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Nota di contenuto	Frontmatter -- Contents -- Contributors -- Acknowledgements -- Introduction. Contested Cultural Identities in Public Discourse -- 1. Expellees, Counterfactualism and Potatoes. Enlargement and Cross-National Debates in German-Polish Relations -- 2. The Role of Metaphor in Shaping Cultural Stereotypes: A Case Study of French Public Discourse on European Union Enlargement -- 3. Metaphors in German and Lithuanian Discourse Concerning the Expansion of the European Union -- 4. Domestic and Foreign Media Images of the Balkans -- 5. Naming Strategies and Neighboring Nations in the Croatian Media -- 6. Mujahiddin in Our Midst: Bosnian Croats after the Wars of Succession -- 7. Construction of Serbian and Montenegrin Identities through Layout and Photographs of Leading Politicians in Official Newspapers -- 8. Krekism and the Construction of Slovenian National Identity: Newspaper Commentaries on Slovenia's European Union Integration -- 9. The Linguistic Image of the Balkans in the Polish Press in Discourse on European Union Expansion -- 10. The

Eternal Outsider? Scenarios of Turkey's Ambitions to Join the European Union in the German Press -- 11. Contested Identities: Miroslav Krleža's Two Europes versus the Notion of Europe's Edge -- 12. Masculinity and the New Sensibility: Reading a Contemporary Montenegrin Novel -- 13. The Rhetoric of Present Absence: Representing Jewishness in Post-Totalitarian Poland -- Conclusion. Discursive Negotiations of Cultural Identity and Europe's Eastern Rim

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#### Sommario/riassunto

Since 1989, Europe's eastern rim has been in constant flux. This collection focuses on how political and economic transformations have triggered redefinitions of cultural identity. Using discursive modes of identity construction (deconstruction, reconstruction, reformulation, and invention) the book focuses on the creation of opposition to old and new 'outsiders' and 'insiders' in Europe. The linguistic study of discourse elements in connection with an exploration of the significance of metaphors in anchoring individual and collective identity is innovative and allows for a unique analysis of public discourse in Europe.

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