

# The Rhetoric of the TV-camera

## Politicians on TV

- and how to be moved by the camera
  - An overview, 2023

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# Examples of what the camera can do to / for the speaker:

1. Zoom in, zoom out camera movements
2. Reaction shots camera shifts, editing
3. Point of view, framing camera position and settings

# 1) Zoom in and zoom out



[https://www.youtube.com/watch?v=VlNP\\_tc3Ww4](https://www.youtube.com/watch?v=VlNP_tc3Ww4)  
Danish Queen's New Years address, 2016



After a very slow and smooth zoom/travel in the camera stays at this distance throughout



Nixons 'Great Silent Majority' speech 1969

<https://www.youtube.com/watch?v=TpCWHQ30Do8&t=752s>





[Richard Nixon Foundation](#)



November 3, 1969: President Nixon moves the majority of Americans to support his Vietnam war strategy.

The quotation from the letter is marked by the camera zooming out <https://www.youtube.com/watch?v=7HYwGUrp8io>

The distance is held from 11:25 to 12:25 – during the entire quotation-reading

- and then the camera zooms back in.



Transcript of Nixon's speech, from: <http://watergate.info/1969/11/03/nixons-silent-majority-speech.html>

I did this outside of the usual diplomatic channels with the hope that with the necessity of making statements for propaganda removed, there might be constructive progress toward bringing the war to an end. Let me read from that letter to you now.

"Dear Mr. President:

"I realize that it is difficult to communicate meaningfully across the gulf of four years of war. But precisely because of this gulf, I wanted to take this opportunity to reaffirm in all solemnity my desire to work for a just peace. I deeply believe that the war in Vietnam has gone on too long and delay in bringing it to an end can benefit no one-least of all the people of Vietnam. . . .

"The time has come to move forward at the conference table toward an early resolution of this tragic war. You will find us forthcoming and open-minded in a common effort to bring the blessings of peace to the brave people of Vietnam. Let history record that at this critical juncture, both sides turned their face toward peace rather than toward conflict and war."

I received Ho Chi Minh's reply on August 30, 3 days before his death. It simply reiterated the public position North Vietnam had taken at Paris and flatly rejected my initiative.

## 2) Reaction shots



Nigel Farage – EU Parliament, February 2010  
<https://www.youtube.com/watch?v=zBGKoB6TjBM>







Morten Messerschmidt – Helle Thorning Schmidt (EU-P, Jan.2012)  
<https://www.youtube.com/watch?v=CB063m9aF-g&t=109s>

### 3) Point of view and framing:



Hans Blix, March 7, 2003

<http://www.youtube.com/watch?v=IImVN1dmGuY>



Colin Powell, Feb. 5, 2003

<http://www.youtube.com/watch?v=Nt5RZ6ukbNc>

**Same place and issue: Weapons of Mass Destruction?**  
(see more on Henrik Juel slides: *Visual Weapons of Mass Deception*)



October 25<sup>th</sup>, 1962 – the Cuban crisis, Adlai Stevenson in the UN.

<https://www.youtube.com/watch?v=bBEowra3500>





15:15 / 1:16:19



15:55 / 1:16:19

Visual evidence...?

