



**University of
Zurich** ^{UZH}

Department of Economics – Neuroeconomics Seminar

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A minimally dishonest strategy for winning elections

Political rhetoric, Aristotle told us, is what orators use to persuade their audience about future. Numerous studies in psychology/neuroscience have asked what happens in the mind and brain of the audience.

There is hardly any research about the mind and brain of the orator who employs rhetorical devices to persuade. I will address this question in my talk.