

Our Masters Voices The Language And Body Language Of Politics

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Speechwriting in Theory and Practice Jens E. Kjeldsen 2019-03-14 This book provides students, researchers, and practitioners of speechwriting with a unique insight in the theory, history, and practice of speechwriting. The combination of theory and practice with case studies from the United States and Europe makes this volume the first of its kind. The book offers an overview of the existing research and theory, analysing how speeches are written in political and public life, and paying attention to three central subjects of contemporary speechwriting: convincing characterization of the speaker, writing for the ear, and appealing with words to the eye. Chapters address the ethics and the functions of speechwriting in contemporary society and also deliver general instructions for the speechwriting process. This book is recommended reading for professional speechwriters wishing to expand their knowledge of the rhetorical and theoretical underpinnings of speechwriting, and enables students and aspiring speechwriters to gain an understanding of speechwriting as a profession.

Our Masters' Voices John Maxwell Atkinson 1984-01-01

The Human Voice Anne Karpf 2011-11-07 Why has the female voice deepened over the last fifty years? Who talks more, men or women? How can a baby in the womb distinguish between different voices? The human voice is the personal and social glue that binds us, and the most important sound in our lives. The moment we open our mouth we leak information about our biological, psychological and social status. Babies use it to establish emotional ties and acquire language, adults to decode mood and meaning in intimate and professional relationships. Far from being rendered redundant by modern technology, the human voice has enormous and enduring significance.

Conversation Derek Roger 1989-01-01 This work focuses explicitly on the ways in which researchers from different disciplines investigate interpersonal communication. There are five principal themes: concepts of interpersonal communication, methods of observation, transcription procedures, data analysis, and research applications.

Electoral Pledges in Britain Since 1918 David Thackeray 2020-08-04 Nobody doubts that politicians ought to fulfil their promises – what people cannot agree about is what this means in practice. The purpose of this book is to explore this issue through a series of case studies. It shows how the British model of politics has changed since the early twentieth century when electioneering was based on the articulation of principles which, it was expected, might well be adapted once the party or politician that promoted them took office. Thereafter manifestos became increasingly central to electoral politics and to the practice of governing, and this has been especially the case since 1945. Parties were now expected to outline in detail what they would do in office and explain how the policies would be paid for. Brexit has complicated this process, with the ‘will of the people’ as supposedly expressed in the 2016 referendum result clashing with the conventional role of the election manifesto as offering a mandate for action.

Trophy Hunting Geoffrey Beattie 2019-10-08 This book explores the psychology of trophy hunting from a critical perspective and considers the reasons why some people engage in the controversial activity of killing often endangered animals for sport. Recent highly charged debate, reaching a peak with the killing of Cecil the lion in 2015, has brought trophy hunting under unprecedented public scrutiny, and yet the

psychology of trophy hunting crucially remains under-explored. Considering all related issues from the evolutionary perspective and 'inclusive fitness', to personality and individual factors like narcissism, empathy, and the Duchenne smiles of hunters posing with their prey, Professor Beattie makes connections between a variety of indicators of prestige and dominance, showing how trophy hunting is inherently linked to a desire for status. He argues that we need to identify, analyse and deconstruct the factors that hold the behaviour of trophy hunting in place if we are to understand why it continues, and indeed why it flourishes, in an age of collapsing ecosystems and dwindling species populations. The first book of its kind to examine current research critically to determine whether there really is an evolutionary argument for trophy hunting, and what range of motivations and personality traits may be linked to this activity. This is essential reading for students and academics in psychology, geography, business, environmental studies, animal welfare as well as policy makers and charities in these and related areas. It is of major relevance for anyone who cares about the future of our planet and the species that inhabit it.

Rhetorical Aspects of Discourses in Present-Day Society Lotte Dam 2009-05-27 Since antiquity, the notion of rhetoric has been associated with Aristotle, Cicero and Quintilian. Their theories are central to the understanding that, on the one hand, rhetoric can be used for persuading and convincing an audience, and on the other, for becoming an eloquent speaker. Based on this understanding, the study of rhetoric was for many years regarded by scholars as a meaningless enterprise as it was perceived as a study of linguistic ornamentation. However, in the beginning of the twentieth century, scholars regained an interest in the study of rhetoric in recognition of rhetorical skills being important for communication in modern society. Like speakers in public life, e.g. politicians, who had always acknowledged the role of rhetoric, all sorts of communicators, mediators and scholars became interested in rhetoric as a practical tool for building up texts meant for the public sphere as well as an analytical tool for the critique of public argumentation. This led to the development of new theories from New Rhetoric over Rhetorical Criticism to theories of genre and discourse, reflecting the view that rhetoric must be understood and used against the social and cultural framework in which it is embedded. The contributions of this book reflect this multi-faceted approach to rhetoric, discourse and genre through their focus upon and analysis of different institutionalised discourses. Thus, within the three sections of political, journalistic and organisational discourse, the articles discuss various discourse types and their rhetorical features, contributing to the understanding of rhetoric and discourse having significant influence on human action and interaction in society.

