

Cambridge University Press

978-0-521-56739-8 - Arguing and Thinking: A Rhetorical Approach to Social Psychology,  
New Edition

Michael Billig

Index

[More information](#)

## Name index

- Aaron, 134  
 Abelson, R. P., 43, 159, 194, 198, 228  
 Adelmantus, 40  
 Adorno, T. W., 157, 209  
 Aebischer, V., 290  
 Aeschines, 139  
 Ajzen, I., 99, 210, 213  
 Akiba, Rabbi, 136, 140  
 Albucius, 92  
 Alcibiades, 202–4  
 Alexander, Jannaeus, 133  
 Allen, V. L., 42  
 Allport, G. W., 156, 157, 162, 225, 226,  
   230, 231, 246, 248  
 Altemeyer, R. A., 157, 283  
 Altmann, A., 288  
 Anaxagoras, 170  
 Anderson, J. R., 152  
 Antaki, C., 21, 34, 291  
 Antiphon, 83, 289  
 Antisthenes, 192  
 Antonius, 81, 83, 86, 266  
 Anytus, 69, 246, 252  
 Archer, E. J., 176  
 Arendt, H., 29, 33  
 Argyle, M., 49, 56  
 Aristophanes, 204, 208  
 Aristotle 7, 23, 24, 32, 33, 34, 36, 40, 61,  
   62, 64, 67, 79, 83–4, 86, 90, 93, 94,  
   95, 97, 99, 101, 102, 118, 119, 122,  
   126, 128, 129, 131, 132, 143, 144,  
   168–9, 191, 224, 228, 229, 230, 232,  
   237  
 Aronson, E., 94, 95, 100  
 Asch, S. E., 275  
 Aspasia, 25, 26, 28, 29  
  
 Bacon, F., 86, 134, 140, 142, 227, 228,  
   235–6  
 Baer, R., 272  
 Bakhtin, M. M., 14, 17–19, 20, 21, 26, 27,  
   28  
 Ballachey, E. L., 236  
 Banton, M., 247  
 Bara, B. G., 128  
 Barnes, J., 70, 288  
  
 Baron, R. A., 236  
 Barruel, A., de, 122  
 Barthes, R., 3, 14, 41  
 Bartlett, F., 160, 170  
 Batts, V., 248  
 Bazerman, C., 4  
 Bem, D. J., 138  
 Benhabib, S., 17, 29  
 Benjamin, W., 33, 38  
 Bennett, W. L., 172  
 Bentham, J., 180–1, 240  
 Berger, P. L., 238–9  
 Berkeley, G., 168  
 Bialostosky, D., 17  
 Biddle, B. J., 42  
 Biesecker, B. A., 23  
 Billig, M., 7, 9, 15, 20, 21, 24, 119, 177,  
   193, 209, 240, 251, 272, 291, 292  
 Bilmes, J., 21  
 Bitzer, L., 10  
 Blair, H., 63  
 Bloch, M., 114  
 Bloedow, E. F., 26  
 Blount, T., 112  
 Boethius, 63  
 Borges, J. L., 37, 59, 110  
 Boswell, J., 113, 114–15, 118, 179, 233,  
   258–9, 273–5, 276, 280–1, 282, 284,  
   293, 294  
 Boudon, R., 45, 48  
 Bourne, L. E., 176  
 Braly, K. W., 155  
 Brearley, M., 242–3  
 Brehm, J. W., 193, 272  
 Brehm, S. S., 272  
 Brigham, J. C., 236  
 Brock, T. C., 94, 95  
 Brockriede, W., 289  
 Brown, P., 20  
 Brown, R., 99  
 Browne, T., 85  
 Bryant, D. C., 94  
 Buchanan, G., 259  
 Burke, K., 18, 24, 40, 224, 262, 268  
 Burnet, J., 66  
 Burnstein, E., 146

Cambridge University Press

978-0-521-56739-8 - Arguing and Thinking: A Rhetorical Approach to Social Psychology,  
New Edition

