

## What Is Political Discourse Analysis Van Dijk

In this new study, Fairclough gives a critical examination of democracy as it is conceived and practiced in contemporary advanced liberal nations. The received wisdom on democracy is problematized through a close analysis of discourse in combination with critical theories of democracy and of the State. The central theme of the book is the paradox of pervasive reference to democracy as a legitimation of political action by liberal governments versus the converse weakening of actual democratic practice within the liberal world. Fairclough builds on the work of Fairclough and others to examine this paradox, developing a new critical concept of "democratism" as an ideology that undermines the possibility of a more genuine democracy through political actors who oversimplify the idea of democracy. The book includes critical analyses of key political texts taken from presidential and prime ministerial speeches from the US and UK that attach democracy to non-democratic practices.

We are witnessing the collapse of democracies in many parts of the world and a general tendency to the resurgence of right-wing and left-wing populisms led by authoritarian leaders. This book centres on the political dialogue in one of these democracies. The focus is on Venezuela, the rich Latin American oil producing

country, and its transformation from a stable democracy to a very unstable and controversial revolution in which the dialogue has been occupied by only one party for 18 years. The central characters of the book are Hugo Chávez, who remained in power for 14 years as the main speaker and controller, and the people who either followed or opposed him in Venezuela and other countries. Contrary to critical analyses which are mainly based on social representations that conceive dialogue as implicit or normative, this book proposes a dialogue-centred approach, which articulates linguistics, conversation analysis, socio-pragmatics and political science from a critical perspective, and offers the theoretical foundations and procedures for analysing micro dialogues between specific persons and the macro social dialogue, which unveils the processes of domination and resistance to power. The book will be useful for scholars and students of linguistics, media, communication studies and political science wishing to learn more about dialogue in political interaction.

For anyone approaching Discourse Analysis for the first time, theory means little when it is not related to actual knowledge and experience of language in use. Describing Discourse takes the unique approach of introducing discourse studies through the hands-on analysis of linguistic data. The book introduces students to specific discourses constructed for particular purposes, for example, from the

domains of advertising, law, medicine and education. Each chapter provides examples, exercises and commentary designed to develop the analytical abilities needed in describing the characteristic forms and typical functions of different discourses. Describing Discourse provides the ideal entry into the study of discourse for students new to the subject.

This book explores the cognitively-oriented approach to metaphor studies, comparing it critically to other contemporary paradigms of metaphor in meaning. It incorporates cutting edge empirical data. In both semantics and cognitive linguistics, metaphor has gained central status over the past decades, chiefly on account of Lakoff and Johnson's 1980 book *Metaphors We Live By*, which has become a standard point of reference. Rather than advocating a 'pick and mix' combination of cognitive attitudes with theory and data from other paradigms, the book argues for the methodologically reflective comparison of theory traditions and acknowledgement of their strengths and weaknesses. This critical reflection on metaphor is an essential read for students of metaphor at an advanced undergraduate or postgraduate level. Each chapter outlines areas for further reading and research, and the book is built around data drawn from a multilingual research corpus of metaphors compiled from existing research, other corpora and internet data.

Scientific Essay from the year 2012 in the subject Speech Science / Linguistics, grade: Excellent with honor, , course: Critical Discourse Analysis, language: English, abstract: The present paper has shown the practical part of CDA according to three scholars, namely they are Norman Fairclough, Ruth Wodak, and Teun van Dijk. Their approaches are somehow different in method and way of interpretation. While Fairclough is brought up on the systemic-functional model of theory and thus often concentrates on rather limited amounts of research material, Wodak turns to sociolinguistics and ethnography with an emphasis on corpus-based research and on work with different approaches with a variety of empirical data as well as background information. However, the notion that language is inherently social remains a key assumption in both approaches. On the other hand, similarly to Fairclough, van Dijk acknowledges three different perspectives; text, discourse practice and sociocultural practice, and emphasizes on the link between textual analysis and sociocultural analysis. However, van Dijk differentiates himself from both Fairclough and Wodak in his understanding of social events or of social institutions and power relations. To van Dijk, social cognitions mediate between micro- and macro-levels of society, between discourse and action, between the individual and the group. Therefore, the focus on social cognition governs the process of analysis.