Nostalgia and the post-war Labour Party Richard Jobson 2018-01-08 This book examines the impact that nostalgia has had on the Labour Party's political development since 1951. It argues that nostalgia has defined Labour's identity and determined the party's trajectory. Nostalgia has hindered policy discussion, determined the form and parameters of party modernisation, shaped internal conflict and cohesion and made it difficult for the party to adjust to socioeconomic changes. It has frequently left the party out of touch with the modern world. In this way, this study offers an assessment of Labour's failures to adapt to the changing nature of post-war Britain and will be of interest to both students and academics and to those with a more general interest in Labour's history and politics.

Language and Emotion James MacLynn Wilce 2009-04-09 This book analyses the signals people use to express emotion, looking at the social, cultural and political functions of emotional language.

Language and Humour in the Media Jan Chovanec 2012-04-25 Language and Humour in the Media provides new insights into the interface between humour studies and media discourse analysis, connecting two areas of scholarly interest that have not been studied extensively before. The volume adopts a multi-disciplinary approach, concentrating on the various roles humour plays in print and audiovisual media, the forms it takes, the purposes it serves, the butts it targets, the implications it carries and the differences it may assume across cultures. The phenomena described range from conversational humour, canned jokes and wordplay to humour in translation and news satire. The individual studies draw their material for analysis from traditional print and broadcast media, such as magazines, sitcoms, films and spoof news, as well as electronic and internet-based media, such as emails, listserv messages, live blogs and online news. The volume will be of primary interest to a wide range of researchers in the fields of discourse analysis, sociolinguistics, intercultural studies, pragmatics, communication studies, and rhetoric but it will also appeal to scholars in the areas of media studies, psychology and crosscultural communication.

Textual Construction of the Female Body L. Jeffries 2007-09-18 This volume takes a critical discourse approach to the ways women's magazines contribute to the social construction of particular kinds of

female body - as ideal, beautiful, ugly, overweight or engineered. Looking at the language used, it provides an insight into the experience of the female reader, and the likely impact upon her self-image. Redesigning English Sharon Goodman 1996 In this book the authors examine how language has adapted to the rapid changes in communication technology. It is especially timely in the light of the internet and its effect upon human interaction.

Literaturbesprechung zu: Max Atkinson: Our masters' voices. The language and body language of politics. London and New York: Methuen 1984 Ronald Hitzler 1988

VOICE Norie Neumark 2010-08-20 Perspectives on the voice and technology, from discussions of voice mail and podcasts to reflections on dance and sound poetry. Voice has returned to both theoretical and artistic agendas. In the digital era, techniques and technologies of voice have provoked insistent questioning of the distinction between the human voice and the voice of the machine, between genuine and synthetic affect, between the uniqueness of an individual voice and the social and cultural forces that shape it. This volume offers interdisciplinary perspectives on these topics from history, philosophy, cultural theory, film, dance, poetry, media arts, and computer games. Many chapters demonstrate Lewis Mumford's idea of the "cultural preparation" that precedes technological innovation—that socially important new technologies are foreshadowed in philosophy, the arts, and everyday pastimes. Chapters cover such technologies as voice mail, podcasting, and digital approximations of the human voice. A number of authors explore the performance, performativity, and authenticity [(or 'authenticity effect') of voice in dance, poetry, film, and media arts]; while others examine more immaterial concerns—the voice's often-invoked magical powers, the ghostliness of disembodied voices, and posthuman vocalization. [The chapters evoke an often paradoxical reassertion of the human in the use of voice in mainstream media including recorded music, films, and computer games. Contributors Mark Amerika, Isabelle Arvers, Giselle Beiguelman, Philip Brophy, Ross Gibson, Brandon LaBelle, Thomas Levin, Helen Macallan, Virginia Madsen, Meredith Morse, Norie Neumark, Andrew Plain, John Potts, Theresa M. Senft, Nermin Saybasili, Amanda Stewart, Axel Stockburger, Michael Taussig, Martin Thomas, Theo van Leeuwen, Mark Wood

