Language Ideology and Power: A Critical Approach

Language, Power and Ideology

This book explores the role of language academies in preserving and revitalizing minority or endangered languages. The author studies the controversial High Academy of the Quechua Language (HAQL) in Peru, the efficacy of which has been questioned by some experts. The book delves into the positions, attitudes, ideologies and practices of the HAQL and the role it has played in language policy and planning in the Andean region. The author uses ethnographic fieldwork to support what was previously only anecdotal evidence from individuals viewing the Academy from the outside. This book would appeal to anyone studying the sociolinguistics of the Quechua language, as well as to those studying broader issues of Indigenous language policy and planning, maintenance and revitalization.

Language Ideology and Order in Rising China

First Book-Length Study Of The History Of Language Teaching And Learning Among South Asian Muslims. This Engaging And Highly Informative Book Is Indispensable For Any One Working In The Field Of Pakistani Language And Culture.

Language, Ideology, and Power: English Textbooks of Two Koreas

This book critically investigates the relationship between the Irish language and politics through a survey of individuals and movements associated with the language. This approach takes into account competing socialist and nationalist perspectives on language and society to demonstrate the different motivations for and class interest in Irish. The increasing power of the global market has the negative effect of reducing the well-being and autonomy of national populations. The study examines the decline of the Irish language as part of a global neo-liberal system that homogenises markets by reducing national and linguistic boundaries. It is argued that the struggle for rights is transformational and that the struggle for language rights by individuals and groups.
Ideology and Hegemony of English Foreign Language Textbooks In Discourse and Power in a Multilingual World the discourse of politicians and policy-makers in Britain links languages other than English, and therefore speakers of these languages, with civil disorder and threats to democracy, citizenship and nationhood. These powerful arguments travel along 'chains of discourse' until they gain the legitimacy of the state, and are inscribed in law. The particular focus of this volume is on discourse linking 'race riots' in England in 2001 with the Nationality, Immigration and Asylum Act 2002, which extended legislation to test the English language proficiency of British citizenship applicants. Adrian Blackledge develops a theoretical and methodological framework which draws on critical discourse analysis to reveal the linguistic character of social and cultural processes and structures; on Bakhtin's notion of the dialogic nature of discourse to demonstrate how voices progressively gain authority; and on Bourdieu's model of symbolic domination to illuminate the way in which linguistic-minority speakers may be complicit in the misrecognition, or valorisation, of the dominant language.

Linguistic Authority, Language Ideology, and Metaphor “Language ideologies” are cultural representations, whether explicit or implicit, of the intersection of language and human beings in a social world. Mediating between social structures and forms of talk, such ideologies are not only about language. Rather, they link language to identity, power, aesthetics, morality and epistemology. Through such linkages, language ideologies underpin not only linguistic form and use, but also significant social institutions and fundamental notions of person and community. The essays in this new volume examine definitions and conceptions of language in a wide range of societies around the world. Contributors focus on how such defining activity organizes language use as well as institutions such as religious ritual, gender relations, the nation-state, schooling, and law. Beginning with an introductory survey of language ideology as a field of inquiry, the volume is organized in three parts. Part I, “Scope and Force of Dominant Conceptions of Language,” focuses on the propensity of cultural models of language developed in one social domain to affect linguistic and social behavior across domains. Part II, “Language Ideology in Institutions of Power,” continues the examination of the force of specific language beliefs, but narrows the scope to the central role that language ideologies play in the functioning of particular institutions of power such as schooling, the law, or mass media. Part III, “Multiplicity and Contention among Ideologies,” emphasizes the existence of variability, contradiction, and struggles among ideologies within any given society. This will be the first collection of work to appear in this rapidly growing field, which bridges linguistic and social theory. It will greatly interest linguistic anthropologists, social and cultural anthropologists, sociolinguists, historians, cultural studies, communications, and folklore scholars.

Discourses of Endangerment First Book-Length Study Of The History Of Language Teaching And Learning Among South Asian Muslims. This engaging and highly informative book is indispensable for anyone working in the field of Pakistani language and culture.

Language and Power This text considers contemporary China’s language ideology and how it supports China as a rising global power player. It examines the materialization of this ideology as China’s language order unfolds on two fronts, promoting Putonghua domestically and globally, alongside its economic growth and military expansion. Within the conceptual framework of language ideology and language order and using PRC policy documents, education annals, and fieldwork, this book explores how China’s language ideology is related to its growing economic and military power.
Language Ideology and Power: A Critical Approach to

This book delves into the examination of global power and its domestic and global outreaches. It also discusses how this ideology manifests as a language order in terms of institutional development and support, and the impact these choices are having on China and the world. Focusing on the relationship between language ideology and language order, the book highlights a closer and coherent linguistic association between China's domestic drive and global outreach since the turn of the century.

