

1. Record Nr.	UNICAMPANIAVAN0241542
Titolo	Advanced Technologies for Sustainable Development of Urban Green Infrastructure : Proceedings of Smart and Sustainable Cities 2020 / editors Viacheslav Vasenev ... [et al.]
Pubbl/distr/stampa	Cham, : Springer, 2021
Descrizione fisica	XIV, 332 p. : ill. ; 24 cm
Disciplina	338.927 577.56 630 551.6
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910810185403321
Autore	Mautner Gerlinde <1963->
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
Edizione	[1st ed.]
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.
Sommario/riassunto	In education, politics and religion, there are strong indications that discourse is becoming marketized. Around the world, government ministries have re-defined themselves as "service providers," universities draw up "market-driven" curricula, job seekers are asked to "package themselves" more effectively, and there are advertising agencies specialising in "the Christian marketplace." And it is not only word choice that is effected; higher-level linguistic patterns, such as genres and discursive practices (witness, for example, the text and talk connected with performance measurement and public relations), are also drawn into the orbit of market forces. Through an intricate dialectic, such patterns of linguistic choices, in turn, reinforce the social structures that shape them, further consolidating the marketization process. In a related development, language within the business domain itself is increasingly shaped by strategic planning and control, for example in branding, message design, and the promulgation of management buzzwords. Marketization thus emerges as a globally unfolding process in which language holds a key position as both cause and effect, and as both subject and object. The book examines these phenomena from a linguistic and critical perspective, drawing on critical discourse analysis, sociological treatises of market society, and critical management studies.