The Concise Encyclopedia of Applied Linguistics Carol A. Chapelle 2020-01-09 Offers a wide-ranging overview of the issues and research approaches in the diverse field of applied linguistics Applied linguistics is an interdisciplinary field that identifies, examines, and seeks solutions to real-life language-related issues. Such issues often occur in situations of language contact and technological innovation, where language problems can range from explaining misunderstandings in face-to-face oral conversation to designing automated speech recognition systems for business. The Concise Encyclopedia of Applied Linguistics includes entries on the fundamentals of the discipline, introducing readers to the concepts, research, and methods used by applied linguists working in the field. This succinct, reader-friendly volume offers a collection of entries on a range of language problems and the analytic approaches used to address them. This abridged reference work has been compiled from the most-accessed entries from The Encyclopedia of Applied Linguistics (www.encyclopediaofappliedlinguistics.com), the more extensive volume which is available in print and digital format in 1000 libraries spanning 50 countries worldwide. Alphabetically-organized and updated entries help readers gain an understanding of the essentials of the field with entries on topics such as multilingualism, language policy and planning, language assessment and testing, translation and interpreting, and many others. Accessible for readers who are new to applied linguistics, The Concise Encyclopedia of Applied Linguistics: Includes entries written by experts in a broad range of areas within applied linguistics Explains the theory and research approaches used in the field for analysis of language, language use, and contexts of language use Demonstrates the connections among theory, research, and practice in the study of language issues Provides a perfect starting point for pursuing essential topics in applied linguistics Designed to offer readers an introduction to the range of topics and approaches within the field, The Concise Encyclopedia of Applied Linguistics is ideal for new students of applied linguistics and for researchers in the field.

Exploring Language and Linguistics Natalie Braber 2015-09-30 Introduces the key concepts of linguistics and applies these concepts to real-world settings. Numerous learning features provide extensive student support.

Gender, Power and Political Speech Deborah Cameron 2016-03-17 Gender, Power and Political Speech explores the influence of gender on political speech by analyzing the performances of three female party leaders who took part in televised debates during the 2015 UK General Election campaign. The analysis considers similarities and differences between the women and their male colleagues, as well as between

the women themselves; it also discusses the way gender - and its relationship to language - was taken up as an issue in media coverage of the campaign.

Electing Our Masters Jon Lawrence 2009-03-26 In this engagingly written history of electioneering in Britain from the eighteenth century to the present, Jon Lawrence explores the changing relationship between politicians and public. Throughout this period, he argues, British politics has been characterized by bruising public rituals intended to bestow legitimacy on politicians by obliging them to face an often irreverent public on broadly equal terms. Face-to-face interaction was central both to the disorderly civic rituals of eighteenth-century politics, and to the Victorian and Edwardian election meeting. Perhaps surprisingly, it also survived in pretty rude health between the wars, despite the emergence of the new mass communication media of radio and cinema. But the same cannot be said of the post-war era and the rise of television. Today most politicians are content merely to offer the semblance of meaningful engagement - walkabouts, canvassing and meetings are all designed to ensure that most senior politicians come into contact only with the smiling faces of that dwindling band, the 'party faithful'. Lloyd George and Churchill might have relished the rough and tumble of a tumultuous public meeting, but their modern counterparts tend to be more risk-averse (and not without reason, given that the cameras are always present to capture their mishaps). But this is not another nostalgic lament for a lost 'golden age'. On the contrary, *Electing Our Masters* argues that politicians frequently still crave the kudos to be derived from bruising encounters with an irreverent public - hence Tony Blair's so-called 'masochism strategy' in the 2005 election campaign, with its succession of gruelling sessions before live studio audiences. As Lawrence points out, the vital question for today is: can we persuade our broadcasters that such encounters must form a staple of modern, mediated politics?

Words and Minds Neil Mercer 2002-05-03 *Words and Minds* takes a lively and accessible look at how we use language to combine our mental resources and get things done. Examining everyday language and drawing on a wide range of research, but always with a light style, Neil Mercer provides a unified account of the relationship between thought and language. Mercer analyses real-life examples of language being used effectively, or otherwise, in many different settings, including workplaces and schools, the home, the internet and the courtroom, and offers practical insights into how we might improve our communication skills. *Words and Minds* will appeal to anyone interested in language and the psychology of everyday life.