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This edited volume offers new insights into contemporary political discourses in Slavic speaking countries by focusing on discursive and linguistic means deployed in relevant genres, such as parliamentary discourse, commemorative and presidential speeches, mediated communication, and literal and philosophical essays. The depth of the linguistic analysis reflects different levels of linkage between language and social practice constituting the discourse. The theoretical and methodological approaches discussed range from interactional pragmatics over corpus linguistics to CDA. The chapters contain original language material in Russian, Polish, Czech, Croatian, Serbian and Macedonian, and the authors address issues such as the affiliation to different political and social groups within parliamentary settings, national identity, gender and minorities, as well as cultural memory and reconciliation.

This book examines the analysis of language (possibly in conjunction with other semiotic systems) in the course of our lives as citizens of established politics of various scopes. Topics discussed include the cultural consequences of economic migration from Nigeria to the West; language, politics and democratic governance in Nigeria; legitimisation and coercion in political discourse; language endangerment; drawing an analytical framework in search of "post-modern" Chinese and discursive strategies in political speech.

### Political Discourse Analysis A Method for Advanced Students Routledge

This book focuses on the discursive processes that allow activists to make sense of themselves and of the modes of politics they engage in. It shows how political and metadiscursive awareness develop in tandem with a reconfiguration of one's sense of self. The author offers an integrated pragmatic and poststructuralist perspective on self and subjectivity. He draws on Essex style discourse theory, early pragmatist philosophy, and linguistic pragmatics, arguing for a notion of discourse as a multi-dimensional practice of articulation. Demonstrating the analytical power of this perspective, he puts his approach to work in an analysis of activist discourse on integration and minority issues in Flanders, Belgium. Subjects articulate a whole range of norms, values, identities and narratives to each other when they engage in political discourse. This book offers a way to analyse the logics that structure political awareness and the associated boundaries for discursive self-interpretation.

An interdisciplinary study providing first-hand evidence of the everyday lives of politicians; what politicians actually do on 'the backstage' in political organizations. The book offers answers to the widely discussed phenomena of disenchantment with politics and depoliticization.

Human beings are political animals. They are also articulate mammals. How are these two aspects linked? This is a question that is only beginning to be explored. The present collection makes a contribution to the investigations into the use of language in

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those situations which, informally and intuitively, we call 'political'. Such an approach is revealing not only for politics itself but also for the human language capacity. Each chapter outlines a particular method or analytic approach and illustrates its application to a contemporary political issue, institution or mode of political behaviour. As a whole, the collection aims to give a sample of current research in the field. It will interest those who are beginning to carry the research paradigm forward, as well as provide an introduction for newcomers, whether they come from neighbouring or remote disciplines or from none.

Exploring speeches by public figures such as Emma Watson, Tony Blair, Donald Trump, Julia Gillard and Lady Gaga, this engaging textbook explains the ways in which political speeches can be analysed. It examines the role of language in speeches and how it can be used to challenge or reinforce prevailing social, cultural and political attitudes. Each chapter introduces a particular discourse approach and then applies this in a model analysis of a passage of text. The chosen texts concern issues of social, cultural and political importance that address topics of significant importance to the audience to which they were delivered. Students are encouraged to engage with the text and consider how approaches to text analysis, such as cohesion, context analysis and metaphor analysis, may be adapted to provide a more critical perspective. This text will be essential reading for students of English Language, Linguistics, Communication Studies and Politics on critical discourse and discourse analysis modules.

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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, mediated 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. Indispensable for anyone seeking perspectives for understanding the language of politics and research methods for probing beyond the surface."