Michael Billig

Index

[More information](#)*Name index*

317

- Butler, S., 64  
Byrne, D., 236
- Cacioppo, J. T., 108, 110, 290  
Callias, 120  
Campbell, D. T., 218–19  
Campbell, G., 231  
Campbell, K., 10  
Cantor, N., 152, 154  
Caplan, H., 288  
Cardus, N., 168  
Carlsmith, J. M., 98  
Carter, M. F., 25  
Casson, R. W., 152  
Cato, 186  
Caxton, W., 82  
Chaiken, S., 104  
Chalcedon, 70  
Chomsky, N., 251, 252  
Cialdini, R. B., 264, 266, 290, 293, 294  
Cicero, 25, 28, 32, 33, 61, 64, 65, 66, 67, 70, 79, 81, 83, 85, 86, 88, 90, 109, 125, 145, 146, 148, 174, 186, 188, 189, 212, 225, 227, 228, 232, 235, 254, 262, 266, 267, 271, 273, 289  
Clark, D., 287  
Clark, D. L., 288  
Clarke, S., 27  
Cochrane, R., 240  
Coleridge, S. T., 90  
Comenius, 82  
Corax, 65  
Corsaro, W. A., 21  
Coulter, J., 292  
Coventry, L. J., 25  
Cox, L., 119  
Cozby, P. C., 93–4, 99  
Crassus, 81, 83, 90, 100, 102, 289  
Crito, 210  
Crocker, J., 153, 158, 198, 292  
Crutchfield, R. S., 236  
Cushman, D. P., 17
- Dan, T., 218  
Darius, 129  
Darwin, C., 246  
Davidson, J., 20  
Davis, J. A., 265  
Deaux, K., 44, 100, 292  
De Carlo, N., 287  
Deconchy, J.-P., 294  
De Fleur, M. L., 208–9  
Dejong, W., 214  
Democritus, 71  
Demosthenes, 82, 87, 88, 89, 109, 137, 139, 227, 232, 233  
Dempsey, J., 51, 52  
De Quincey, T., 53, 55, 62, 120, 123, 146, 189, 190, 191, 211, 216, 220, 221, 253, 254, 255  
Descartes, R., 79  
Deutscher, I., 209, 218–19  
Devine, P. G., 193  
Dickens, C., 168  
Diogenes Laertius, 70, 71, 72, 76, 126, 254  
Dixon, P., 288  
Dobris, C. A., 23  
Domitian, 231  
Dunning, E., 56, 57  
Düring, K. E., 123
- Eagly, A., 104  
Eco, U., 292  
Edelman, M., 183–4, 243–4, 267, 294  
Eder, D., 27  
Edwards, D., 20, 21, 138  
Ehninger, D., 293, 294  
Ehrlich, D., 191  
Eiser, J. R., 150, 178, 193  
Elias, N., 56, 57  
Eliezer b. Hyrcanus, Rabbi, 59–60, 288  
Elijah, 60  
Elliott, D. W., 293  
Emihovich, C., 20  
Empedocles, 65  
Engels, F., 123, 179  
Epaminondas, 174, 175, 176, 177  
Erasmus, D., 62  
Erdelyi, M. H., 163, 165  
Ericsson, K. A., 290  
Euthyphro, 202–4  
Evans, D. A., 115–17, 127, 137
- Farr, R. M., 206  
Farrakhan, L., 278  
Fassbinder, R. W., 249  
Fast, J., 41  
Feagin, J. R., 294  
Feather, N. T., 294  
Festinger, L., 190, 193, 202, 205  
Filmer, Sir R., 123  
Firestone, I., 96  
Fishbein, M., 99, 206, 210, 213  
Fiske, S. T., 152, 155, 190, 291  
Foucault, M., 14–16, 17  
Fraser, C., 178, 205  
Fraser, S. C., 214, 293  
Fraunce, A., 91, 102, 107, 269  
Freedman, J. L., 98, 214, 293  
Fresco, N., 251  
Freud, S., 225, 242  
Frey, D., 193, 199  
Fromm, E., 37  
Frye, N., 197  
Furnham, A., 294

Cambridge University Press

978-0-521-56739-8 - Arguing and Thinking: A Rhetorical Approach to Social Psychology,  
New Edition