Languaging Without Languages

This volume investigates ideological and hegemonic practices in globally and locally written English as a Foreign Language (EFL) textbooks, and explores whether these textbooks reflect the values, beliefs, and norms of the native-speaker society by examining their ideological components and the hegemonic practices by which the source society or state seeks to influence learners of the language. It also attempts to clarify EFL teachers' and students' views on the underlying ideology and hegemonic practices in globally and locally written EFL textbooks. Studies on the relationship between ideology, hegemony, and textbooks in applied linguistics have become more prevalent in recent decades, as the emergence of critical theory, critical pedagogy, and critical thinking skills from the 1920s onwards has led scholars to adopt a more critical perspective towards EFL textbooks, especially with regard to elements of ideology and hegemony. These two terms encompass a plethora of components, ranging from nationalism to religion. At the same time, the importance of metanarratives originating from the tenets of modernism has declined from the 1960s onwards, the assumption being that the world has entered a new age called postmodernism and post-structuralism that emphasizes the role of individuals and rejects efforts to reinforce post-colonialism, the effects of which can be seen in EFL textbooks. Accordingly, taking the elements of ideology and hegemony into account remains a vital aspect in the analysis of EFL textbooks.

Language as Ideology

The main objectives of this study fall into two general areas: first, to provide a theoretical background and methodology for the analysis of the relationship among language, ideology, and power; and second, to apply the methodology to a specific set of texts, namely, English textbooks used in North and South Korea, identify the major ideology in the English textbooks of North and South Korea, and thus establish a relationship between the use of language and the manifestation of ideology and power in the two respective countries. The theoretical background of this study is found in the approaches to (critical) sociolinguistics in which the framework of analysis takes into consideration factors such as the context of situation, context of culture, and functionality of language. Thus it is found that a linguistic approach is needed to describe and explain the manners in which language is used in particular contexts in order to create specific ideologies that serve to sustain asymmetrical power relations in a given society. In developing a methodology for the analysis of language, ideology, and power, I adopted the suggestions given by Thompson (1984, 1987) that emphasize socio-historical, textual, and interpretive analyses. I further divide the textual analysis procedure into three components—micro, macro, and linguistic—that examine the topical, thematic, propositional content, manifestations of ideology, and linguistic devices used in the text. By applying such methodology to the analysis of two sets of English language textbooks used in North and South Korea, this study identifies major manifestations of ideology in the two Koreas that serve to naturalize specific power relations (that may be either positive or negative) among the members of each society. The positive power relations promote a sense of equality and personal satisfaction for the majority of the people in the society while the negative power relations allow certain individuals, specific institutions, or special languages and cultures to exploit others by claiming their interests at the expense of others. The results of this study also reveal several linguistic methods utilized in the English language textbook.
That performs the function of maintaining specific power relationships among different groups of people within the respective countries. Thus, the conclusion of this study shows that there is a strong relationship among English language education, manifestation of ideology and power structures in the two Koreas. This conclusion also suggests a strong possibility that similar relationships may exist in other countries as well.

Some suggestions are given in the concluding chapter of this study that may help to bring critical language awareness to the language planners and textbook writers in the two Koreas.

Discourse and Power in a Multilingual World CDA and PDA Made Simple cuts many long stories short and encapsulates a long-standing tradition in modern and contemporary linguistics. The theoretical scope of the book encompasses a lengthy review of relevant studies in the area of critical discourse analysis (CDA), and, more broadly, in the areas of power, control, ideology and politics as realized and enacted in discourse. The book also brings together a detailed theoretical background on the main tenets and assumptions, tools and recipes, trends and extensions and critiques and applications of critical and political discourse analysis (PDA). Its analytical focus is predominantly on how ideology and power are linguistically and meta-linguistically realized, specifically through transitivity, modality, metadiscourse and presupposition in some discourse genres in English.

The Routledge Handbook of Arabic Linguistics “Language ideologies” are cultural representations, whether explicit or implicit, of the intersection of language and human beings in a social world. Mediating between social structures and forms of talk, such ideologies are not only about language. Rather, they link language to identity, power, aesthetics, morality and epistemology. Through such linkages, language ideologies underpin not only linguistic form and use, but also significant social institutions and fundamental notions of person and community.

