washing the brain metaphor and hidden ideology discourse approaches to politics society and culture

#brainwashing metaphor #hidden ideology #discourse analysis #political manipulation #cultural studies

This exploration delves into the 'washing the brain' metaphor, examining how hidden ideologies operate within discourse approaches to shape politics, society, and culture. It critically analyzes the subtle mechanisms of influence and manipulation, providing insights into power dynamics and the construction of societal beliefs.

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Washing the Brain

Contemporary metaphor theory has recently begun to address the relation between metaphor, culture and ideology. In this wide-ranging book, Andrew Goatly, using lexical data from his database Metalude, investigates how conceptual metaphor themes construct our thinking and social behaviour in fields as diverse as architecture, engineering, education, genetics, ecology, economics, politics, industrial time-management, medicine, immigration, race, and sex. He argues that metaphor themes are created not only through the universal body but also through cultural experience, so that an apparently universal metaphor such as event-structure as realized in English grammar is, in fact, culturally relative, compared with e.g. the construal of 'cause and effect' in the Algonquin language Blackfoot. Moreover, event-structure as a model is both scientifically reactionary and, as the basis for technological mega-projects, has proved environmentally harmful. Furthermore, the ideologies of early capitalism created or exploited a selection of metaphor themes historically traceable through Hobbes, Hume, Smith, Malthus and Darwin. These metaphorical concepts support neo-Darwinian and neo-conservative ideologies apparent at the beginning of the 21st century, ideologies underpinning our social and environmental crises. The conclusion therefore recommends skepticism of metaphor's reductionist tendencies.

Reconciliation Discourse

This volume is a research monograph analysing the South African Truth and Reconciliation Commission (TRC) from an ethnographic/linguistic point of view. The central proposition of this book is that the TRC can be regarded as a mechanism that leads to the hegemony of specific discourses, thus excercising power. The analysis illustrates how, through a certain type of reconciliation discourse constructed at the TRC hearings, a reconciliation-oriented reality took shape in post-TRC South Africa. Basically, the study points to the long-term implications a truth commission can exert on a traumatised post-conflict society. The book is unique on several levels: TRC discourse is explored in-depth on the

basis of personal stories from TRC testifiers; a combination of Poststructuralist and Critical Discourse Analysis approaches form the theoretical foundations; and an extensive bibliography provides an impressive database of TRC publications.

Confronting Metaphor in Use

It is timely for researchers to approach metaphor as social and situated, as a matter of language and discourse, and not just as a matter of thought. Over the last twenty five years, scholars have come to appreciate in depth the cognitive, motivated and embodied nature of metaphor, but have tended to background the linguistic form of metaphor and have largely ignored how this connects to its role in the discourses in which our lives are constructed and lived. This book brings language and social dimensions into the picture, offering snapshots of metaphor use in real language and in real lives across the very different cultures of Europe and Brazil and contributing to the theorizing of metaphor in discourse.

Like an Animal: Critical Animal Studies Approaches to Borders, Displacement, and Othering

Like an Animal features a number of relevant critical animal studies scholars providing theoretical and empirical accounts on the intersection of border politics, displacement and nonhuman animals.

The Social Construction of SARS

When the SARS virus began its spread from southern China around the world in spring 2003, it caught regional and international health officials by surprise. The SARS epidemic itself lasted for only a few months, whereas its treatment, in communicative terms, keeps providing us with important lessons that can prepare us all for the much larger pandemic that many are predicting will eventually occur. While the medical aspects of SARS are now relatively well understood, the discursive rhetorical dimensions are much less so. As an international epidemic, SARS arrived in a number of distinctive societies with the result that different communities handled the crisis in different ways, some far more effectively than others. Accordingly, the 12 chapters in The Social Construction of SARS are studies of how a major health-related crisis was understood and dealt with from a communicative perspective in such diverse places as Hong Kong, mainland China, Singapore, Taiwan, Canada and the United States during the SARS outbreak.