Bill Clinton on Stump, State, and Stage Stephen A. Smith 1994-01-01 Outstanding scholars of political communication examine President Clinton's campaign--his words, texts, and the dynamics of his ability to inspire the public as "the man from Hope."

Our Masters' Voices Max Atkinson 1984 Max Atkinson presents a neat blend of applied political psychology and communications theory that is bound to be read closely in the corridors of power. His study of the art of effective political persuasion will revolutionize - for the better - political communications in Britain.' - "Robert Worcester. Chairman, MORI (Market and Opinion Research International Ltd)"

Georgetown University Round Table on Languages and Linguistics (GURT) 2001 Deborah Tannen 2003-03-20 GURT is nationally and internationally recognized as one of the world's star gatherings for scholars in the fields of language and linguistics. In 2001, the best from around the world in the disciplines of anthropological linguistics and discourse analysis meet to present and share the latest research on linguistic analysis and to address real-world contexts in private and public domains. The result is this newest, invaluable 2001 edition of the Georgetown University Round Table on Languages and Linguistics. This volume brings together the plenary speakers only, all leaders in their fields, showcasing discourse contexts that range from medical interactions to political campaigns, from classroom discourse and educational policy to current affairs, and to the importance of everyday family conversations. The contributors expand the boundaries of discourse to include narrative theory, music and language, laughter in conversation, and the ventriloquizing of voices in dialogue. Frederick Erickson explores the musical basis of language in an elementary school classroom; Wallace Chafe analyzes laughter in conversation. William Labov examines narratives told to South Africa's Truth and Reconciliation Commission, while Deborah Schiffrin compares multiple accounts of Holocaust narratives, and Alessandro Duranti considers competing speaker and audience interpretations during a political candidate's campaign tour. Robin Lakoff uncovers contrasting narratives shared by different cultural groups with respect to such current events as the O.J. Simpson trial. Deborah Tannen examines the integration of power and connection in family relationships, while Heidi Hamilton considers accounts that diabetic patients give their doctors. Shirley Brice Heath looks at discourse strategies used by

policymakers to deny research findings, and G. Richard Tucker and Richard Donato report on a successful bilingual program.

Radio and the Gendered Soundscape Christine Ehrick 2015-07-23 This book is a history of women, radio, and the gendered constructions of voice and sound in Buenos Aires, Argentina, and Montevideo, Uruguay. Through the stories of five women and one radio station, this study makes a substantial theoretical contribution to the study of gender, mass media, and political culture and expands our knowledge of these issues beyond the US and Western Europe. Included here is a study of the first all-women's radio station in the Western Hemisphere, an Argentine comedian known as 'Chaplin in Skirts', an author of titillating dramatic serials and, of course, Argentine First Lady 'Evita' Perón. Through the concept of the gendered soundscape, this study integrates sound studies and gender history in new ways, asking readers to consider both the female voice in history and the sonic dimensions of gender.

Speaking Persuasively Patsy McCarthy 2020-07-28 To succeed in business, your message must be heard, understood and remembered. This book, with its combination of practical tips and case studies from the experts, will help you to become a more powerful and persuasive speaker, whether pitching for business or presenting to the Board. As a consultant in speech training, I can recommend it unreservedly. **Clare Willis, Senior Consultant, Speak First Training, London** **YOU CAN BECOME A CONFIDENT PUBLIC SPEAKER** Speaking is one of the most powerful ways of influencing others at work and in life. And yet for many of us, speaking in front of large or small groups of people is one of our greatest fears. **Speaking Persuasively** shows you how to convert anxiety into effective communication. **LEARN HOW TO GIVE DYNAMIC PRESENTATIONS AND SPEECHES** Using real examples, **Speaking Persuasively** shows you how to hone your speaking skills in business and politics, in the classroom and in the community. It explains how to order your material, attract the audience's attention (and keep it), control your voice and adapt your techniques for different situations. It also includes practical advice on making a successful business pitch, communicating across cultures and handling the media. **Speaking Persuasively** is for anyone who wants to become a more persuasive and more impressive public speaker. Valuable information that will make the first-timer more comfortable and the gifted public speaker more persuasive. **Shari Armistead, Senior Media Advisor to Queensland Minister for Education** **Strips away the mystery of the mass media performance. A useful guide for those on both sides of the microphone. Ellen Fanning, television and radio presenter**

Encyclopedia of Social and Cultural Anthropology Dr Alan Barnard 2002-09-11 This Encyclopedia provides description and analysis of the terms, concepts and issues of social and cultural anthropology. International in authorship and coverage, this accessible work is fully indexed and cross-referenced.