Michael Billig

Index

[More information](#)318 *Name index*

- Gadamer, H.-G., 53, 54, 107, 146  
 Gallie, W. B., 177  
 Gallup, G. H., 205  
 Gaonker, D. P., 12, 24  
 Garfinkel, H., 292  
 Gati, I., 164, 167  
 Gearhart, S. M., 23  
 Gergen, K. J., 4, 7, 11, 19, 291  
 Gergen, M. M., 291  
 Gilles, H., 294  
 Gill, C., 289  
 Gill, R., 20  
 Gillett, G., 19  
 Gilligan, C., 26  
 Ginzberg, L., 201, 289  
 Girard, Abbé G., 195, 196, 198, 199  
 Goffman, E., 42, 43, 45, 48, 287  
 Goodwin, M. H., 20, 27  
 Gorgias, 16, 28, 65, 66, 67, 73, 75, 76,  
 77, 78, 79, 81, 99, 135, 204, 225, 226,  
 230  
 Gramsci, A., 15, 16  
 Greenwald, A. G., 138, 157, 198, 266  
 Grice, H. P., 131  
 Griffit, W., 236  
 Grimaldi, W. M. A., 79  
 Grimond, J., 269  
 Gronbeck, B. E., 293  
 Grossmith, G., 159  
 Grossmith, W., 159  
 Guthrie, W. K. C., 75, 288
- Habermas, J., 14, 16, 17  
 Haeckel, E., 246, 247  
 Halperin, D. M., 26  
 Hama b. Hanina, Rabbi, 197  
 Hamilton, D. L., 153, 156, 159  
 Handberg, R., 207  
 Hardee, B. B., 248  
 Harkins, S. G., 290  
 Harré, R., 7, 19, 34, 43, 49, 50, 287  
 Hart, R. P., 294  
 Hartman, G. H., 13  
 Hass, R. G., 108, 260–1, 262, 264, 294  
 Haste, H., 17  
 Hastie, R., 138, 158  
 Hastorf, A. H., 149  
 Hauser, G. A., 294  
 Hellman, S. C., 59  
 Heller, J., 37  
 Herries, J., 91  
 Heslin, R., 208  
 Hewitt, J. P., 268–9  
 Hillel, Rabbi, 123, 124, 130  
 Hippias, 65, 67, 87, 96  
 Hippocrates, 66, 76  
 Hisda, Rabbi, 133–4  
 Hitler, A., 226, 231, 232
- Hobbes, T., 62, 188, 230  
 Hobbs, J. R., 115–17, 127, 137  
 Hogg, M., 240  
 Hollander, E. P., 101  
 Holmes, J., 26  
 Holquist, M., 17  
 Hough, J. C., 248  
 Hovland, C. I., 93, 94–9, 102, 103, 104,  
 110, 256–7, 260  
 Howell, W. S., 288  
 Howes, R. F., 288  
 Hume, D., 122  
 Hunt, E. L., 79  
 Hussey, E., 71, 288
- Irigaray, L., 27  
 Isen, A. M., 149  
 Isocrates, 77, 88, 140, 142, 148, 227
- Jaccard, J., 104  
 Jackman, M. R., 292  
 Jacobs, L., 290  
 Jacobson, C. K., 248  
 James, C. L. R., 50–1, 52, 56, 223  
 James, D., 27  
 James, W., 142–4, 172  
 Jameson, F., 12  
 Janis, I. L., 93, 97, 102, 144–6, 198  
 Jarratt, S. C., 12  
 Jaspars, J. M. F., 99–100, 178, 205  
 Jefferson, T., 276  
 Jellison, J. M., 266  
 Jodelet, D., 291  
 Johnson, M., 291  
 Johnson, M. P., 209, 214  
 Johnson, Dr S., 37, 113, 115, 120, 179,  
 214–15, 218–19, 233, 258–9, 260,  
 261, 273–5, 276, 279, 280–1, 282, 283  
 Johnson-Laird, P. N., 127–9  
 Jones, E. R., 224, 226  
 Joseph, Rabbi, 134  
 Josephus, 133, 289  
 Joshua b. Chananya, Rabbi, 60  
 Juvenal, 142, 188, 189, 217
- Kafka, F., 37  
 Kahn, C. H., 25  
 Katz, D., 155  
 Katz, J. M., 293  
 Kauffman, C., 289  
 Keenan, E., 114  
 Kelley, H. H., 93, 97, 102, 291  
 Kennedy, G. A., 25, 288  
 Kerferd, G. B., 73, 75, 288  
 Kimmel, Admiral, 146  
 Kinder, D. R., 248  
 King, B. T., 198  
 King, R. L., 292

Cambridge University Press

978-0-521-56739-8 - Arguing and Thinking: A Rhetorical Approach to Social Psychology,  
New Edition

