

**Petra ACZÉL**

### *Expressivity and Emotion in Visionary Rhetoric*

In classical rhetorical theory it was fervently held that persuasive oratory should evoke emotion and articulate expressivity in discourse. Emotion on the one hand derives from the ethical argument – the strongest of the traditional three kinds of appeals – that provides listeners with the sense of the speaker’s character. Pathos, on the other, armours rhetorical communication with evocative and impressive strength and drive. Both contribute to the persuasive-visionary nature of rhetorical speech, as visionary speech is persuasive in terms of emotional evocative force and the expressivity of ethos.

It is widely asserted that rhetorical emotions in general are not those that the speaker previously experienced and later reformulated in speech. These emotions are evoked by the speech itself and are shared commonly by the orator and the listener. Expressive as they are, rhetorical emotions are raised by vivid information, thus information of visual capacity.

The planned talk aims 1) to define visionary speech in relation to persuasion, emotion and expressivity, 2) to investigate the visual nature of emotions evoked in and by persuasive speech, and 3) to draw conclusions that reconsider ethos and pathos in the context of the visual.

**Petra ACZÉL** is Associate Professor at Corvinus University of Budapest, and head of the Institute of Behavioural Science and Communication Theory. She studied at Eötvös



Loránd University, Budapest, earned her PhD degree in linguistics with the thesis titled *Winning with Word: Classical and Modern Argumentation Theory* in 2003, and gave her habilitation lecture for university professorship in 2011. Her research interests are focused on the theory and practice of rhetoric. She is author and co-author of four books and numerous essays on verbal and visual argumentation, persuasive communication and (new) media communication. Her recent publications include contributions to the debate on “new rhetoric” and new media rhetoric, among them her paper “Enchanting Bewilderment: Concerns for Visual Rhetoric”, in András Benedek and Kristóf Nyíri (eds.), *Images in Language:*

*Metaphors and Metamorphoses* (series VISUAL LEARNING, vol. 1), Frankfurt: Peter Lang, 2011, and “Mediarhetoric: Complex Visual Literacy”, in András Benedek and Kristóf Nyíri (eds.), *The Iconic Turn in Education* (series VISUAL LEARNING, vol. 2), Frankfurt: Peter Lang, 2011. She holds memberships in Hungarian and international communication associations and boards. E-mail: [petra.aczel@uni-corvinus.hu](mailto:petra.aczel@uni-corvinus.hu).