

Eszter DELI

Media Argumentation

Despite the indispensable role of the media in our modern times, little do we know about the rhetorical structures and micro-contexts that create an argument. The main objectives of media rhetoric are to persuade, to have an impact, to gain the goodwill of the audience – thus it characterises many functions of communication itself. My presentation attempts to focus on these mechanisms from a linguistic, semiotic and psychological point of view, by examining the different media contents on the platform of the television, supposing that each content (political debates, talk-shows or the news) can be considered as an argument as they keep convincing, initiating and influencing us. In my performance I intend to present through case studies how recently developed tools of reasoning can be applied to the media theory, in order to identify, analyse and evaluate media argumentation. Not only will the structural analysis of fallacies be broached, but also those pragmatic structures that the fallacies are continuously used in. In addition to this verbal approach I am also considering visual and audial factors based on semiotic aspects. By the interpretation of these various systems of relation and by the illustration of the different case studies I endeavour to show how this new and systematic perception of media influence, informal logic and persuasion theories can be and should be applied in relation with the television contents of contemporary society.

Eszter DELI: After obtaining her Master's degree at Budapest University of Technology and Economics, she has been a member of the Social Communication Doctoral School of Corvinus University for a year as well as being designated as an Assistant Research Fellow of the Institute of Behavioural Sciences and Communication Theory. Learning and teaching at this institution gives her the chance to continually develop herself as well as gain new experience as a researcher. Her passion for rhetoric has always been determining and having the opportunity to present her topic at an International Conference in Poland and attending the Debate Club of Cambridge University last year just made her commitment even stronger. E-mail: eszter34@gmail.com.