Arab News and Conflict

The Arab-Israeli struggle is not only a struggle over land, but a struggle over language representations. Arab reporters as well as politicians believe that their political discourses about the Middle East conflict are objective, accurate, and credible. "Arab News and Conflict "critically examines the role of language in the representations of events and ideologies found in news media. Drawing on socio-political-linguistic approaches combined with real-case studies, the author offers a unique discourse analysis model for analysing politically sensitive language in the media. The focus in this study is on the Arab media discourse in times of conflict with Israel and the US, spanning the years 2001 to 2009. Using rich examples from outspoken Arab media outlets, the study explores ideological and language facts about the Arab-Israeli conflict.This book is compelling reading for students and researchers of media and cultural studies, discourse analysis and sociolinguistics, and translation. It is of equal interest to political analysts, political speakers, journalists, and news editors who need to understand more about the ideological function of the language they use or the political-journalistic-linguistic nexus of power.

Representations and Othering in Discourse

This volume examines the construction of Turkey's possible European Union accession in French political discourse. In today's France, heated debates regarding Turkey's EU membership are turning into an essential part of European identity formation. Once again, the `Turkish Other' functions as a mirror for defining not only the `European Self', but also European values. By providing a genuine and multi-disciplinary approach for studying the Otherness attributed to Turkey, this book contributes to our understading of the Self/Other nexus in International Relations. Within a Critical Discourse Analysis framework, this study explores the socio-historical basis of the construction of Turkey's Otherness in an attempt to identify the processes through which past memories, representations, images and fantasies regarding Turkey are inserted into the French social imaginary. Focusing on these significations, which are (re)produced and become manifest through language, this book strives to uncover the link between

discourse and political action. "Beyza Tekin's book helps us make sense of the complexities in an unusually detailed and explicit way by deploying the sophisticated techniques we now have for the analysis of discourse. This is a book with historical depth. It is also a book that offers precise analysis. Historians, sociologists, policymakers, as well as discourse analysts - all have much to learn from this book." Paul Chilton, University of Lancaster "This is an original and insightful study of the construction of Turkey in French political discourse and offers a valuable analysis of the formation of European identity." Gerard Delanty, University of Sussex "From the Saracen slayer to the ally of renaissance Kings to civilisation's apprentice to hotly contested EU applicant-here the changing social fact of Turkey in French discourse is given its fullest treatment to date." Iver B. Neumann, author of Uses of the Other `the East' in European Identity Formation

Metaphor in Discourse

This book discusses metaphor at work in a variety of linguistic contexts, from election leaflets to specialist scientific articles.

Rhetoric in Detail

The eleven studies in this volume illustrate and advance the synthesis of discourse analysis with rhetorical studies. Rhetoric in Detail shows how a variety of techniques from discourse analysis can be useful in studying such concerns as agency, legitimation, controversy, and style, and how concepts from rhetoric including genre and figuration can enrich the work of discourse analysts. The authors' research sites range from government commissions, political speeches, newspaper reports and letters to interviews and conversations in beauty salons and online. Methodological overviews interspersed throughout survey critical discourse analysis, interactional sociolinguistics, grounded theory, computer-aided corpus analysis, narrative analysis, and participant observation and provide suggestions for further reading. Rhetoric in Detail is an invaluable source for rhetoricians looking for systematic, grounded ways of approaching new, more vernacular sites for rhetorical discourse and for discourse analysts interested in seeing what they can learn from the tradition and practice of rhetorical analysis.

The Humanities in the Digital: Beyond Critical Digital Humanities

This open access book challenges the contemporary relevance of the current model of knowledge production. It argues that the full digitisation of society sharply accelerated by the COVID-19 pandemic has added extreme complexity to the world, conclusively exposing the inadequacy of our current model of knowledge creation. Addressing many of the different ways in which reality has been transformed by technology – the pervasive adoption of big data, the fetishisation of algorithms and automation, and the digitalisation of education and research – Viola examines how the rigid conceptualisation in disciplines' division and competition is complicit of promoting a narrative which has paired computational methods with exactness and neutrality whilst stigmatising consciousness and criticality as carriers of biases and inequality. Taking the humanities as a focal point, the author retraces schisms in the field between the humanities, the digital humanities and critical digital humanities; these are embedded, she argues, within old dichotomies: sciences vs humanities, digital vs non-digital and authentic vs non-authentic. Through the analysis of personal use cases and exploring a variety of applied contexts such as digital heritage practices, digital linguistic injustice, critical digital literacy and critical digital visualisation, the book shows a third way: knowledge creation in the digital.

