Preface

Here is our double issue, that includes the No. 1 special issue "Over the Top: Appeal of Embarrassment and Exaggeration in Political Speech" and the No. 2 regular issue.

Why a special issue on political speech that focuses on the aberrations of it? The confrontation with the triumphs of populism and the escalation of terrorist violence encouraged our scientific inquiry into the violent rhetoric and the rhetoric by violent organizations. This special issue is a first step to more research into a field that deserves far more attention, because of its scientific relevance, but also for political and social reasons. The issue is a result of a panel on the same topic set up at the Meeting of the International Society of Political Psychology (ISPP) in Rome, in July 2014.

Rhetorical devices in political speech are used with the aim of persuading the audience or at least to catch the attention and to emphasize particular points that are seen as important by the orator. From recent personality and politics studies can be concluded that the darker side of personality might clarify the concept of political charisma. The current special issue aims at exploring some of the rhetorical devices and images, and the underlying emotions, of the darker side of rhetorical appeal. The use of humor and the flattering of the audience could be seen as agreeable ways to reach the political persuasion goal. These devices appeal at the set of "feel good" or "positive" emotions (enthusiasm, hope, pride, and joy) that can be associated with pleasurable feelings and an "approach orientation" (Brader and Marcus, 2013: 175). In contrast, the activating by the speaker of the set of feelings that mark "aversion" or "avoidance" and that could be seen as negative may also be effective to reach the audience. Feelings of anger fear or anxiety, discomfort or embarrassment in the audience, can be powerful mobilizing agents for political actions (Brader and Marcus, 2013: 178-179). As we will see through the articles of this special issue, the reference to threatening conditions and the triggering of negative emotions can be realized in various ways. Direct ways are stereotypic portrayals of threatening out-groups, and narratives of terrorist attacks, indirect ways include "counterfactual" attacks, scaring metaphors or hyperboles.

The opening article, by Richard D. Anderson, Jr. (Department of Political Science, UCLA, USA) is entitled "Not Easily Embarrassed: Political Metaphor and the

Cooperative Construction of Political Identity in the Russian State Duma". It examines mutual denunciations, and some striking metaphors, hurled at each other across the floor by political antagonists in Russian parliamentary debates. These insults are used to construct multiple political selves. The second article, by Gloria Gabrielli, Giovanna Leone, Bruno Mazzara and Alice Roseti (University La Sapienza, Rome, Italy) brings an analysis of Italian television documentaries about the terrorist violence and ideology in Italy. Focus is on the Anni di piombo, i.e. a period of the Italian national history ranging from Seventies to the beginning of Eighties, compare with the more recent period until now. It is showed that narratives of ideological beliefs justifying terrorist acts changed across time, and that victims and their relatives were allowed to witness only during last documentaries. A memory shift occurred. Patrizia Catellani and Mauro Bertolotti (Catholic University Milan, Italy) present in the third article a study of the effects of counterfactual attacks and defenses in politics. In a series of experimental studies, they investigated the effects of attacking and defending politicians' past actions by considering how things could have been different. Counterfactual attacks induce more negative impressions of the attacked politician, counterfactual defenses induce more positive impressions of the defending politician (compared to factual defenses). Lieuwe Kalkhoven (Political Communication Research Unit, University of Antwerp) argues in the fourth article that an exaggerated form of phrasing especially meets the political discourse of populist and extremist political styles. "A Piece of Trash of the Worst Cabinet Ever". The Rhetorical Use of Exaggeration by the Dutch Populist 'Party for Freedom' demonstrates that academic literature surprisingly lacks a practice of research into hyperbolism in political discourse. The empirical study concludes that the hyperbole use of the Dutch populist party (PVV) exposes nearly twice the amount of exaggeration than the average, in their regularly recurring intense and exclusively hyperbolic extracts in parliamentary debates in the Netherlands. The fifth article by Peter Bull (University of York, UK) is entitled "Collectivism and individualism in political speeches from the UK, Japan and the USA: a cross-cultural analysis". Hofstede's distinction between collectivist and individualist societies is discussed in the context of analyses of political speeches delivered in the UK, Japan and the USA. Whereas Japanese politicians predominantly used explicit rhetorical devices to invite affiliative audience responses (applause, cheering and laughter), those used by both British and American politicians were principally implicit, built into the structure of speech. The article by Christ'l De Landtsheer (Political Communication Research Unit, University of Antwerp, Belgium), "Political color of metaphor, with focus on black" analyses "The rise and fall of the Flemish extreme right Vlaams Blok and Vlaams Belang", based on the parties' political metaphors. This empirical article presents a comparative metaphor analysis and a thematic content analysis of seven hundred party press releases (2002-2014). The press releases testify of different thematic contents embedded in a by the years slightly less extreme right wing metaphor style that may have contributed to the 2014 passing on of the parties' votes to the right wing Flemish nationalist populist party N-VA [Nationaal Vlaamse Alliantie].