Language and Control in American TV Talk Shows Hermine Penz 1996

Aspects of Language Variation in Arabic Political Speech-Making Nathalie Mazraani 2013-02-01 This socio-linguistic study throws new light on variation and the defining of register in Arabic political discourse. The research is based on three dialects (Egyptian, Iraqi and Libyan) and on political speeches delivered by Gamal Abdunnasir, Saddam Hussein and Muammar Al Gadhafi.

Embracing Age Anna I Corwin 2021-08-13 **Embracing Age: How Catholic Nuns Became Models of Aging Well** examines a community of individuals whose aging trajectories contrast mainstream American experiences. In mainstream American society, aging is presented as a "problem," a state to be avoided as long as possible, a state that threatens one's ability to maintain independence, autonomy, control over one's surroundings. Aging "well" (or avoiding aging) has become a twenty-first century American preoccupation. **Embracing Age** provides a window into the everyday lives of American Catholic nuns who experience longevity and remarkable health and well-being at the end of life. Catholic nuns aren't only healthier in older age, they are healthier because they practice a culture of acceptance and grace around aging. **Embracing Age** demonstrates how aging in the convent becomes understood by the nuns to be a natural part of the life course, not one to be feared or avoided. Anna I. Corwin shows readers how Catholic nuns create a cultural community that provides a model for how to grow old, decline, and die that is both embedded in American culture and quite distinct from other American models. Open access edition funded by the National Endowment for the Humanities. The text of this book is licensed under a Creative Commons Attribution NonCommercial-NoDerivatives 4.0 International License:

<https://creativecommons.org/licenses/by-nc-nd/4.0/>

Voice Attractiveness Benjamin Weiss 2020-10-10 This book addresses various aspects of acoustic-phonetic analysis, including voice quality and fundamental frequency, and the effects of speech fluency and non-native accents, by examining read speech, public speech, and conversations. Voice is a

sexually dimorphic trait that can convey important biological and social information about the speaker, and empirical findings suggest that voice characteristics and preferences play an important role in both intra- and intersexual selection, such as competition and mating, and social evaluation. Discussing evaluation criteria like physical attractiveness, pleasantness, likability, and even persuasiveness and charisma, the book bridges the gap between social and biological views on voice attractiveness. It presents conceptual, methodological and empirical work applying methods such as passive listening tests, psychoacoustic rating experiments, and crowd-sourced and interactive scenarios and highlights the diversity not only of the methods used when studying voice attractiveness, but also of the domains investigated, such as politicians' speech, experimental speed dating, speech synthesis, vocal pathology, and voice preferences in human interactions as well as in human-computer and human-robot interactions. By doing so, it identifies widespread and complementary approaches and establishes common ground for further research.

The International Encyclopedia of Language and Social Interaction, 3 Volume Set Karen Tracy 2015-06-08 "Covers key research topics in the field of Language and Social Interaction with contributions from a team of experienced, global editors"--

Linguistic Inquiries into Donald Trump's Language Ulrike Schneider 2020-10-15 From an abundance of intensifiers to frequent repetition and parallelisms, Donald Trump's idiolect is highly distinctive from that of other politicians and previous Presidents of the United States. Combining quantitative and qualitative analyses, this book identifies the characteristic features of Trump's language and argues that his speech style, often sensationalized by the media, differs from the usual political rhetoric on more levels than is immediately apparent. Chapters examine Trump's tweets, inaugural address, political speeches, interviews, and presidential debates, revealing populist language traits that establish his idiolect as a direct reflection of changing social and political norms. The authors scrutinize Trump's conspicuous use of nicknames, the definite article, and conceptual metaphors as strategies of othering and antagonising his opponents. They further shed light on Trump's fake news agenda and his mutation of the conventional political apology which are strategically implemented for a political purpose. Drawing on methods from corpus linguistics, conversation analysis, and critical discourse analysis, this book provides a multifaceted investigation of Trump's language use and addresses essential questions about Trump as a political phenomenon.

