

1. Record Nr.	UNINA9910456831703321
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Titolo	Legitimation in political discourse [[electronic resource] ] : a cross-disciplinary perspective on the modern US war rhetoric // Piotr Cap
Pubbl/distr/stampa	Newcastle-upon-Tyne, : Cambridge Scholars, 2006
ISBN	1-282-19137-3 9786612191374 1-4438-0764-8
Descrizione fisica	1 online resource (152 p.)
Disciplina	320.0140973 355.001/4 355.0014
Soggetti	Rhetoric - Political aspects - United States - History - 21st century Rhetoric and psychology Communication in politics - United States War on Terrorism, 2001-2009 Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [130]-139) and index.
Nota di contenuto	TABLE OF CONTENTS; PREFACE; ACKNOWLEDGEMENTS; CHAPTER ONE; CHAPTER TWO; CHAPTER THREE; CHAPTER FOUR; CHAPTER FIVE; BIBLIOGRAPHY; INDEX
Sommario/riassunto	How did the G.W. Bush administration manage to persuade Americans to go to war in Iraq in March 2003? How was this intervention, and the global campaign named as "war-on-terror," legitimised linguistically? This book shows that the best legitimisation effects in political discourse are accomplished through the use of 'proximization'-a cognitive-rhetorical strategy that draws on the speaker's ability to present events as directly and increasingly affecting the addressee, usually in a negative ...