The Discourse of Europe

In this volume we approach the question of what it is to be European by considering the way in which citizens talk about their everyday lives, as they are perceived against the background of Europe and European issues. Hence, the volume will offer insights into the rarely glimpsed micro political world of ordinary talk and explore the way in which such talk in social interaction and other spheres might help us understand what Europe means to a range of its citizens. Using a range of broadly discursive approaches we will touch on, inter alia, issues of identity, youth, borders, ethnicity, local politics, and minority languages. In the end, we suggest, it is a common sense view of pragmatic utility that centres what it is to be European, and this is something which is continually fluid and shifting within ever changing social, historical and political circumstances.

Perspectives in Politics and Discourse

The volume explores the vast and heterogeneous territory of Political Linguistics, structuring and developing its concepts, themes and methodologies into combined and coherent Analysis of Political Discourse (APD). Dealing with an extensive and representative variety of topics and domains - political rhetoric, mediatized communication, ideology, politics of language choice, etc. - it offers uniquely systematic, theoretically grounded insights in how language is used to perform power-enforcing/imbuing practices in social interaction, and how it is deployed for communicating decisions concerning language itself. The twenty chapters in the volume, written by specialists in political linguistics, (critical) discourse analysis, pragmatics, sociolinguistics, and social psychology, address the diversity of political discourse to propose novel perspectives from which common analytic procedures can be drawn and followed. The volume is thus an essential resource for anyone looking for a coherent research agenda in explorations of political discourse as a point of reference for their own academic activities, both scholarly and didactic. "Politics in today's world consists of almost continuous interconnected talking and writing in a constantly expanding media universe. This comprehensive collection of papers edited by Urszula Okulska and Piotr Cap helps readers to get a hold on the flow of discourse that constitutes politics today. Indispensible for anyone seeking perspectives for understanding the language of politics and research methods for probing beyond the surface."

A Pragmatic Analysis of Legal Proofs of Criminal Intent

A Pragmatic Analysis of Legal Proofs of Criminal Intent is a detailed investigation of proofs of criminal intent in Israeli courtrooms. The book analyses linguistic, pragmatic, interpretative and argumentative strategies used by Israeli lawyers and judges in order to examine the defendant's intention. There can be no doubt that this subject is worthy of a thorough investigation. A person's intention is a psychological phenomenon and therefore, unless the defendant chooses to confess his intent, it cannot be proven directly – either by evidence or by witnesses' testimonies. The defendant's intention must be inferred usually from the overall circumstances of the case; verbal and situational contexts, cultural and ideological assumptions and implicatures should be taken into account. The linguistic analysis of these inferences presented here is necessarily comprehensive: it requires consideration of a variety of theoretical frameworks including speech act theory, discourse analysis, argumentation theory, polyphony theory and text linguistics.

Journalism and the Political

Journalism is often thought of as the fourth estate of democracy. This book suggests that journalism plays a more radical role in politics, and explores new ways of thinking about news media discourse. It develops an approach to investigating both hegemonic discourse and discursive fissures, inconsistencies and tensions. By analysing international news coverage of post-Soviet Russia, including the Beslan hostage-taking, Gazprom, Litvinenko and human rights issues, it demonstrates the (re)production of the common-sense social order in which one particular area of the world is more developed, civilized and democratic than other areas. However, drawing on Laclau, Mouffe and other post-foundational thinkers, it also suggests that journalism is precisely the site where the instability of this global social order becomes visible. The book should be of interest to scholars of discourse analysis, journalism and communication studies, cultural studies and political science, and to anyone interested in positive discourse analysis and practical counter-discursive strategies."