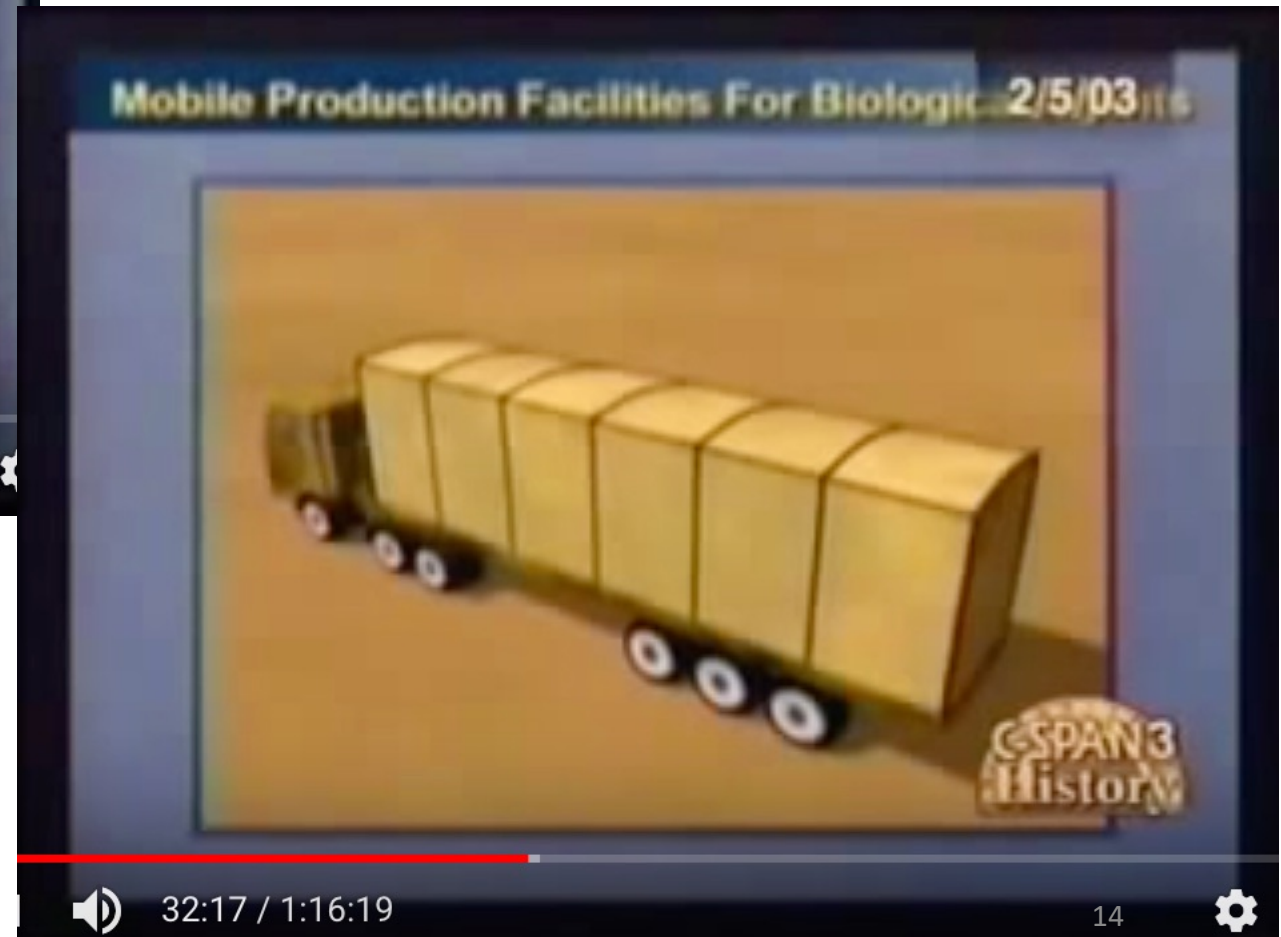
