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Sommario/riassunto

Persuasion, in its various linguistic forms, enters our lives daily. Politicians and the news media attempt to change or confirm our beliefs, while advertisers try to bend our tastes toward buying their products. Persuasion goes on in courtrooms, universities, and the business world. Persuasion pervades interpersonal relations in all social spheres, public and private. And persuasion reaches us via a large number of genres and their intricate interplay. This volume brings together nine chapters which investigate some of the typical genres of modern persuasion. Using both quantitative and qualitative methods, the authors explore the linguistic features of successful (and unsuccessful) persuasion and the reasons for the variation of persuasive choices as realized in various genres: business negotiations, judicial argumentation, political speech, advertising, newspaper editorials, and news writing. In the final chapter, the editors tie together the two themes - persuasion and genres - by proposing an Intergenre Model. This model assumes that a powerful force behind generic evolution is the perennial need for implicit persuasion.

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