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Language, Power and Ideology

The political revolutions which established state socialism in the Soviet Union and Eastern Europe were accompanied by revolutions in the word, as the communist project implied not only remaking the world but also renaming it. As new institutions, social roles, rituals and behaviours emerged, so did language practices that designated, articulated and
Language Ideology and Power

This book examines the use of communist language in the Stalinist and post-Stalinist periods. It goes beyond characterising this linguistic variety as crude "newspeak," showing how official language was much more complex, the medium through which important political-ideological messages were elaborated, transmitted and also contested, revealing contradictions, discursive cleavages and performative variations. The book examines the subject comparatively across a range of East European countries besides the Soviet Union, and draws on perspectives from a range of scholarly disciplines, sociolinguistics, anthropology, literary and cultural studies, historiography, and translation studies. Petre Petrov is an Assistant Professor in the Department of Slavic Languages and Literatures at the University of Texas at Austin. Lara Ryazanova-Clarke is Head of Russian and Academic Director of the Princess Dashkova Russia Centre in the School of Literatures, Languages and Cultures at the University of Edinburgh.

Discourse, Power and Ideology

Metalanguage brings together new, original contributions on people's knowledge about language and representations of language, e.g., representations of dialects, styles, utterances, stances and goals in relation to sociolinguistic theory, sociolinguistic accounts of language variation, and accounts of linguistic usage. Drawing on a variety of data sources such as lay and linguists' metalanguage, the media, parliamentary debates, education, and retail shopping, the book comprises four sections and an integrative commentary. The main thematic parts deal with metalanguage in relation to the following issues: the theory of metalanguage, ideology, social evaluation, and stylisation. Other key themes discussed include constructionism, identity formation, in- and out-grouping, deception, discrimination, manipulation, and the increasing semiotisation of the socio-cultural landscape. Apart from the strictly linguistic concerns, some contributions focus on discourse in a broader sense examining meta-commentary construed in modalities other than language. The book follows from and complements a great tradition of the study of metalanguage, reflexivity, and metapragmatics, and offers a new, integrating perspective from various fields of sociolinguistics: perceptual dialectology, variationism, pragmatics, critical discourse analysis, and social semiotics. The broad range of theoretical issues and accessible style of writing will appeal to advanced students and researchers in sociolinguistics and in other disciplines across the social sciences and humanities including linguists, communication researchers, anthropologists, sociologists, social psychologists, critical and social theorists. The book includes chapters by Deborah Cameron, Nikolas Coupland, Dariusz Galasinski, Peter Garrett, Adam Jaworski, Tore Kristiansen, Ulrike Hanna Meinhof, Dennis Preston, Theo van Leeuwen, Kay Richardson, Itesh Sachdev, Angie Williams, and John Wilson.

Language Ideological Debates

This text considers contemporary China's language ideology and how it supports China as a rising global power player. It examines the materialization of this ideology as China's language order unfolds on two fronts, promoting Putonghua domestically and globally, alongside its economic growth and military expansion. Within the conceptual framework of language ideology and language order and using PRC policy documents, education annals, and fieldwork, this book explores how China's language ideology is related to its growing global power as well as its domestic and global outreaches. It also addresses how this ideology has been materialized as a language order in terms of institutional development and support, and what impact these choices are having on China and the world. Focusing on the relationship between language ideology and language order, the book highlights a closer and coherent linguistic association.
Language Ideology and Power: A Critical Approach to

The Native Speaker Concept

The political revolutions which established state socialism in the Soviet Union and Eastern Europe were accompanied by revolutions in the word, as the communist project implied not only remaking the world but also renaming it. As new institutions, social roles, rituals and behaviours emerged, so did language practices that designated, articulated and performed these phenomena. This book examines the use of communist language in the Stalinist and post-Stalinist periods. It goes beyond characterising this linguistic variety as crude “newspeak”, showing how official language was much more complex: the medium through which important political-ideological messages were elaborated, transmitted and also contested, revealing contradictions, discursive cleavages and performative variations. The book examines the subject comparatively across a range of East European countries besides the Soviet Union, and draws on perspectives from a range of scholarly disciplines: sociolinguistics, anthropology, literary and cultural studies, historiography, and translation studies. Petre Petrov is an Assistant Professor in the Department of Slavic Languages and Literatures at the University of Texas at Austin. Lara Ryazanova-Clarke is Head of Russian and Academic Director of the Princess Dashkova Russia Centre in the School of Literatures, Languages and Cultures at the University of Edinburgh.