What We Remember

This interdisciplinary monograph explores the discursive manifestations of the conflict over how to remember and interpret the actions of the military during the last dictatorship in Uruguay (1973-1985). Through the exploration of the discursive ways in which this powerful group represents past events and participants, we can trace the ideological struggle over how to reconstruct a traumatic past. By looking at memory as a social and discursive practice, the analysis identifies particular semiotic practices and linguistic patterns deployed in the construction of memory. The discursive description of what is remembered, how it is remembered, and who remembers serves to explain how the institution s construction of the past is transformed and maintained to respond to outside criticism and create an institutional identity as a lawful state apparatus. This book should interest discourse analysts, historians, sociologists and researchers in the field of transitional justice.

Shaping Minds

Mental illness is an increasing concern of government health services across the globe. It is timely, therefore, that community education about mental illness is subject to discourse analysis. Shaping Minds explores how the psychoeducational message is presented to Chinese-speaking audiences in China, Taiwan and Australia. The book uniquely examines community education materials in a language rarely examined by discourse analysts, but which is nevertheless spoken by around a fifth of the world's population and constitutes an important 'minority' language throughout the Western world. The book identifies the discursive features that characterise the Chinese-language texts and analyses them cross-culturally, highlighting the impact of cultural traditions, political systems and dominant conceptions of society. These insights into how Chinese-language community health pamphlets and handbooks are positioned to shape the minds of readers will engage both discourse analysts and mental health professionals providing services to Chinese-speaking communities across the globe.

Discourses on Language and Integration

One of the most pressing issues in contemporary European societies is the need to promote integration and social inclusion in the context of rapidly increasing migration. A particular challenge confronting national governments is how to accommodate speakers of an ever-increasing number of languages within what in most cases are still perceived as monolingual indigenous populations. This has given rise to public debates in many countries on controversial policies imposing a requirement of competence in a 'national' language and culture as a condition for acquiring citizenship. However, these debates are frequently conducted almost entirely at a national level within each state, with little if any attention paid to the broader European context. At the same time, further EU enlargement and the ongoing rise in the rate of migration into and across Europe suggest that the salience of these issues is likely to continue to grow. This volume offers a critical analysis of these debates and emerging discourses on integration and challenges the assumptions underlying the new 'language testing regimes'.

Lesbian Discourses

Lesbian Discourses is the first book-length treatment of lesbian text and discourse. It looks at what changing images of community American and British lesbian authors have communicated since 1970, how this change can be traced in texts such as pamphlets, magazines and blogs, and why this change has taken place. At the heart of the book is a detailed linguistic analysis, which is embedded in a discussion of the relevant socio-political contexts and discourse practices, and supplemented by interview data. The book can more generally be read as an example of how to do textual analysis in social research, in particular how to engage in the discourse-historical and socio-cognitive study of collective identity. Despite its text-centered approach, the book avoids being overly technical and will therefore be of interest not only to postgraduate students and researchers in linguistics but also to those in anthropology, history and sociology, especially women's/gender studies.

European Parliaments Under Scrutiny

In the European tradition, parliaments are central political institutions that play a crucial role in the development of democratic societies. No other institution regularly offers a public arena for open deliberation and dissent, for discussing opposite points of view and for reaching compromise solutions between political adversaries. However, in spite of the growing visibility of modern parliaments, the study of parliamentary language use, interaction practices and discourse strategies has long been under-researched. Based on extensive parliamentary data, this book integrates a rich variety of innovative analytical approaches that explore the far-reaching impacts of parliamentary practices and linguistic strategies on current political action and interaction. Individual chapters problematise and re-evaluate the discourse-shaped identities and roles of Members of Parliament, the structure and functions of parliamentary discourse genres, interpersonal behaviour and intertextual meaning co-construction in post-Communist parliaments. They offer broad cross-cultural perspectives on parliamentary discursive psychology and argumentation. The book provides essential reading for scholars and students of language and linguistics, rhetoric, political and social sciences, as well as for anyone interested in language and politics.

