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SPRACHGESELLSCHAFT

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Die Wiener Sprachgesellschaft lädt zu folgendem Vortrag herzlich ein:

Prof. THEO VAN LEEUWEN

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History and Communication**

„Performance and politics“

Abstract: *Performance*, in the way in which it was defined by Hymes (1972: 62), as the “manner or spirit in which an act is done”, is an integral part of all social practices. But, perhaps since the presidency of the movie actor Ronald Reagan, who “wanted to be, and became, an accomplished presidential performer” (Cannon, 1991: 50), it is playing an increasingly important role in politics, as signalled by Fairclough (2000: 14), when he wrote about political style as multimodal, and as expressive of political identities and values. In this talk, I will present a framework for analysing the discursive recontextualization of performance, along the lines of earlier work on the representation of social actors and social actions (van Leeuwen, 2008), and apply it to the performance of politicians during election campaigns. Examples are drawn from visual and linguistic representations of the 2019 Australian election campaigns of Scott Morrison and Bill Shorten. I will end with a critique of theories such as those of Goffman (e.g. 1959), which interpret social life entirely in terms of performance, which, *inter alia*, risks legitimizing the application of what Habermas (1984) called ‘dramaturgical’ validity criteria to politics.

Zeit: Dienstag, 13. 06. 2023, 18.30h

Ort: Hörsaal 1, Sensengasse 3a, 1. OG

H. Gruber m.p.

L. Grestenberger m. p.