1. Record Nr. UNINA9910825924203321

Titolo	Manipulation and ideologies in the twentieth century : discourse, language, mind / / edited by Louis de Saussure, Peter Schulz
Pubbl/distr/stampa	Philadelphia, : J. Benjamins Pub. Co., 2005
ISBN	1-282-15631-4 9786612156311 90-272-9402-X
Edizione	[1st ed.]
Descrizione fisica	xvi, 312 p
Collana	Discourse approaches to politics, society, and culture, , 1569-9463 ; ; v. 17
Altri autori (Persone)	SaussureLouis de SchulzPeter <1958->
Disciplina	401/.41
Soggetti	Discourse analysis - Political aspects Pragmatics Psycholinguistics Thought and thinking Ideology Manipulative behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Manipulation and Ideologies in the Twentieth Century -- Editorial page -- Title page -- LCC data -- Table of contents -- Acknowledgements -- Foreword -- References -- Introduction -- Analytical summary -- Manipulation, memes and metaphors -- 1. Manipulation -- 2. Propagation -- 3. Texts -- 4. Methods of analysis -- 4.1. More on propositions -- 4.2. More on metaphor -- 4.3. And some notes on blending -- 5. Dismantling Mein Kampf -- 5.1. Sectional tier -- 5.2. Mein Kampf: Propositional tier -- 5.3. Mein Kampf: Metaphorical tier -- 6. Conclusion: Can texts be cognitively contagious? -- Notes -- References -- Morpho-syntactic and textual realizations as deliberate pragmatic argumentative linguistic tools? -- 1. Introduction -- 2. Definite and indefinite omissions: The strategy of vagueness -- 3. Semantic-lexical bipolarity: The strategy of polarization -- 4. Conclusion -- References -- Speeches -- Towards a typology of

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Sommario/riassunto

This book is a collection of 12 papers dealing with manipulation and ideology in the 20th century, mostly with reference to political speeches by the leaders of major totalitarian regimes, but also addressing propaganda within contemporary right-wing populism and western ideological rhetoric. This book aims at bringing together researchers in the field of ideology reproduction in order to better understand the underlying mechanisms of speaker-favourable belief inculcation through language use. The book covers a wide range of theoretical perspectives, from psychosocial approaches and discourse analysis to semantics and cognitive linguistics and pragmatics. The book's central concern is to provide not only a reference work with up-to-date information on the analysis of manipulation in discourse but also a number of tools for the scholar, some of them being developed within theories originally not designed to address belief-change through language interpretation. Foreword by Frans van Eemeren.