The Post-communist Condition

This volume offers interdisciplinary perspectives on discourses in one national context of post-communist transformation. Proposing a macro-micro approach to discourse analysis and transformation, it examines a spectrum of topics including Polish history, with its 'interpreters'; changes in political

bodies and the media, policies of the Catholic Church and the Institute of National Remembrance; xenophobia and anti-Semitism, with the emergence of unemployment and homelessness; experiences of new gender relations and migrations. In effect, drawing upon unique sets of data, the book shows how post-communist transformation can be understood through analyses of the changing public and private discourses. It shows Polish post-communism as a fragile and uneasy transformation, with people and institutions struggling to make sense of it and of life within it. The volume will be of interest to a broad range of social scientists: discourse analysts, sociologists, modern historians and political scientists, as well as to the informed lay public.

Discourse and Political Culture

This book presents a new approach to comparative politico-linguistic discourse analysis. It takes a transdisciplinary stance and combines analytical tools from linguistic discourse analysis (keywords, metaphors, argumentation, genre) and political science (political culture, comparative politics, ideologies). It is comprehensive in its introduction of approaches from the German tradition of politico-linguistics. This tradition has not, thus far, been accessible to a non-German speaking readership and hence the volume adds insights into the mechanics of political discourse from a diverse set of viewpoints. The book analyses the modernisation discourses in social democratic parties in Britain and Germany between 1994 and 2003, a project that was named 'Third Way'. It demonstrates how political language and political culture are related and how politicians will adapt a global ideology to local political circumstances in order to convince the electorate. At the same time, the book presents new insights into the German political culture and the version of Third Way discourses in the Social Democratic Party of Germany (SPD) under the leadership of Gerhard Schröder which have played a key role in shaping current political discourse in Germany. It concludes with a model for the study of political discourse which makes the work relevant to scholars in Social Sciences and beyond.

The Origin of Consciousness in the Breakdown of the Bicameral Mind

National Book Award Finalist: "This man's ideas may be the most influential, not to say controversial, of the second half of the twentieth century."—Columbus Dispatch At the heart of this classic, seminal book is Julian Jaynes's still-controversial thesis that human consciousness did not begin far back in animal evolution but instead is a learned process that came about only three thousand years ago and is still developing. The implications of this revolutionary scientific paradigm extend into virtually every aspect of our psychology, our history and culture, our religion—and indeed our future. "Don't be put off by the academic title of Julian Jaynes's The Origin of Consciousness in the Breakdown of the Bicameral Mind. Its prose is always lucid and often lyrical…he unfolds his case with the utmost intellectual rigor."—The New York Times "When Julian Jaynes . . . speculates that until late in the twentieth millennium BC men had no consciousness but were automatically obeying the voices of the gods, we are astounded but compelled to follow this remarkable thesis."—John Updike, The New Yorker "He is as startling as Freud was in The Interpretation of Dreams, and Jaynes is equally as adept at forcing a new view of known human behavior."—American Journal of Psychiatry

Methods of Critical Discourse Studies

This is a sophisticated and nuanced introduction to critical discourse analysis (CDA) that covers a range of topics in an accessible, engaging style. With international examples and an interdisciplinary approach, readers gain a rich understanding of the many angles into critical discourse analysis, the fundamentals of how analysis works and examples from written texts, online data and images. This new edition: expands coverage of multimodality adds two new chapters on social media and analysis of online data supports learning with a guided introduction to each chapter includes a new and extended glossary Clearly written, practical and rigorous in its approach, this book is the ideal companion when embarking on research that focuses on discourse and meaning-making.

Metaphor and Gender in Business Media Discourse

This new study reconciles cognitive metaphor theory with Critical Discourse Analysis to offer a fresh approach to the study of metaphor. In applying this framework to a substantial corpus of texts from business magazines, the author shows how metaphors of war, sports and evolutionary struggle are used to construct business as a masculinized social domain. In view of the subtle but pervasive socio-cognitive impact of these metaphors, the study raises the question of possible alternatives and the scope for change in business media discourse.