Handbook of Social Psychology John DeLamater 2006-11-24 Psychology, focusing on processes that occur inside the individual and Sociology, focusing on social collectives and social institutions, come together in Social Psychology to explore the interface between the two fields. The core concerns of social psychology include the impact of one individual on another; the impact of a group on its individual members; the impact of individuals on the groups in which they participate; the impact of one group on another. This book is a successor to Social Psychology: Social Perspectives and Sociological Perspectives in Social Psychology. The current text expands on previous handbooks in social psychology by including recent developments in theory and research and comprehensive coverage of significant theoretical perspectives.

The Routledge Handbook of Language and Humor Salvatore Attardo 2017-02-17 The Routledge Handbook of Language and Humor presents the first ever comprehensive, in-depth treatment of all the sub-fields of the linguistics of humor, broadly conceived as the intersection of the study of language and humor. The reader will find a thorough historical, terminological, and theoretical introduction to the field, as well as detailed treatments of the various approaches to language and humor. Deliberately comprehensive and wide-ranging, the handbook includes chapter-long treatments on the traditional topics covered by language and humor (e.g., teasing, laughter, irony, psycholinguistics, discourse analysis, the major linguistic theories of humor, translation) but also cutting-edge treatments of internet humor, cognitive linguistics, relevance theoretic, and corpus-assisted models of language and humor. Some chapters, such as the variationist sociolinguistics, stylistics, and politeness are the first-ever syntheses of that particular subfield. Clusters of related chapters, such as conversation analysis, discourse analysis and corpus-assisted analysis allow multiple perspectives on complex trans-disciplinary phenomena. This handbook is an indispensable reference work for all researchers interested in the interplay of language and humor, within linguistics, broadly conceived, but also in neighboring disciplines such as literary studies, psychology, sociology, anthropology, etc. The authors are among the most distinguished scholars in their fields.

Artikelen van de zesde Anéla-conferentie

2009

Taking the Stage Judith Humphrey 2014-10-13 Many women today wonder: what will it take to get that seat at the boardroom table? Earn that coveted promotion? Or simply have their voices heard? *Taking the Stage* provides a comprehensive, proven approach that enables women to come forward into the spotlight and speak up, stand out, and succeed. Based on a program from the Humphrey Group that has been delivered to over 400,000 women worldwide, *Taking the Stage* shows women—no matter their age, rank, or profession—how to communicate with courage and confidence in every situation, from formal speeches to brief hallway conversations. Judith Humphrey provides the inspiration and practical advice for women to “take the stage” mentally, verbally, vocally, and physically. Women can make the most of every opportunity by understanding how best to: Speak up confidently, even when others don’t agree; Convey their accomplishments without self-doubt; Be assertive but not aggressive; Deliver clear and convincing messages; Move beyond “minimizing” language and apology; Find their own powerful and authentic voice; Achieve confident body language and a leadership presence. By applying these techniques and others to every communication— whether making a presentation, speaking at meetings, conducting an elevator conversation, or selling themselves in job interviews—women will be recognized as the leaders they are and attain positions of influence. For women at all stages of their career, and for managers and executives committed to supporting and guiding women on their leadership journeys, *Taking the Stage* is the practical, broad-based solution that will allow women to speak up confidently, gain respect, earn the promotions they deserve, and secure their places at the boardroom table.

Variety in Contemporary English W.R. O'Donnell 2013-02-28 First Published in 1992. Routledge is an imprint of Taylor & Francis, an informa company.

Describing Discourse Nicola Woods 2014-05-12 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.

Our master's voices John Maxwell Atkinson 1986

Verbale communicatie Luc Van Poecke 1991

A Handbook of Persuasive Tactics Joan Mulholland 2003-09-02 Most people have to communicate with colleagues every day and persuade them to understand their opinions or to accept their views. This handbook is intended for anyone who is interested in such goal-oriented language. It extracts 300 persuasive tactics from research findings in communication, linguistics, pragmatics and related fields, and presents them in a clear, concise and consistent manner. Such tactics as analogy, argument presentation, humour and metaphor are included. Each tactic is presented on a separate page with an analysis of its persuasive value. Two indexes - one by persuasive need and the other by tactic - allow readers full flexibility to use the handbook in their own way. This work should be of interest in courses which deal with the management of interaction, pragmatics, discourse analysis and communications.