvard University Press, 2008. http://www.archives.gov/exhibits/charters/declaration.html -- the website of the US National Archives has a feature on "Charters of Freedom," including the Declaration of Independence. This link to the section on the Declaration allows you to see facsimiles and transcripts of the document and to find information on its drafting, including transcripts of Thomas Jefferson's "original rough draught" and revisions by John Adams and Benjamin Franklin.
Civilisation 6	Madame LABAUNE Monsieur DELOGU	<u>A HISTORY OF THE RISE AND FALL OF THE BRITISH EMPIRE</u> L'objectif de ce séminaire consiste à proposer une approche chronologique de la constitution de l'Empire britannique, depuis les premières velléités d'expansion jusqu'à l'apogée de l'Empire sur lequel « le soleil ne se couch[ait] jamais ». Les dix-huitième et dix-neuvième siècles feront particulièrement l'objet de notre attention, mais nous aborderons aussi les soubresauts qui ont secoué l'Empire après les deux guerres mondiales et étudierons le processus de décolonisation avec l'affirmation de l'autonomie des peuples, la dignité universelle comme fondement des droits de l'homme et la tension entre centre, marges et décentralisation. En ce qui concerne sa forme, ce cours sera divisé en deux modes de fonctionnement : 1) un Cours Magistral présenté en deux temps par Madame Labaune-Demeule (1ère partie : « The rise of the Empire ») et Monsieur Delogu (2^e partie : « The decline and fall of the Empire ») 2) de brèves interventions par les étudiants (commentaires de documents ou présentation analytique de certains faits ou événements) dans la deuxième partie du cours. L'évaluation sera sous le régime du Contrôle Continu et comportera deux notes écrites (un devoir noté par chaque professeur) et une seule note orale (note attribuée à l'exposé présenté par les étudiants)

		pendant la seconde partie du cours, avec M. Delogu). <u>Bibliographie indicative</u> FARMER, Alan, <i>The British Empire c. 1857-1967</i> (Access to History Series), Abingdon: Hodder Education/Hachette, 2018. JACKSON, Ashley. <i>The British Empire. A Very Short Introduction</i>, Oxford: O.U.P., 2013. LEVINE, Philippa, <i>The British Empire: Sunrise to Sunset</i>, Abingdon: Routledge, Taylor & Francis, [2017], 2020. MARSHALL, P.J. <i>The Cambridge Illustrated History of the British Empire</i>, Cambridge, C.U.P., 1996. MISHRA, Pankaj, <i>Bland Fanatics: Liberals, Race, and Empire</i>, New York: Farrar, Straus and Giroux, 2020. SAID, Edward, <i>Orientalism</i>, New York: Pantheon, 1978. SAMSON, Jane, <i>The British Empire</i>, Oxford: O.U.P., [2001], 2009.
Traduction: Version	Madame GAY	<u>VERSION LITTÉRAIRE ET TRADUCTOLOGIE.</u> Au-delà de la traduction directe de textes littéraires de l'anglais vers le français, le cours sera aussi consacré à l'analyse et au commentaire de traductions publiées de textes de fiction en anglais. 1) Ouvrages pratiques • Ballard, Michel, <i>Versus: La version réfléchie</i>, Paris: Ophrys, 2004. • Chuquet, Hélène et Michel Paillard, <i>Approche linguistique des problèmes de traduction</i>, Paris : Ophrys, 1987. • Chuquet, Hélène, <i>Pratique de la traduction</i>, Paris : Ophrys, 1990. • Wecksteen-Quinio, Corinne, Mariaul, Mickaël et Lefebvre-Scodeller Cindy, <i>La traduction anglais-français: Manuel de traductologie pratique</i>, Bruxelles-Louvain-la-Neuve: De Boeck Supérieur, collection «Traducto», 2015. 2) Ouvrage de référence / réflexion sur la traduction Berman Antoine, <i>La Traduction et la lettre ou l'auberge du lointain</i>, Paris : Seuil, 1999. (ouvrage de référence)
Traduction: thème	Monsieur DELOGU	<u>THÈME.</u> This course will give students weekly opportunities to translate both fiction and non-fiction from French to English, offering training for the agrégation. BIGUENET, John & Rainer Schulte, eds. <i>The Craft of Translation</i>. Chicago: University of Chicago Press, 1989. _____, eds. <i>Theories of Translation</i>. Chicago: University of Chicago Press, 1992.