Political Metaphor Analysis

Political metaphors and related figurative discourse tools are characterised by their variability and contentiousness. Using them, discourse participants try to gain competitive advantage over others by offering their audiences new meaning nuances, challenging each other and announcing political initiatives. It is here that metaphor as a means to change meanings – and thus, to change social and political reality – comes into its own. Political Metaphor Analysis provides an innovative approach to the study of figurative language use in political discourse by presenting empirical analyses based on a large corpus of political metaphors and metonymies, linking these analyses to theoretical positions and assessing their limitations and perspectives for further exploration. The 'classic' model of conceptual metaphor analysis, pioneered by Lakoff and Johnson (1980) and expanded and amended over the past thirty-five years, is critically examined with regard to new findings about the variation, historicity, pragmatic exploitation, comprehension and interpretation of metaphors. As a central new analytical category, the notion of "metaphor scenario" is proposed and tested against various sub-sets of data. It allows to link hypothesised conceptual metaphors to narrative, argumentative and evaluative patterns in actual discourse and understanding processes, so that their cognitive significance can be more reliably gauged and theoretically modelled.

Metaphor and National Identity

Due to the Treaty of Trianon – which was signed at the end of World War 1 in 1920 – Hungary lost two thirds of its former territory, as well as the inhabitants of these areas. The book aims to reveal why the treaty still plays a role in Hungarian national identity construction, by studying the alternative conceptualization of the treaty and its consequences. The cognitive linguistic research explores Hungarian politicians' conceptual system about Trianon, with special interest on conceptual metaphors. It also analyzes the factors that may motivate the emergence of the conceptual system, as well as its synchronic diversity and diachronic changes. The monograph provides a niche insight into the conceptual basis of how contemporary citizens of Hungary interpret the treaty of Trianon and its consequences. The book will be of interest to cognitive and cultural linguists, cultural anthropologists, or any professionals working on national identity construction.

Studying Scientific Metaphor in Translation

Studying Scientific Metaphor in Translation presents a multilingual examination of the translation of metaphors. Mark Shuttleworth explores this facet of translation and develops a theoretically nuanced description of the procedures that translators have recourse to when translating metaphorical language. Drawing on a core corpus consisting of six Scientific American articles in the fields of neurobiology and biotechnology dating from 2004, along with their translations into Chinese, French, German, Italian, Polish and Russian, Shuttleworth provides a data-driven and theoretically informed picture of the processes that underpin metaphor translation. The book builds interdisciplinary bridges between translation scholars and metaphor researchers, proposes a new set of procedures for metaphor translation conceived within the context of descriptive translation studies, and puts forward a possible resolution to the debate on metaphor translatability.

Cognitive Approaches to Specialist Languages

Specialist languages, such as the languages of law, business, aviation, football, and politics, can be perceived as highly conventionalized, semi-natural and not fully autonomous communication codes limited to specific, and predominantly formal, situations. A large number of them can be best char-acterized by subject matter and semantic content, but the most important distinctive element in their make-up is the frame of context in which they are embedded. This volume discusses various ways of approaching the problems associated with the very broad phenomenon of specialist languages by

means of the analytical mechanisms and theoretical conceptions developed within the framework of Cognitive Linguistics. The volume includes research carried out by world-renowned experts in the field.

We Have Never Been Modern

With the rise of science, we moderns believe, the world changed irrevocably, separating us forever from our primitive, premodern ancestors. But if we were to let go of this fond conviction, Bruno Latour asks, what would the world look like? His book, an anthropology of science, shows us how much of modernity is actually a matter of faith. What does it mean to be modern? What difference does the scientific method make? The difference, Latour explains, is in our careful distinctions between nature and society, between human and thing, distinctions that our benighted ancestors, in their world of alchemy, astrology, and phrenology, never made. But alongside this purifying practice that defines modernity, there exists another seemingly contrary one: the construction of systems that mix politics, science, technology, and nature. The ozone debate is such a hybrid, in Latour's analysis, as are global warming, deforestation, even the idea of black holes. As these hybrids proliferate, the prospect of keeping nature and culture in their separate mental chambers becomes overwhelming—and rather than try, Latour suggests, we should rethink our distinctions, rethink the definition and constitution of modernity itself. His book offers a new explanation of science that finally recognizes the connections between nature and culture—and so, between our culture and others, past and present. Nothing short of a reworking of our mental landscape, We Have Never Been Modern blurs the boundaries among science, the humanities, and the social sciences to enhance understanding on all sides. A summation of the work of one of the most influential and provocative interpreters of science, it aims at saving what is good and valuable in modernity and replacing the rest with a broader, fairer, and finer sense of possibility.