Language from Below

In South Korea, English is a language of utmost importance, sought with an unprecedented zeal as an indispensable commodity in education, business, popular culture, and national policy. This book investigates how the status of English as a hegemonic language in South Korea is constructed through the mediation of language ideologies in local discourse. Adopting the framework of language ideology and its current developments, it is argued that English in Korean society is a subject of deep-rooted ambiguities, with multiple and sometimes conflicting ideologies coexisting within a tension-ridden discursive space. The complex ways in which these ideologies are reproduced, contested, and negotiated through specific metalinguistic practices across diverse sites ultimately contribute to a local realization of the global hegemony of English as an international language. Through its insightful analysis of metalinguistic discourse in language policy debates, cross-linguistic humor, television shows, and face-to-face interaction, The Local Construction of a Global Language makes an original contribution to the study of language and globalization, proposing an innovative analytic approach that bridges the gap between the investigation of large-scale global forces and the study of micro-level discourse practices.

Language Ideologies

This critical ethnographic school-based case study offers insights on the interaction between ideology and the identity development of individual English language learners in Singapore. Illustrated by case studies of the language learning experiences of five Asian immigrant students in an English-medium school in Singapore, the author examines how the immigrant students negotiated a standard English ideology and their discursive positioning over the course of the school year. Specifically, the study traces how the prevailing standard English ideology interacted in highly complex ways with their being positioned as high academic achievers to ultimately influence their learning of English. This potent combination of language ideologies and circulating ideologies created a designer student immigration complex. By framing this situation as a complex, the study problematizes the power of ideologies in shaping the trajectories and identities of language learners.
Language and Power

Language and Power is about how language works to maintain and change power relations in contemporary society, and how understanding these processes can enable people to resist and change them. Substantial changes in social life have taken place in the decade since the original publication, which have changed the nature of unequal power relations, and therefore the agenda for the critical study of language. In this second edition, Norman Fairclough brings the discussion completely up-to-date with the inclusion of a new chapter covering the 'globalisation' of power relations and the development of the internet in relation to language and power.

Language and Power Since its initial publication, English with an Accent has provoked debate and controversy within classrooms through its in-depth scrutiny of American attitudes towards language. Rosina Lippi-Green discusses the ways in which discrimination based on accent functions to support and perpetuate social structures and unequal power relations. This second edition has been reorganized and revised to include: new dedicated chapters on Latino English and Asian American English discussion questions, further reading, and suggested classroom exercises, updated examples from the classroom, the judicial system, the media, and corporate culture a discussion of the long-term implications of the Ebonics debate a brand-new companion website with a glossary of key terms and links to audio, video, and images relevant to the each chapter’s content. English with an Accent is essential reading for students with interests in attitudes and discrimination towards language.

Language, Ideology and Point of View

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The Local Construction of a Global Language

Language, Ideology and Power This Companion provides an authoritative introduction to the historical, social and stylistic complexities of modern Irish culture. It introduces Irish culture in its broadest sense and guides the reader through the cultural and theoretical debates that inform our understanding of modern Ireland. The range of topics covered by the contributors demonstrates a comprehensive understanding of Irish culture and the development of modern Ireland.
Language Ideology And Power: A Critical Approach To

Language, Power, and Ideology in Political Writing

Ideology is so powerful it makes us believe that war is rational, despite both its brutal means and its devastating ends. The power of ideology comes from its intimate relation to language: ideology recruits all semiotic modalities, but language is its engine-room. Drawing on Halliday’s linguistic theory in particular, his account of the semiotic big-bang - this book explains the latent semiotic machinery of language on which ideology depends. The book illustrates the ideological power of language through a study of perhaps the most significant and consequential of our ideologies: those that enable us to legitimate, celebrate, even venerate war, at the same time that we abhor, denounce and proscribe violence. To do so, it makes use of large multi-register corpora (including the British National Corpus), and the reporting of the 2003 invasion of Iraq by Australian, US, European, and Asian news sources. Combining detailed text analysis with corpus linguistic methods, it provides an empirical analysis showing the astonishing reach of our ideologies of war and their profoundly covert and coercive power.

Sign Language Ideologies in Practice

The topic of Language and Ideology has increasingly gained importance in the linguistic sciences. The general aim of critical linguistics is the exploration of the mechanisms of power which establish inequality, through the systematic analysis of political discourse (written or oral). This reader contains papers on a variety of topics, all related to each other through explicit discussions on the notion of ideology from an interdisciplinary approach with illustrative analyses of texts from the media, newspapers, schoolbooks, pamphlets, talkshows, speeches concerning language policy in Nazi-Germany, in Italofascism, and also policies prevalent nowadays. Among the interesting subjects studied are the jargon of the student movement of 1968, speeches of politicians, racist and sexist discourse, and the language of the green movement. Because of the enormous influence of the media nowadays, the explicit analysis of the mechanisms of manipulation, suggestion, and persuasion inherent in language or about language behaviour and strategies of discourse are of social relevance and of interest to all scholars of social sciences, to readers in all educational institutions, to analysts of political discourse, and to critical readers at large.