The second part of the double issue of *Politics, Culture & Socialization* deals with various topics in the broad field of political socialization that are investigated by scholars from the US, Sweden, Belgium, and Israel. The opening article of this part is entitled "The Tea Party Movement in The United States: Democracy in Action or Democracy in

Disarray". The author, Robert E. Gilbert (Northeastern University, US) argues that despite their professed veneration of the Constitution's Framers, Tea Party spokespersons seem unfamiliar with the Framers' intentions and even with some aspects of the Constitution itself. The second article, by Bram Wauters & Hilde Van Liefferinge (Ghent University, Belgium) investigates the importance of family ties for political activity in Belgium ("Does family politicization affect party membership activity? A study of four Flemish parties"). Family politicization seems to play a role in campaign activities (e.g. distributing leaflets) and legitimization activities (e.g. electing the party leader). Hebbah Elgindy and Lauree Tilton-Weaver (Orebro University, Sweden) empirically analyzed, in the third article, children's' discussions with parents ("Beyond frequency of discussions: Understanding how discussions with parents relate to adolescent political and civic development"). This study is based on a model of political socialization where discussion frequency with parents drives adolescents' political and civic engagement. The fourth article by Sara Zamir and Shmuel Chichek (Achva Academic College and Ben-Gurion University at Eilatat) looks at "Political Efficacy Among Adolescents from Different Sectors Studying in different Tracks Within the Israeli Education System". The article concludes that the religious high school students feel a lesser sense of political efficacy than their urban or kibbutz peers. Regarding the degree of religious observance, there is also a trend in which the fully observant feel the least sense of political efficacy, those who observe the main traditions feel a stronger sense of political efficacy while the secular ones felt a greater sense of political efficacy than the others. The second part of Vol. 6 of *Politics, Culture and Socialization* closes with a Research Note by Daniel B. German (Appalachian State University, US) on "The State of America Today II: The Move to a DICE Economy".

We are grateful to the book review editor Jolanda van der Noll and the reviewers in the book section of this volume, who again, provided us with their most valuable reading advice. Jolanda will be succeeded by her colleague Anna Brune (FernUniversität in Hagen, Department of Community Psychology, Germany) (anna.brune@fernuni-hagen.de). The six reviewed books are all of significant interest: "Right-Wing Populism in Europe: Politics and Discourse" by Ruth Wodak, Majid Khosravinik and Brigitte Mral (2013); "Narcissism and politics, dreams of glory" by J. M. Post (2015); "Freedom Rising. Human Empowerment and the Quest for Emancipation" by Christian Welzel (2013); "Political Psychology, Neuroscience, Genetics and Politics" by George E. Marcus (2013); "Understanding interreligious relations" by Cheetham, D., Pratt, D., & Thomas, D. (Eds.) (2013); "The political psychology of Israeli Prime Ministers. When Hard-Liners opt for Peace" by Yael S. Aronoff (2014).

Finally we want to thank Lieuwe Kalkhoven for his dedicated work as an Editorial Secretary and Webmaster of the journal *Politics, Culture and Socialization* for nearly six years. Lieuwe will be succeeded by Oleksii Polegkyi (polegkyy@hotmail.com) and by Jana Leyman (jana.leyman@uantwerpen.be), equally from the Political Communication Unit at the University of Antwerp. Jana filled our Conference Section this time.

Christ'l De Landtsheer, Managing Editor
Daniel B. German, Russell Farnen, Henk Dekker, Co-Editor