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This book builds on the consolidated research field of Political Discourse Analysis and attempts to provide an introduction suitable for adoption amongst a readership wishing to understand some of the principles underlying such research, and above all to appreciate how the tools of discourse analysis might be applied to actual texts. It summarises some of the work that has been done in this field by authorities such as Halliday, Fairclough, Wodak, Chilton, Van Dijk, Martin, Van Leeuwen and others to provide the would-be analyst with practical ideas for their own research. Naturally, this would not be the first time that such a handbook or introductory reference book has been proposed. Fairclough himself recently produced one; however, his work, simply entitled *Political Discourse Analysis*, inevitably includes theoretical insights from his own research. The beginning analyst can, at times, experience a sense of bewilderment at the mass of theoretical writing in linguistics, in the search for some practical, usable tools. I explain a variety of such tools, demonstrating their usefulness in application to the analysis of a number of political speeches, from different historical periods and diverse social contexts. The author's hope is that would-be students of political rhetoric, of whatever level and from a variety of research areas, will be able to pick up this book and find tools and techniques that will assist them in actual work on texts. Naturally, it is also hoped that they will be inspired to follow up the suggestions for further reading which they will find in the bibliography.

Does gender condition politicians' discourse strategies in parliament? This is the

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question we try to answer in *A Gender-based Approach to Parliamentary Discourse: The Andalusian Parliament*. This book, written by experts in the field of discourse analysis, covers key aspects of political discourse such as gender, identity and verbal and nonverbal strategies: intensification, enumerative series, non-literal quotations, pseudo-desemantisation, lexical colloquialisation, emotion, eye contact and time management. It provides a large number of examples from a balanced gender parliament, the Andalusian Parliament, and it focuses mainly on argumentation, since parliamentary discourse is above all argumentative. This book will prove invaluable to students and teachers in the field of discourse analysis, and more specifically of political discourse, and will also be very useful to politicians and anyone interested in communication strategies. As of January 2019, this e-book is freely available, thanks to the support of libraries working with Knowledge Unlatched.

This book is about moral talk in contemporary British political discourse, drawing on speeches, debates and radio phone-ins. Using a critical sociolinguistic approach, Spencer-Bennett explores the language people use to communicate moral judgement and highlights the relations between the things that people say, the contexts in which they are said and the circulating ideologies about meaning and morality. This is key reading for students and scholars studying language, politics and critical discourse analysis, within linguistics and anthropology.

The topic of Language and Ideology has increasingly gained importance in the linguistic

sciences. The general aim of critical linguistics is the exploration of the mechanisms of power which establish inequality, through the systematic analysis of political discourse (written or oral). This reader contains papers on a variety of topics, all related to each other through explicit discussions on the notion of ideology from an interdisciplinary approach with illustrative analyses of texts from the media, newspapers, schoolbooks, pamphlets, talkshows, speeches concerning language policy in Nazi-Germany, in Italofascism, and also policies prevalent nowadays. Among the interesting subjects studied are the jargon of the student movement of 1968, speeches of politicians, racist and sexist discourse, and the language of the green movement. Because of the enormous influence of the media nowadays, the explicit analysis of the mechanisms of “manipulation”, “suggestion”, and “persuasion” inherent in language or about language behaviour and strategies of discourse are of social relevance and of interest to all scholars of social sciences, to readers in all educational institutions, to analysts of political discourse, and to critical readers at large.

*Systemic Functional Political Discourse Analysis: A Text-based Study* is the first book which takes a comprehensive systemic functional perspective on political discourse to provide a complete, integrated, exhaustive, systemic and functional description and analysis. Based on the political discourses of the Umbrella Movement – the largest public protest in the history of Hong Kong, which occupies a unique political situation in the world: a post-colonial society like many other Asian societies and yet unlike the

others, it is a Special Administrative Region of China. Though it enjoys a high degree of autonomy under the principle of 'One Country, Two Systems', it is still confined to being part of the 'One Country'. The book demonstrates how a systemic functional approach can provide a comprehensive, thorough, and insightful analysis of the political discourse from four co-related and complementary approaches: contextual, discourse semantic, lexicogrammatical and historical. Apart from a thorough discussion of various systemic functional conceptions, it provides examples of various analyses from a SF perspective, including contextual parameters, registerial analysis, semantic discourse analysis, appraisal analysis, and discusses important issues in political discourse, including negotiation of self-identity, association of language, power and institutional role, and expression of 'evidentiality' and 'subjectivity'. It is written not only for those who are interested in Hong Kong politics in general and political discourse in Hong Kong in particular, but also for those who work on political discourse analysis, and those who apply SFL to various other discourses such as mass media discourse, medical discourse, teaching discourse, etc. Last but not least, this book is also intended to provide a theoretical framework in discourse analysis from the systemic functional perspective for those who work in Cantonese and in other languages.