The Stylistics of Landscapes, the Landscapes of Stylistics

In treating the topic of the landscapes of stylistics, this book provides a series of chapters which deal not only with physical landscapes but also with social, mental, historical portraits of places, people and society. The chapters demonstrate that all texts project a worldview, even when the content appears to be only a physical description of the external world. The implication is that texts attempt to produce specific effects on the reader determined by the author's worldview. Contents and effects, (namely mental and emotional states, behaviours), are thus inseparable. Identifying those effects and how they are produced is an eminently cognitive operation. The chapters analyse a variety of linguistic devices and cognitive mechanisms employed in producing the text and accounting for the effects achieved. Though the majority of the chapters have a cognitive basis, a wide range of methodologies are employed, including ecostylistics, offering cutting-edge theoretical approaches teamed up with close reading. A further crucial feature of this collection is the selection of non-canonical texts, ranging from lesser-known texts in English to significant works in languages other than English, all of which are characterised by important social themes, thus emphasising the importance of critical appreciation as a means of self-empowerment.

Editorials and the Power of Media

Editorials define at a given time how media construct their socio-cultural environment and where they position themselves in it. In this sense, they are snapshots of media socio-cultural identities whose study is crucial for the understanding of media actions and interactions on the political stage. This book contributes to the study of media roles in politics with a methodological discursive communication identity framework and its application to a corpus of editorials. This allows for the definition of editorials as a genre, and it reveals that, thanks to a very adroit interweaving of their socio-cultural identities, news media can play a much more active role on the political stage than studies on framing and agenda setting have hitherto shown. The place of media in political communication models might therefore need to be reviewed. This book is intended for all those interested in media and politics whatever their academic specializations."

Analysing Identities in Discourse

The discursive construction of identity is often under the control of the dominant forces in society and frequently results in forms of manipulation and abuse. This awareness led to the celebration of the First International Conference on CDA (València 2004), where over three-hundred academics working in the field of Critical Discourse Analysis became actively engaged in this important issue. The seven studies

included in this volume have been selected as representative of those areas of human experience that have been given most intellectual attention and considered to be in fact in need for critical unravelling. Ethnic categorization in multicultural classrooms, patriotic discourse construction in Chinese readers, the denial of Palestinian identity in schoolbooks, the diverse constructions of European identities, Arabs constructing themselves on the worldwide web, identity construction in sexual assault trials, the representations of a dangerous 'other' in cases of PLWHAs, are the contextual perspectives embraced in this book to account for forms of power abuse in the discursive construction of identities.

An Introduction to Discourse Analysis

Discourse analysis considers how language, both spoken and written, enacts social and cultural perspectives and identities. Assuming no prior knowledge of linguistics, An Introduction to Discourse Analysis examines the field and presents James Paul Gee's unique integrated approach which incorporates both a theory of language-in-use and a method of research. An Introduction to Discourse Analysis can be used as a stand-alone textbook or ideally used in conjunction with the practical companion title How to do Discourse Analysis: A Toolkit. Together they provide the complete resource for students studying discourse analysis. Updated throughout, the fourth edition of this seminal textbook also includes two new chapters: 'What is Discourse?' to further understanding of the topic, as well as a new concluding section. A new companion website www.routledge.com/cw/gee features a frequently asked questions section, additional tasks to support understanding, a glossary and free access to journal articles by James Paul Gee. Clearly structured and written in a highly accessible style, An Introduction to Discourse Analysis includes perspectives from a variety of approaches and disciplines, including applied linguistics, education, psychology, anthropology and communication to help students and scholars from a range of backgrounds to formulate their own views on discourse and engage in their own discourse analysis. This is an essential textbook for all advanced undergraduate and postgraduate students of discourse analysis.