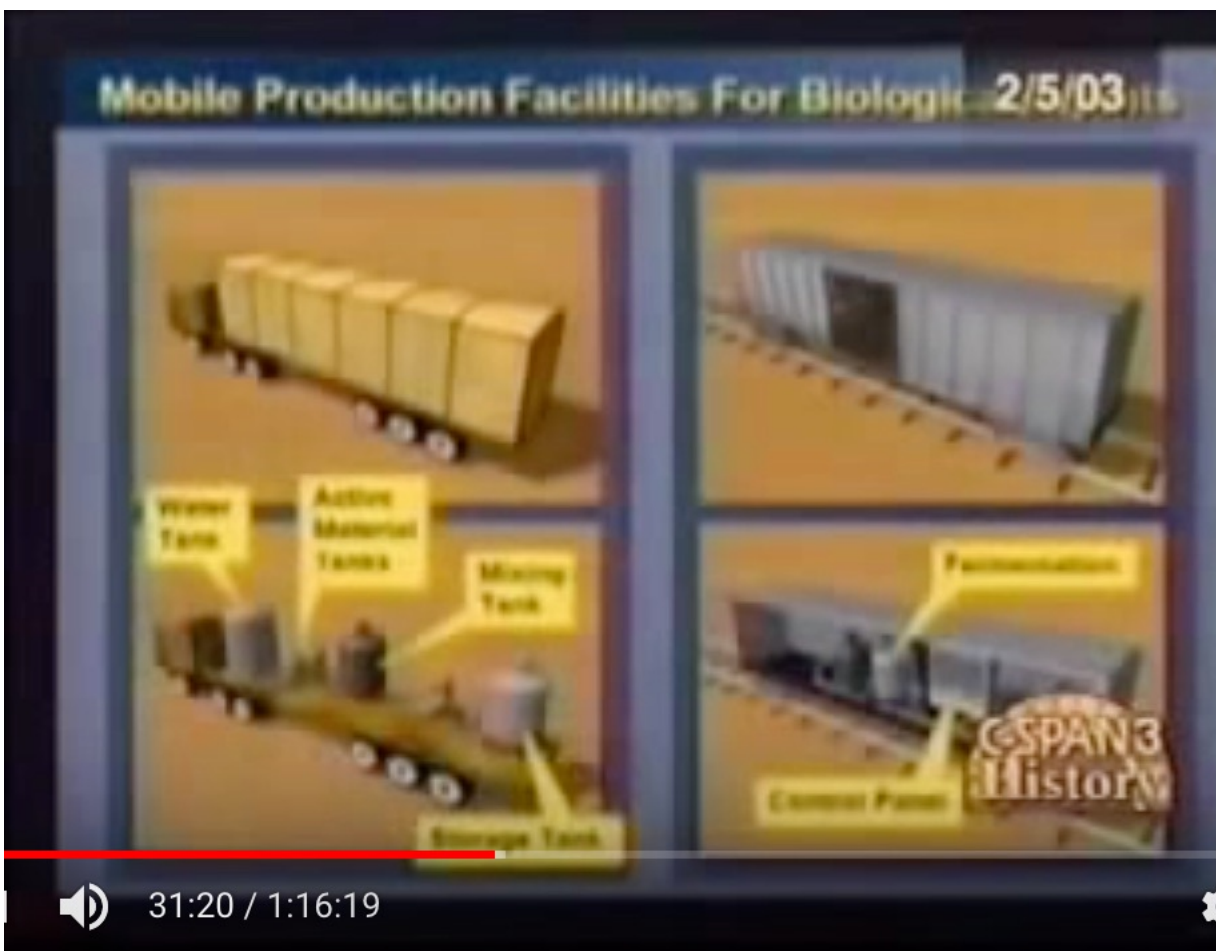