Michael Billig

Index

[More information](#)*Name index*

319

- Kitzinger, C., 27  
 Klapper, J. T., 98  
 Knapper, C. K., 101  
 Köhler, W., 127  
 Krech, D., 236  
 Kristeva, J., 18, 27, 29  
 Kruglanski, A. W., 194
- Lage, E., 249  
 Lakoff, G., 291  
 Langer, E., 206, 213  
 LaPiere, R. T., 213–15, 218, 219  
 Lasswell, H. D., 93  
 Latro, 87, 229  
 Le Bon, G., 225  
 Lebowitz, M., 127  
 Lenin, V. I., 217–18, 246, 275–6  
 Leon of Byzantium, 137, 139  
 Le Quesne, L., 287–8  
 Lever, R., 113, 115, 135  
 Levinson, S. C., 20  
 Levy, B., 106  
 Lind, E. A., 289  
 Lloyd George, D., 224  
 Locke, J., 123  
 Loenen, D., 288  
 Loewenthal, L., 98  
 Longinus, 81, 86, 252  
 Loraux, N., 25  
 Louw-Potgieter, J., 278–9  
 Luchins, A. S., 127  
 Lumsdaine, A. A., 95, 98  
 Lyman, S. M., 211–13, 268  
 Lyotard, J.-F., 11
- Maccoby, H., 138, 278–9  
 Mackin, J. A., Jr, 25  
 Maclaren, A., 168  
 Malmonides, M., 122, 197, 278–9  
 Manis, M., 206  
 Mann, L., 144–6  
 Mann, R. W., 294  
 Mannheim, K., 249–50  
 Manwaring, E., 83, 94  
 Mapstone, E., 26  
 Marx, K., 179, 217  
 Mason, J., 83, 91, 102  
 Massinger, P., 262  
 Matthews, G. B., 141  
 May, P., 168  
 Mayer, R. E., 126  
 McCauley, C., 292  
 McCloskey, D., 10, 11  
 McConahay, J. B., 248  
 McConnell, H. K., 138  
 McGillis, D., 206, 213  
 McGuire, W. J., 193, 208, 249  
 McKeon, R., 10
- McLellan, D., 179  
 Mead, G. H., 49, 142, 271  
 Megill, A., 11  
 Melanchthon, P., 62  
 Menedemus, 254  
 Menexenus, 24, 25  
 Mercer, N. M., 20  
 Mervis, C. B., 151, 152, 162  
 Michela, J. L., 291  
 Middleton, D., 20, 138  
 Miles, R., 24  
 Mill, J. S., 146, 271  
 Mills, J., 266  
 Monboddo, Lord, 4, 33, 94, 132,  
   179–80  
 Monroe, A. H., 263  
 Moscovici, S., 206, 249, 251, 264, 291  
 Moses, 134–5, 201, 211  
 Mugny, G., 225, 227, 249, 251  
 Murphy, J. J., 288  
 Murray, E. L., 224, 293  
 Myers, G., 4, 21  
 Myerson, G., 16, 17
- Nachmanides, M., 278–9  
 Naffrechoux, M., 249  
 Napoleon Buonaparte, 121, 122  
 Neel, J., 10  
 Nelson, J., 11  
 Nilson, L. B., 294  
 Nixon, R., 292  
 Nuttin, J., 106, 193
- Oakhill, J. V., 98  
 O'Barr, W. M., 289  
 Oenus, 226  
 Okamura, J. Y., 264  
 O'Keefe, D. J., 289  
 Olbrechts-Tyteca, L., 15, 34, 169, 181,  
   194, 224, 239, 244, 250, 267, 288,  
   293  
 Ong, W. J., 288, 290  
 Orren, G. R., 248  
 Orwell, G., 157, 230, 237, 240, 241  
 Ossowski, S., 177  
 Ostrom, T. M., 94, 95, 193
- Palermino, M., 206, 213  
 Papa, Rabbi, 197  
 Papastamou, S., 225, 227  
 Pareto, V., 215, 241–2, 273  
 Parker, I., 16  
 Pawluch, D., 293  
 Perelman, C., 15, 34, 64, 117, 118, 123,  
   124, 169, 181, 194, 224, 239, 244,  
   250, 267, 288, 293  
 Pericles, 25, 202–4, 217  
 Perlman, D., 93–4, 99

Cambridge University Press

978-0-521-56739-8 - Arguing and Thinking: A Rhetorical Approach to Social Psychology,  
New Edition

