

1. Record Nr.	UNINA9910792373803321
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Titolo	Language and the market society : critical reflections on discourse and dominance / / Gerlinde Mautner
Pubbl/distr/stampa	New York : , : Routledge, , 2010
ISBN	1-135-14704-3 1-135-14705-1 1-282-57006-4 9786612570063 0-203-85599-X
Descrizione fisica	1 online resource (215 p.)
Collana	Routledge critical studies in discourse ; ; 2
Disciplina	306.44 401.41
Soggetti	Sociolinguistics Discourse analysis Capitalism - Social aspects Language and languages - Economic aspects Dominance (Psychology)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	List of figures -- List of tables -- Acknowledgments -- 1. Digging up the world: introduction -- Part I: Conceptual groundwork: 2. Invited invaders? the market society and discourse -- 3. In praise of doubt: the theoretical framework -- Part II: Applications: 4. Delivering government: marketisation in public-sector administration -- 5. Learn how to make money: marketisation in higher education -- 6. Shop 'n' pray: marketisation in religion -- 7. How YOU are like shampoo: marketisation in the personal sphere -- Part III: Perspectives: 8. Picking holes: critiquing the critical approach -- 9. From lament to agenda: critical resistance to marketisation -- 10. Saving the frog from boiling: concluding remarks -- Notes -- Bibliography -- Index.