34:30 / 1:16:19



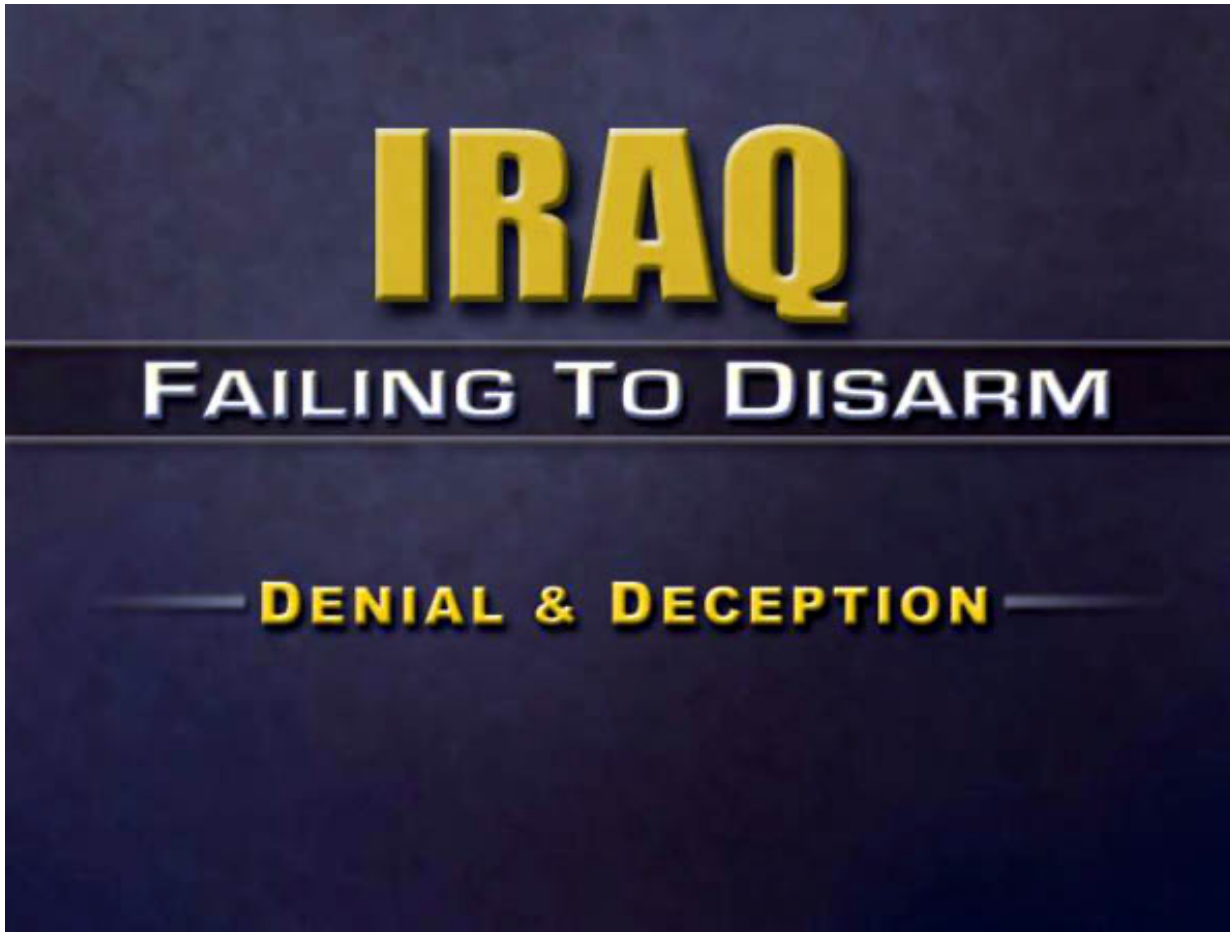


Visual evidence....?



Visual evidence....?

Well, what 5-year-old kid could not draw this on a laptop?



Logical proof?

No, it is rhetoric: "Denial & Deception" is a begging of the question (Are there WMD?)

Premise 1: Saddam denies

Premise 2 (tacit, presupposed): We know they are there

Conclusion: Deception (He is lying)

<https://2001-2009.state.gov/secretary/former/powell/photos/2003/17265.htm>





## Putin on WMDs - Colin Powell lied at the UN

Inessa S • 43 t visninger • for 2 år siden

To fully understand this video, you would have to unlearn most things you think you know about sanctions, the war in Ukraine ...



## Gen. Colin Powell - "I Tried To Avoid This War."

FORA.tv • 100 t visninger • for 11 år siden

Complete video at: <http://fora.tv/fora/showthread.php?t=1452> Former Secretary of State Colin Powell responds to critics who claim ...



## Colin Powell Saying He Was Misled Before UN Speech on WMDs

LiberalViewer • 118 t visninger • for 12 år siden

Former Secretary of State Colin Powell, appearing on the June 10, 2007, edition of "Meet The Press," reiterated and expanded on ...



Remember to look for: Point of view and framing...



Hans Blix, March 7, 2003

<http://www.youtube.com/watch?v=IImVN1dmGuY>



Colin Powell, Feb. 5, 2003

<http://www.youtube.com/watch?v=Nt5RZ6ukbNc>

every time you are shown a politician – or anybody else - speaking (on TV / film / video / games)!

# Presentation of politics / politicians:

Theodore Roosevelt – *Shall we prepare?* 1916

<https://www.youtube.com/watch?v=QUKpb3bStX8>

Leni Riefenstahl (start 2:25) *Triumph des Willens*, 1935

<https://www.youtube.com/watch?v=GHs2coAzLJ8>

Kennedy versus Nixon 1960 presidential election debate

<https://www.youtube.com/watch?v=gbrcRKqLSRw&t=2428s>

Bush versus Clinton in 1992 presidential election debate,

<http://www.youtube.com/watch?v=7ffbFvKlWqE>

Nigel Farage - example of an attack on ethos (Feb. 2010)

<https://www.youtube.com/watch?v=zBGKoB6TjBM>

Morten Messerschmidt – Helle Thorning Schmidt (EU-P, Jan.2012)

<https://www.youtube.com/watch?v=CB063m9aF-g&t=109s>

Donald Trump versus Hillary Clinton, second debate, 2016

<https://www.youtube.com/watch?v=OyDSCKYz5sA>

‘You’d be in jail’: <https://www.youtube.com/watch?v=7ffbFvKlWqE>

Macron – le Pen, 2017: <https://www.youtube.com/watch?v=iOAbBdlWgz0>

See more material on my web-page:

<http://www.henrikjuel.dk/>



*The Ethos and the Framing  
– a Study in the Rhetoric of the TV camera*

*How to understand Film, Video, and TV*

*Defining Documentary Film*

*Critical Analysis of Visual Communication  
Kameraets retoriske magt*