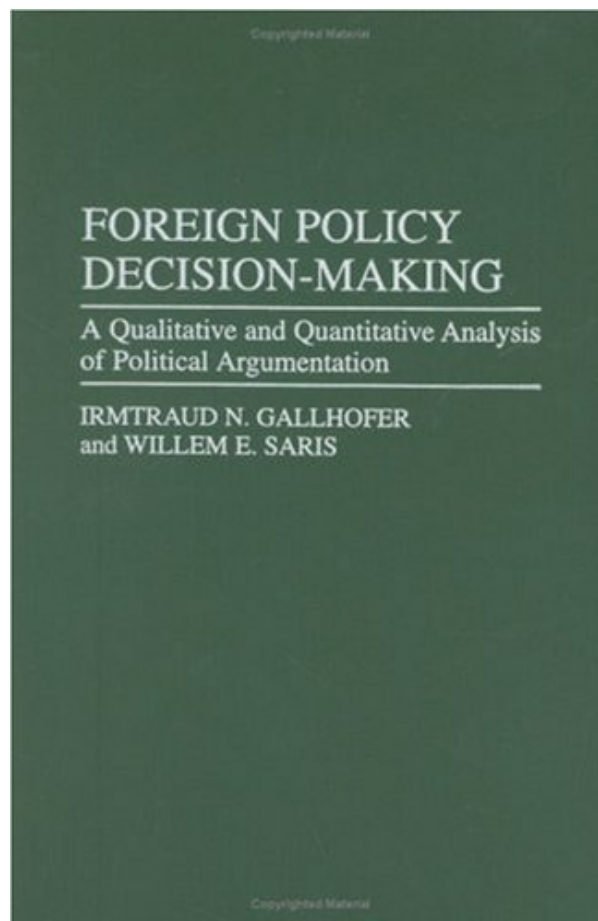


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of Political Argumentation

IRMTRAUD N. GALLHOFER
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Review

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This book investigates how politicians, in order to convince their audiences, argue about preferences for different courses of action. The qualitative and quantitative studies presented here are based on written records and deal with a variety of foreign policy issues, countries, and political regimes. Examining the argumentation employed by Hitler and Kennedy to ministers of the Austro-Hungarian empire, the authors conclude that only six basic forms of persuasion seem to be used and understood by politicians and their audiences, and that these same approaches are used almost irrespective of the political situation. This fascinating study of political argumentation will be of interest to scholars of political communication, rhetoric, political science, and international relations.

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