Within the political sphere, a political actor is often judged by what he or she says, with their verbal performance often perceived as representative of the individual. Hearers accept that, as individuals, they possess a lifetime of experiences and actions which

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inform, but may also undermine, their aspirations in gaining political capital. Additionally, as representatives of a political party and its ideology, these actors do not exist in isolation; they are members and, at times, potential candidates of a particular party with its own agenda which may, in turn, cause them to modify their personal speech to align with espoused policies of the party. The various contributions contained in this volume examine the discourse of political actors through the lenses of positionality and stance. Throughout its chapters, clearly defined theoretical perspectives and specified social practices are employed, enabling the authors to elucidate how political actors can situate themselves, their party, and their opponents toward their ostensive public. This book successfully demonstrates how espoused perspectives relate to, or reflect on, the nature of the individual political actor and their truth, the party they represent and its ideology, and the pandering to popular public opinion to gain support and co-operation. This book will hold particular appeal for postgraduate students, researchers, and scholars of discourse studies, pragmatics, political science, as well as other areas in humanities and the social sciences. This book constitutes a significant contribution to political discourse analysis and to the study of silence, both from the point of view of discourse analysis as well as pragmatics, and it is also relevant for those interested in politics and media studies. It promotes the empirical study of silence by analysing metadiscourse about politicians' silence and by systematically conceptualising the communicativeness of silence in the

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interplay between intention (to be silent), expectation (of speech) and relevance (of the unsaid). Three cases of sustained metadiscourse about silent politicians from Germany are analysed to exemplify this approach, based on media texts and protocols of parliamentary inquiries. Ideals of political transparency and communicative openness are identified as a basis for (disappointed) expectations of speech which trigger and determine metadiscourse about politicians' silences. Finally, the book deals critically with the role of those who act as advocates of 'the public's' demand to speak out. This book departs from the premise that political discourse is intrinsically connected with media discourse, as shaped by its cultural and transcultural characteristics. It presents a collection of papers which examine political discourse in the media from a cross-culturally comparative perspective in Arab, Dutch, British, Finnish, Flemish, French, German, Israeli, Swedish, US-American and international contexts. By using different theoretical frameworks, such as conversation analysis, discourse analysis, pragmatics and systemic functional linguistics, the papers reflect current moves in political discourse analysis to cross-disciplinary and methodological boundaries by integrating semiotics, particularly multimodality, cognition, context, genre and recipient design.

This is an essential read for anyone interested in the way language is used in the world of politics. Based on Aristotle's premise that we are all political animals, able to use language to pursue our own ends, the book uses the theoretical framework of

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linguistics to explore the ways in which we think and behave politically. Contemporary and high profile case studies of politicians and other speakers are used, including an examination of the dangerous influence of a politician's words on the defendants in the Stephen Lawrence murder trial. International in its perspective, *Analysing Political Discourse* also considers the changing landscape of political language post-September 11, including the increasing use of religious imagery in the political discourse of, amongst others, George Bush. Written in a lively and engaging style, this book provides an essential introduction to political discourse analysis.

The authors focus on the analysis of language (possibly in conjunction with other semiotic systems) in the course of our lives as citizens of established polities of various scopes. The text includes social or human sciences insofar as they deal with discourse as politic behaviour.

This volume deals with political speeches, particularly commemorative addresses, from the perspective of critical discourse analysis. Such addresses are characterized as representative and epideictic, as exemplified by an address by the Dutch Queen Beatrix to the Knesset during her 1995 state visit to Israel. Critical consideration is given to the role of rhetoric within political discourse analysis.