Michael Billig

Index

[More information](#)320 *Name index*

- Petty, R. E., 94, 95, 108, 110, 290  
 Phelps, G., 51  
 Philo of Alexandria, 89, 204, 289  
 Philostratus, 25, 41, 62, 67, 70, 71, 72, 83, 87, 137, 139, 225  
 Piaget, J., 111  
 Pitticus, 195  
 Plato, 5, 7, 22, 24, 25, 33, 40, 58, 62, 63, 66, 67, 69, 70, 71, 72, 73, 74, 75, 78, 79, 84, 85, 87, 92, 95, 99, 107, 141, 168, 170, 181, 195, 210, 225, 232, 288–9  
 Plutarch, 25, 82, 88, 232  
 Polemo, 41  
 Polus, 63  
 Pomerantz, A., 21  
 Popitz, H., 45  
 Popper, K., 41, 72  
 Potter, J., 7, 20, 21  
 Powesland, P. F., 294  
 Pritchard, S., 272  
 Prodicus, 65, 99, 195, 198, 199, 200  
 Protagoras, 3, 4, 9, 12, 15, 17, 22, 28, 33, 35, 38, 41, 54, 55, 56, 58, 64, 65, 66, 67, 68, 69–76, 78, 79, 80, 95, 99, 110, 114, 123, 125, 139, 148, 149, 157, 160, 161, 162, 186, 194, 195–8, 199–200, 234–5, 239, 244, 246, 253, 286, 288, 289  
 Quintilian, 9, 32, 34, 35, 40, 42, 61, 64, 65, 81, 85, 88, 90, 91, 92, 94, 95, 98, 100, 101, 102, 105, 107, 125, 144, 145, 148, 176, 188, 217, 224, 229, 236, 243, 262, 269, 283, 289  
 Rabbah, 134  
 Radley, A. R., 290  
 Rainolde, R., 135, 188  
 Ramus, P., 113, 290  
 Rankin, H. D., 288  
 Reagan, R., 173  
 Reiss, M., 261  
 Richards, B., 141  
 Richards, I. A., 90, 101, 109, 221, 242, 291  
 Rizzo, T. A., 21  
 Robinson, R., 54  
 Robinson, T. M., 288  
 Rodin, A., 112  
 Rokeach, M., 157, 239–40, 244  
 Rosch, E., 151, 152, 155, 162, 166, 176–7, 292  
 Rosenberg, M. J., 194, 198  
 Ross, M., 138  
 Rothbart, M., 159, 162  
 Sacks, H., 20  
 Salancik, G. R., 216, 218, 293  
 Sampson, E. E., 17  
 Sandell, R., 289  
 Sandford, W. P., 288  
 Sarbin, T. R., 42  
 Sartre, J.-P., 250, 257, 284  
 Schank, R. C., 43, 47, 48, 159, 228  
 Scherman, N., 201  
 Schiffrin, D., 27, 59  
 Schlenker, B. R., 236  
 Schneider, D. J., 261  
 Schoenfeld, A. H., 290  
 Scholem, G., 110  
 Schuman, H., 209, 214  
 Scott, M. B., 211–13, 268  
 Sears, D. O., 98, 248  
 Secord, P. F., 50, 287  
 Segal, M., 292  
 Seidel, G., 119, 251  
 Self, L. S., 288  
 Semin, G., 291  
 Seneca the Elder, 40, 87, 229  
 Senter, M. S., 292  
 Severy, L. J., 236  
 Sextus Empiricus, 58, 62, 70, 72, 87, 125  
 Shammal, Rabbi, 123, 124, 130  
 Sheard, K., 57  
 Sheffield, F. D., 95, 98  
 Sheridan, T., 294  
 Sherif, C., 268  
 Sherif, M., 256–7, 260, 268  
 Sheldon, A., 26  
 Sherwood, R., 209  
 Shesheth, Rabbi, 133–4  
 Shotter, J., 17, 19, 34  
 Showers, C., 154  
 Sicol, F., 138  
 Simon, H. A., 290  
 Simonides, 195, 197, 198, 200  
 Simons, H., 11, 24  
 Skinner, B. F., 11  
 Smith, A., 62, 66, 90, 91, 258, 277  
 Smith, J., 112  
 Smith, M. B., 93  
 Smith, P., 294  
 Snyder, M., 159, 198, 272  
 Socrates, 5, 12, 24, 25, 28, 40, 54, 55, 56, 58, 62, 63, 66, 67, 68–70, 73, 75, 96, 114, 120, 157, 162, 170, 192–3, 195–8, 199–200, 202–4, 208, 209–10, 211, 225, 246, 253, 266, 267, 283, 286  
 Sonnino, L. A., 288  
 Sprague, R. K., 288  
 Squire, C., 24  
 Stern, J. P., 226  
 Stilpo, 33, 126, 131  
 Stitt, C. L., 292  
 Stokes, R., 268–9

Cambridge University Press

978-0-521-56739-8 - Arguing and Thinking: A Rhetorical Approach to Social Psychology,  
New Edition

Michael Billig

Index

[More information](#)*Name index*

321

- Strepsiades, 204, 208  
 Suetonius, 32, 92  
 Swearingen, C. J., 5, 26, 28  
 Szybillo, G. J., 208  
  
 Tajfel, H., 7, 155, 156, 159, 265  
 Tannen, D., 26  
 Tawney, R. H., 184  
 Taylor, S. E., 152, 153, 155, 158, 190,  
   198, 291, 292  
 Tedeschi, J. T., 193, 261  
 Terence, 46, 48, 50  
 Thatcher, M., 8, 9  
 Theodorus, 76  
 Tinneus Rufus, 136, 140  
 Tisias, 65  
 Tomkins, P. K., 17  
 Tunney, G., 51, 52  
 Tversky, A., 163–4, 166–7  
  
 Ullah, P., 277  
  
 Van Avermaet, E., 249  
 Verba, S., 248  
 Vickers, B., 3  
 Vinokur, A., 146  
 Voloshinov, V. N., 19  
  
 Walthe, M. E., 26  
 Wason, P. C., 127–8  
 Watson, D. R., 292  
 Weaver, R. M., 289  
  