MLA International Bibliography of Books and Articles on the Modern Languages and Literatures

The now-classic Metaphors We Live By changed our understanding of metaphor and its role in language and the mind. Metaphor, the authors explain, is a fundamental mechanism of mind, one that allows us to use what we know about our physical and social experience to provide understanding of countless other subjects. Because such metaphors structure our most basic understandings of our experience, they are "metaphors we live by"—metaphors that can shape our perceptions and actions without our ever noticing them. In this updated edition of Lakoff and Johnson's influential book, the authors supply an afterword surveying how their theory of metaphor has developed within the cognitive sciences to become central to the contemporary understanding of how we think and how we express our thoughts in language.

Metaphors We Live By

Examines differences in taste between modern French classes, discusses the relationship between culture and politics, and outlines the strategies of pretension.

Distinction

The present volume explores the meeting ground between Critical Discourse Studies and Cultural Linguistics. The contributions investigate culture-specific conceptualisations, ways of framing and conceptual metaphors in political discourse, as well as cultural models, cultural stereotypes and stereotyping. The individual authors use quantitative (e.g. corpus-based approaches) and/or qualitative methods. They address a range of contexts, e.g. Europe, the US, Japan, West Africa, and a variety of topics, e.g. migration, presidential elections, identity, food culture, concepts of health. The papers included in this volume show that ideologies, the key concern of Critical Discourse Studies, cannot be analysed independently of cultural conceptualisations. In a complementary, dialectic fashion, cultural conceptualisation, the central concern of Cultural Linguistics, have ideological implications, sometimes subtle, sometimes very straightforward. The present volume thus illustrates that travelling on this meeting ground is a natural and fruitful endeavour for both approaches.

Cultural Linguistics and Critical Discourse Studies

This book explores the concept of 'cognitive injustice': the failure to recognise the different ways of knowing by which people across the globe run their lives and provide meaning to their existence. Boaventura de Sousa Santos shows why global social justice is not possible without global cognitive justice. Santos argues that Western domination has profoundly marginalised knowledge and wisdom that had been in existence in the global South. She contends that today it is imperative to recover and valorize the epistemological diversity of the world. Epistemologies of the South outlines a new kind of bottom-up cosmopolitanism, in which conviviality, solidarity and life triumph against the logic of market-ridden greed and individualism.

Epistemologies of the South

Ideology has never before been so much in evidence as a fact, and so little understood as a concept, as it is today. In this now classic work, originally written for both students and for those already familiar with the debates on ideology, Terry Eagleton unravels the concepts many definitions, and explores the concept's torturous history from the Enlightenment to the present. The book provides lucid accounts of the thought of key Marxist thinkers, as well as of Schopenhauer, Nietzsche, Freud and the various post-structuralists. Now updated in the light of current theoretical debates, this essential text by one of our most important contemporary critics clarifies a notoriously confused subject. Ideology is core reading for students and teachers of literature and politics.

Ideology

This groundbreaking collection represents the broad scope of cutting-edge research in Cultural Linguistics, a burgeoning field of interdisciplinary inquiry into the relationships between language and cultural cognition. The materials surveyed in its chapters demonstrate how cultural conceptualisations encoded in language relate to all aspects of human life - from emotion and embodiment to kinship, religion, marriage and politics, even the understanding of life and death. Cultural Linguistics draws on cognitive science, complexity science and distributed cognition, among other disciplines, to strengthen its theoretical and analytical base. The tools it has developed have worked toward insightful investigations into the cultural grounding of language in numerous applied domains, including World Englishes, cross-cultural/intercultural pragmatics, intercultural communication, Teaching English as an International Language (TEIL), and political discourse analysis.

Advances in Cultural Linguistics