*Methods of Critical Discourse Analysis* provides a concise, comprehensible and thoroughly up-to-date introduction to CDA, appropriate for both novice and experienced researchers. This new edition has been updated throughout, with a new introduction contextualizing the

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development of the CDA approach, and two entirely new chapters on the 'social actor approach' to CDA and the use of quantitative corpus linguistic methods. The editors have brought together contributions from leading experts in the field, who each introduce their own approaches to CDA. Examples are included throughout, demonstrating the value of the method in analyzing a variety of genres of written material on a whole range of topics, including global warming, leadership in management, and globalization. This book will be of great interest to students and researchers in linguistics, sociology and psychology interested in interdisciplinary approaches to coping with topical social problems.

The Routledge Handbook of Arabic Linguistics introduces readers to the major facets of research on Arabic and of the linguistic situation in the Arabic-speaking world. The edited collection includes chapters from prominent experts on various fields of Arabic linguistics. The contributors provide overviews of the state of the art in their field and specifically focus on ideas and issues. Not simply an overview of the field, this handbook explores subjects in great depth and from multiple perspectives. In addition to the traditional areas of Arabic linguistics, the handbook covers computational approaches to Arabic, Arabic in the diaspora, neurolinguistic approaches to Arabic, and Arabic as a global language. The Routledge Handbook of Arabic Linguistics is a much-needed resource for researchers on Arabic and comparative linguistics, syntax, morphology, computational linguistics, psycholinguistics, sociolinguistics, and applied linguistics, and also for undergraduate and graduate students studying Arabic or linguistics.

Henrik Larsen presents discourse analysis as an alternative approach to foreign policy analysis. Through an extensive empirical study of British and French policies towards Europe



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in the 1980s, he demonstrates the importance of political discourse in shaping foreign policy. The author discusses key theoretical problems within traditional belief system approaches and proposes an alternative one: political discourse analysis. The theory is illustrated through detailed analyses of British and French discourses on Europe, nation/state security and the nature of international relations.

Drawing on political discourse from a wide range of settings and perspectives, this book is set to provide a descriptive and analytical tool for examining political discourse and will be welcomed by anyone interested in discourse analysis in general, and in political discourse in particular.

Topics covered in this book include the study of political discourse styles, the use of rhetorical strategies (vocabulary, metaphors, quotations, parentheticals, etc.), the relation between political discourse and society (legitimization, the private-public interface, identities), role of gestures in relation to speech, methods for analysing political discourse, and how to build and exploit a political language corpus.

This book focuses on the analysis of language (possibly in conjunction with other semiotic systems) in course of our lives as citizens of established polities of various scopes. It includes social or human sciences (including political science, psychology, sociology, discourse analysis, linguistics, literary and cultural studies, education, etc.) insofar as they deal with discourse as politic behaviour.

In this accessible new textbook, Isabela and Norman Fairclough present their innovative approach to analysing political discourse. Political Discourse Analysis integrates analysis of arguments into critical discourse analysis and political discourse analysis. The book is grounded in a view of politics in which deliberation, decision and action are crucial concepts:

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politics is about arriving cooperatively at decisions about what to do in the context of disagreement, conflict of interests and values, power inequalities, uncertainty and risk. The first half of the book introduces the authors' new approach to the analysis and evaluation of practical arguments, while the second half explores how it can be applied by looking at examples such as government reports, parliamentary debates, political speeches and online discussion forums on political issues. Through the analysis of current events, including a particular focus on the economic crisis and political responses to it, the authors provide a systematic and rigorous analytical framework that can be adopted and used for students' own research. This exciting new text, co-written by bestselling author Norman Fairclough, is essential reading for researchers, upper undergraduate and postgraduate students of discourse analysis, within English language, linguistics, communication studies, politics and other social sciences.

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

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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. With the help of critical discourse analysis (CDA), this book approaches Turkish politics from an interdisciplinary perspective in order to deepen our understanding of political power and discourse. This study re-conceptualizes discursive strategies as hegemonic projects and thirteen governmental speeches are analyzed accordingly. It also provides readers with a theoretical discussion on the nature of political discourse through references to deliberative, agonistic and critical realistic approaches.

Written in a lively and engaging style, this book offers a new theoretical perspective on the study of language and politics, and provides an essential introduction to political discourse analysis.