 Weinreich-Haste, H., 34  
 Weisenberg, M., 106  
 Weiss, W., 103, 104  
 Wertsch, J. V., 17  
 Wesker, A., 46  
 Westie, F. R., 208–9, 215  
 Wetherell, M., 7, 20, 21  
 Whately, Bishop R., 23, 62, 90, 91, 121,  
   122, 189, 242, 243  
 Wicklund, R. A., 193, 199, 272  
 Wilder, D. A., 152, 156, 214  
 Wilkes, A. L., 155  
 Wilkes, J., 214–15, 219  
 Wilson, T., 184  
 Wittgenstein, L., 122, 176  
 Wood, J. C., 293  
 Wood, W., 104  
 Woolgar, S., 293  
 Wright, R. A., 272  
 Wrightsman, L. J., 44, 100  
  
 Xanthippe, 192, 210  
 Xenophon, 66, 170, 192, 203  
 Xerxes, 129  
  
 Yates, F. A., 87  
 Young, H., 9  
  
 Zeno of Citium, 125, 126  
 Zeno of Elea, 75, 122  
 Zimbardo, P. G., 106, 209  
 Zimmerman, D. H., 292

Cambridge University Press

978-0-521-56739-8 - Arguing and Thinking: A Rhetorical Approach to Social Psychology,  
New Edition

Michael Billig

Index

[More information](#)

## Subject index

- accounts, 211–13  
 actors, 40, 42, 109, 294  
 advocacy, 186–219, 220, 221, 233  
 Afghanistan, 173  
 Afrikaner identity, 277–8, 280  
 anti-Chinese prejudices, 213ff  
 anti-English prejudices, 257, 284–5  
 anti-logos, 75–8, 109, 119–20, 234, 266, 267, 273, 274, 284  
 anti-Scottish prejudices, 258, 259, 281  
 anti-semitism, 13, 248–52, 257–8, 278  
 antiquarian psychology, 2, 31–8  
 arbitration of arguments, 123–4  
*Arguing and Thinking*, 1–24, 28, 30  
 argumentation and arguments, 34–5, 46, 50, 56–60, 78, 107–10, 114–16; argumentative forms, 226; argumentative meaning, 2, 121ff; arguments about arguments, 182–5, 204–5, 218–19; arguments about categories, 176–82, 184–5, 215–19; arguments about common-sense, 246–52; arguments about essences, 167–70, 181–2, 184–5, 200, 214–15; arguments about particulars, 170–6, 212–15; arguments about words, 58, 165–6, 174, 195–6; arguments and dialogues, 17, 18, 19, 26, 27, 28, 29, 53–6, 68–9; arguments with God, 134–5, 211; Christian/Jewish arguments, 138, 278; concept of argument, 27, 28, 74–5, 289; context of argumentation, 27, 117–20, 133, 139–40, 256, 270ff; development of argumentation, 20, 141; gender and argument, 22–9; philosophical argument, 122–3, 132; presentation of arguments, 134–5; rabbinical arguments, 13, 59–60, 133–4, 139–40, 243, 278; Roman/Jewish arguments, 130–2, 133, 136; social psychology as argument, 107–11, 218–19; two-sidedness of argumentation, 71  
 arrangement, 3, 71  
 ‘Aspasian rhetoric’, 28  
 Attic style of oratory, 87  
 attitude change, 103, 200, 205, 224, 275, 294  
 attitudes, 2, 73–4, 205–19, 253, 254–61, 265, 282–5  
 attitudes and behaviour, 209–11, 213–15  
 attitudinal consistency, 208–11  
 attitudinal expression, 257–9, 266, 270, 283–5  
 attitudinal latitudes, 255–60  
 attribution theory, 291  
 audiences, 222–7, 230, 267–70, 272–5  
 authoritarianism, 283  
 basic categories, 166  
 belief-system, 284  
 British identity, 277, 280  
 bureaucratic thought, 158–61  
 categorization, 36, 149–53, 155–85, 212ff, 255, 292  
 category prototypes, 179–80  
 clichés, 229–30, 237  
 cognitive bias, 154, 155–7, 189ff, 291  
 cognitive dissonance, 190–4, 200, 202, 211  
 cognitive psychology, 85, 127–30, 148–64, 199, 290–1  
 common-places, 222, 227–32, 238, 240, 243, 255, 277, 282; *see also* topics; common sense  
 common-sense, 15, 36, 208, 222, 226–7, 228, 230–52, 253; *see also* common-places; topics  
*concessio*, 112–13  
 confirmation of belief, 198  
 conformity, 264  
 conscience, 142–3  
 conservatism, 250  
 Conservative government, 8, 9  
 contradiction, 16, 18, 28, 72–3, 75–6, 200–5, 266–70  
 contrary concepts, 237–8  
 contrary principles, 237–42  
 conversation, 16, 27, 53–6, 59, 113–14, 115ff, 120, 146–7, 261, 290

