



“Res Rhetorica” is a peer-reviewed open access quarterly academic journal (ISSN 2392-3113) indexed in Web of Science and ERIH Plus. Its scope includes both theories of rhetoric and practices of persuasive communication. Read more (previous issues): www.ResRhetorica.com.

Call for papers 2/2019

Rhetoric of Leadership

Leadership and rhetoric are inseparable. Leaders need rhetoric to enhance their power and shape public debate and rhetoric needs outspoken leaders to put to test Richard Neustadt’s (1960) classic theory stating that the power of the leader is vested in his “power to persuade.” The 21st-century leadership needs to reconfigure their communications with the new generations of diverse electorate. As Adam B. Masters and John Uhr point out in their book *Leadership Performance and Rhetoric* (2017, 2), “decent political leadership has to learn how best to cope with misleading rhetoric, and decent leadership analysis has also to cope with leadership rhetoric which falls far short of its highest potential by flattering entrenched prejudices.” The authors refer to the definition of the public leader cultivated by English philosopher and statesman Francis Bacon. Bacon’s 16th-century model of a leader was based upon three practical but rare gifts: the ability to promote scientific and social progress through innovation, the skill of building trust through counsel and advice provided with “all faith and integrity,” and, last but not least, the leader’s competence in rhetoric in the vein of Cicero, who not only practiced, but also reflected on the art of rhetorical deliberation.

Therefore, we invite submissions of articles on the following topics:

- rhetorical construction of leadership – theory and practice
- rhetoric and leader’s power structures – theories and case studies
- competing visions of leadership – rhetorical tensions and struggles
- ancient and contemporary leaders and their “rhetorical stamp”
- rhetorical dimensions of leadership and media
- leaders as rhetorical icons – words and visuals

- beyond politics – leaders crossing borders (art/style/technologies/pop culture)
- master tropes of leadership – metaphor/metonymy/synecdoche/irony
- leaders and their followers – rhetorically formed relationships

Issue editor

- Anna Bendrat (anna.bendrat@gmail.com)

Schedule

- submission deadline: **April 15th, 2019**
- target publication date: **June 2019**.

How to submit

- To see the author guidelines and submit the paper, prospective authors should register on www.ResRhetorica.com.
- Paper proposals (250 words) for the theme issue shall be sent to the issue editor prior to the article submission
- We also invite ongoing submissions to the *Varia* section. This section features articles unrelated to the theme of the issue

Polish Rhetoric Society

“Res Rhetorica” is a journal published by Polish Rhetoric Society. Established in 2000, the Society aims at promoting the theory and practice of rhetoric. Its goal is to bring together the scholars of rhetoric who represent various disciplines, both academic and professional. To stay informed and enhance your ability to network with top specialists in the field of rhetoric in Poland, join our Society at www.retoryka.edu.pl



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