What is Discourse Analysis? is an accessible introduction to an empirical research approach which is widely used in the social sciences and related disciplines. This book explores the idea of how meaning is socially constructed and how 'talk' and text can be interpreted. The challenges of discourse analysis are outlined as well as helpful ways to approach them - from finding the right starting point, processing and interpreting data through to building an argument. Discourse analysts work with language data, including talk, documents and broadcast material. Researchers in different traditions study interactions and social practices, meaning-making and larger meaning systems, and contests and conflicts around collective identities, social norms and subjectification. What is Discourse Analysis? addresses new researchers and other academics

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interested in language and its associated practices. The book outlines the history of discourse analysis, its key concepts and theorists and its uses and challenges. Discussions of published studies illustrate the use of the approach to investigate a range of research topics, such as gender, health and national identities. The book also addresses the practical aspects of discourse analysis, providing clear guidance on data collection and data processing, including transcription and selection. Covering important topics, *What is Discourse Analysis?* draws from recent articles to show how discourse analysis works in action. Common questions about discourse analysis are presented in a lively and accessible Q&A format. This book will be an essential resource for all researchers working with discourse analysis.

The volume promotes a pragmatic perspective to the analysis of political discourse as multilayered mediated discourse. The chapters cross the disciplinary and methodological boundaries of speech act theory, social positioning theory, and argumentation theory and rhetorics. They address the strategic use of address terms and irony, the form and function of questions, and the expression of certainty in the contexts of parliamentary discourse, interview, talkshow, phone-in programme and motion of support across different discourse domains. Different cultural contexts are represented, including Africa, the Middle East, different parts of Europe and the United States.

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of the Belgian Journal of Linguistics, the annual publication of the Linguistic Society of Belgium. Each volume is topical and includes selected papers from the international meetings organised by the LSB. After a programmatic introduction by Jan Blommaert, three sections can be discerned in this volume. The first section, with papers by van Dijk, Cushing, Wilson, Fairclough & Mauranen, Jucker and Gruber, concerns itself with the definition of political discourse, with particular linguistic aspects such as non-modal meaning, persuasive tactics or metalinguistic negation, and with recent trends of political discourse such as conversationalisation. The paper by Gruber on media coverage of right-wing extremism leads the way to the second section in which the media and political discourse on foreigners such as migrants and refugees is analysed (Kuusisto & Östman; Horvat, Verschueren & Zagar). Finally, the third section could be broadly labelled as concerned with 'self- and other-representation', with papers on intercultural discourse, gender, institutional discourse, varieties of English and political correctness (resp. Shi-xu, Rojo, Slembrouck & Sarangi, Begum & Kandiah, Janicki). 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

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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 Languages of Politics/La politique et ses langages provides a multifaceted view of major approaches to the study of political discourse from an interdisciplinary perspective. To date, most contributions to the analysis of political discourse have come from the fields of rhetoric, (critical) discourse analysis, cognitive linguistics, pragmatics, lexicology, lexicography, and, more recently, multimodal discourse analysis. The papers in this volume build their investigations on these perspectives, and provide new and diversified insights into this vast area of research. Besides considering multiple approaches, the book also adds to the current debate on the languages of politics by combining a range of theoretical and methodological considerations, and by

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featuring contributions in both English and French.

Featuring contributions by leading specialists in the field, the volume is a survey of cutting edge research in genres in political discourse. Since, as is demonstrated, “political genres” reveal many of the problems pertaining to the analysis of communicative genres in general, it is also a state-of-the-art addition to contemporary genre theory. The book offers new methodological, theoretical and empirical insights in both the long-established genres (speeches, interviews, policy documents, etc.), and the modern, rapidly-evolving generic forms, such as online political ads or weblogs. The chapters, which engage in timely issues of genre mediatization, hybridity, multimodality, and the mixing of discursive styles, come from a broad range of perspectives spanning Critical Discourse Studies, pragmatics, cognitive psychology, sociolinguistics, applied linguistics and media studies. As such, they constitute essential reading for anyone seeking an interdisciplinary yet coherent research agenda within the vast and complex territory of today’s forms of political communication.

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