## Subject index

323

- conversation analysis, 20ff  
 counter-attitudes, 273–5, 279  
 counter-examples, 128–9  
 creationism, 207  
 cricket, 50, 51, 57–8, 168, 242–3, 287–8  
 criticism, 117ff, 146, 275–80  
 cross-examination, 68, 118, 145–6
- decision-making, 134  
 definition, 178, 202–3, 205, 293  
 deliberation, 143–7, 186, 221, 271  
 deliberative oratory, 117, 118–19, 235  
 delivery, 63, 88  
*De Oratore*, 266–7  
 dialogue, 5, 16ff, 28, 107–10, 289  
 dilemmas, 15, 172, 242–5, 252, 254, 255  
 disclaimers, 268, 269, 282  
 discourse, 14–16  
 discursive psychology, 19ff  
 dissociation, 181  
*Dissol Logoi*, 239, 288  
 Duma, 217–18
- elocution, 294  
 eloquence, 81, 82, 135–6, 188  
 enthymemes, 131–2  
 epideictic oratory, 119–20, 235  
 epistemological status, 250, 251  
 eristic, 67–8  
 essences and their location, 164–70, 196,  
 199–201, 209, 212–14, 216–17  
 ethnomethodology, 292  
 ethogenics, 287  
 excuses, 188, 212–13  
 exegesis, 197–8, 199  
 exordium, 91, 262  
 experimentation, 6, 7, 36–7, 95–8, 102–7,  
 110–11, 129–30  
 explanations of poverty, 244, 245, 294
- false logic, 126  
 feminism, 23–9, 49, 272–3  
 'foot-in-door' technique, 214, 293  
 forensic oratory, 118, 173–4, 234–5  
 free market, 276–7
- game metaphor, 39–41, 47–53, 55, 222,  
 287  
 Greek drama, 46–7  
 group identity, 265  
 group loyalty, 268  
 groupthink, 146–7
- identification with audience, 24, 224, 233,  
 262, 264–5, 268–73, 293–4  
 identification with critics, 276–7  
 ideology, 249–50  
 impression-management, 261–3, 294
- inconsistency, 191–205, 218–19  
 information-processing, 108, 150, 153,  
 158, 165, 189–90  
 intergroup relations, 265, 268  
 interviewing, 283  
 invention of arguments, 3, 86, 112, 113,  
 145  
 Irish identity, 277
- Jacobitism, 274  
 jokes, 4, 25, 137, 216, 259  
 Judaism, 12–14, 29–30, 110, 124, 288–9  
 judgements of similarity, 163–4  
 justification, 117ff, 187, 188, 211, 212
- language and negation, 165, 237  
 last word, 135–40, 286  
 latitudes of acceptance and rejection,  
 256–60, 283  
 legal disputes, 58–60, 173–4, 177, 184,  
 292–3  
 levels of discourse, 196, 201, 204  
 logic, 125ff, 132  
 love, 293
- Marxism, 177, 179, 217–18  
 mass oratory, 109, 225–6  
 Massagetes, 239  
 meaning, concept of, 120–4, 194–5, 275  
 memory, 20, 87–8, 138, 289  
*Menexenus*, 24–5  
 Merinans, 114, 138  
 message, content and form, 103ff, 108–9  
 metaphor, 41, 291–2  
 metonymy, 291–2  
 minority influence, 225, 227, 249–51  
 mysticism, 110–11
- naming, 165, 172, 173, 178–81  
 negation, 18, 29
- 'ontological gerrymandering', 263  
 opinion-sampling, 205, 210, 258  
 oratory and ordinary life, 223
- particularization, 36, 161–4, 167–85,  
 195–6, 214f, 255  
 persuasion, 77, 78, 81–111, 136, 262,  
 293; central and peripheral routes,  
 108–9, 289–90; effects of fear on  
 persuasion, 101; one-sided versus two-  
 sided communications, 95–6; self-  
 persuasion, 138; status and persuasion,  
 103, 106  
*Picture (The)*, 253  
 places of argument, *see* topics  
 Platonic philosophy, 5, 73–4, 78, 84–5,  
 168, 170, 181–2, 288–9

