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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...