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Upcoming:

Currently I am writing on the rhetoric of moving images and especially looking at the camera work involved in political debates and speeches on TV. Also I have a lot of exams to attend to - but hopefully I'll have time during summer to climb a few mountain passes with my Pinarello, sail on the river Lot with my Vikingship friends and cruise around in my Alpha Romeo.

During Fall I am participating in the **Nordic Rhetoric Conference (NKRF6) in Aarhus**. Here is the abstract for my paper presentation:

Political Debates and the Rhetorical Moves of the Television Camera

- moving the audience by moving the camera

by Henrik Juel

Looking for pathos or ethos in a political debate on television normally means to analyze what is being said and what happens in front of the camera: the performance of the politicians. However, pathos and ethos appeals can also stem from work going on behind the camera and with the camera.

Skillfully conducted and in the right context a variety of camera moves, cuts, camera angles, and framing options can enhance or even construct what the audience will experience.

Most often these professional rhetorical resources of television, film, and video productions pass unnoticed, or these features are considered to be only technical and aesthetic. But it can be demonstrated that the work behind the camera plays an important role in creating the mood, the emotional impact, reception and understanding of a character in a film, a scene in a documentary, a situation in a news clip, or the passion of a speech.

Political debates and political figures on television and video today should therefore be analyzed not just in terms of what is going on in front of the camera, but also in terms of how the camera is viewing, moving, framing, changing, focusing and pointing out to the audience. Camera work is a strong rhetorical tool – and in the hands of our opponents we might even call it “manipulative”.

Moving images can be moving in so many ways.