324 *Subject index*

- political concepts, 177–8, 241–2, 244  
 postmodernism, 11–14, 22  
 pragmatism, 30  
 preference for agreement, 20, 21, 26  
 prejudice, 154–7, 162, 189, 213–15, 218, 246–52, 257, 258, 269–70, 281, 292  
 problem-solving, 126ff, 149  
*prolepsis*, 269, 271, 279  
 prologues, 46  
 propaganda research, 86–98  
 Protagoras's maxim, 9, 71–3, 76–7, 123, 124, 125, 160, 234, 235  
 protocol analysis, 290  
 proverbs, 235, 236  
 psychological laws, 9, 97–8, 99, 100–7, 199, 252, 284  
 psychological theories, 85, 96, 148, 186;  
 one-sided psychological theories, 41, 50–1, 79–80, 149–50, 159–60, 191;  
 two-sided psychological theories, 107–10, 153–4, 161–3  
 psychology departments, 6–7, 9  
 psychology journals, 4, 7, 31  
 psychology textbooks, 44, 100–1, 236  
 psychotherapy, 83, 289
- questions and answers, 47, 70, 146, 195, 203–4  
 Quintilian's Principle of Uncertainty, 92–3, 100–2, 105, 145, 176, 217, 236, 284
- racism, 246–8, 278  
 reactance, 272–3  
 relativism, 72–3  
 revolution, 207–8  
 rhetoric: difference between rhetoric and logic, 16, 125ff, 131ff, 290; divisions of rhetoric, 85ff; education and rhetoric, 40, 61, 65–9, 232; form versus content, 3–5, 88–9, 97; history of rhetoric, 3, 24, 61–80, 288; revival of rhetoric, 10–11, 34; rhetoric and persuasion, 81ff; rhetoric and philosophy, 67–9, 73–4, 79, 83, 132; rhetoric and Platonic dialogues, 62–3, 68–9, 107–289; rhetoric and psychology, 82ff; rhetoric as academic study, 84–5; rhetoric of style, 3, 63–4, 81, 82, 112; rhetorical context of attitudes, 2, 206ff, 263–84; rhetorical image, 34, 186–7, 220–1, 253–4; rhetorical meaning, 2, 120ff, 194–5, 275–6; rhetorical situations, 260–3, 280–4; rules of rhetoric, 85, 88, 89ff; secrets of rhetoric, 90, 100, 112; suspensions against rhetoric, 32, 58, 62–3, 70  
 ritual, 114, 287  
 role conflict, 44  
 role theory, 42–8, 49, 142, 271, 287  
 rules: arguments and rules, 52, 56–60; contrary rules, 241–2; exceptions to rules, 90–2, 104–6; formulating rules, 175–6; game rules, 49–53, 56–8, 287–8; limitations of rules, 92–3, 98–102, 104–7, 243, 292; loopholes to rules, 183–4; rule-following, 50, 60, 160; rules of rhetoric, 85, 88, 89ff; rules of social life, 47–53, 287
- schema, 152, 153, 156–60, 198  
 scientific writing, 4, 10  
 scientism, 6  
 Scottish identity, 281, 282  
 script, 43, 47–8, 287  
 selection of categories, 164–70  
 silence, 252  
 situational demands, 260  
 situational identity, 264–5  
 social constructionism, 19  
 social customs, 239  
 social psychological discoveries, 99–101  
 social psychologists and history, 31–2, 93–5  
 social representations, 206, 291  
 social skills training, 290  
 Socratic questioning, 28, 54–6, 195  
 Sophists, 12, 32, 35, 64–80, 96, 126, 246, 288, 289  
 South Africa, 174–5, 185, 277–8  
 speech accommodation, 294  
 spirit of contradiction, 9, 38, 115, 263–84  
*stasis*, 145  
 stereotyping, 155–7, 214  
 style of speaking, 63, 87, 289  
*suasoriae*, 232  
 syllogisms, 131–2  
 synonyms, 195–6
- taboos, 247–9  
 taking the side of the other, 36, 270–5  
 Talmud, 12, 19, 21, 23, 35, 59–60, 123, 124, 130–1, 140, 197–8, 245, 288, 290  
 technical expertise, 133–5  
 theatrical metaphor, 39–47, 52, 222, 287  
 Theban Law, 174–5  
 theft, 177, 292–3  
 theology, 201  
 thinker, image of, 154–60, 189–90, 199;  
*see also* cognitive psychology; information processing  
 thinking as argument, 2, 140–7, 150  
 tolerance, 156–7, 162, 265, 273  
 topics (*loci, topoi*), 168–9, 227–8, *see also* common-places; common-sense  
 totalitarian ego, 157, 189  
 tropes, 64

Cambridge University Press

978-0-521-56739-8 - Arguing and Thinking: A Rhetorical Approach to Social Psychology,  
New Edition

Michael Billig

Index

[More information](#)

---

*Subject index*

325

universal audience, 15, 267

usury, 184–5

value hierarchy, 244, 245

values, 118, 239–47, 267–8, 293–4

witcraft, 113ff, 128, 130–47, 198–9

*Zeitgeist*, 285