Language Ideology and Order in Rising China

The “native speaker” is often thought of as an ideal language user with “a complete and possibly innate competence in the language” which is perceived as being bounded and fixed to a homogeneous speech community and linked to a nation-state. Despite recent works that challenge its empirical accuracy and theoretical utility, the notion of the “native speaker” is still prevalent today. The Native Speaker Concept shifts the analytical focus from the second language acquisition processes and teaching practices to daily interactions situated in wider sociocultural and political contexts marked by increased global movements of people and multilingual situations. Using an ethnographic approach, the volume critically elucidates the political nature of (not) claiming the “native speaker” status in daily life and the ways the ideology of “native speaker” intersects and articulates, supports, subverts, or complicates various relations of dominance and regimes of standardization. The book offers cases from diverse settings, including classrooms in Japan, a coffee shop in Barcelona, secondary schools in South Africa, a backyard in Rapa Nui (Easter Island), restaurant kitchens, a high school administrator’s office, a college classroom in the United States, and the Internet. It also offers a genealogy of the notion of the “native speaker” from the time of the Roman Empire. Employing linguistic, anthropological and educational theories, the volume speaks not only to the analyses of language use and language policy, planning, and teaching, but also to the investigation of wider effects of language ideology on relations of dominance, and institutional and discursive practices.

Page 8/11
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Does a country find itself "at war" over spelling? This book focuses on a crucial juncture in the post-communist history of the Czech Republic, when an orthographic commission with a moderate reformist agenda found itself the focus of enormous public controversy. Delving back into history, Bermel explores the Czech nation's long tradition of intervention and its association with the purity of the language, and how in the twentieth century an ascendant linguistic school - Prague Functionalism - developed into a progressive but centralizing ideology whose power base was inextricably linked to the communist regime. Bermel looks closely at the reforms of the 1990s and the heated public reaction to them. On the part of language regulators, he examines the ideology that underlay the reforms and the tactics employed on all sides to gain linguistic authority, while in dissecting the public reaction, he looks both at conscious arguments marshaled in favor of and against reform and at the use, conscious and subconscious, of metaphors about language. Of interest to faculty and students working in the area of language, cultural studies, and history, especially that of transitional and post-communist states, this volume is also relevant for those with a more general interest in language planning and language reform. The book is awarded with the "The George Blazyca Prize in East European Studies 2008".

Language in the News Drawing on usage-based theory, neurocognition, and complex systems, Languaging Beyond Languages elaborates a three-part model that recognizes and accounts for linguistic heterogeneity in an attempt to move theory and description beyond linguistics ideologically based attachment to reified linguistic systems.

English with an Accent First Published in 1991. Routledge is an imprint of Taylor & Francis, an informa company.

Language Ideology, Policy and Planning in Peru This book focuses on how sign language ideologies influence, manifest in, and are challenged by communicative practices. Sign languages are minority languages using the visual-gestural and tactile modalities, whose affordances are very different from those of spoken languages using the auditory-oral modality.

Language Ideologies: Practice and Theory The Routledge Handbook of Arabic Linguistics introduces readers to the major facets of research on Arabic and of the linguistic situation in the Arabic-speaking world. The edited collection includes chapters from prominent experts on various fields of Arabic linguistics. The contributors provide overviews of the state of the art in their field and specifically focus on ideas and issues. Not simply an overview of the field, this handbook explores subjects in great depth and from multiple perspectives. In addition to the traditional areas of Arabic linguistics, the handbook covers computational approaches to Arabic, Arabic in the diaspora, neurolinguistic approaches to Arabic, and Arabic as a global language. The Routledge Handbook of Arabic Linguistics is a much-needed resource for researchers on Arabic and comparative linguistics, syntax, morphology, computational linguistics, psycholinguistics, sociolinguistics, and applied linguistics, and also for undergraduate and graduate students studying Arabic or linguistics.

The Power of Identity and Ideology in Language Learning Is it just words when a lawyer cross-examines a rape victim in the hopes of getting her to admit an interest in her attacker? Is it just words when the Supreme Court hands down a decision or when business people draw up a contract? In tackling the question of how an abstract entity exerts concrete power, Just Words focuses on what has become the
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Central issue in law and language research: what language reveals about the nature of legal power. John M. Conley, William M. O'Barr, and Robin Conley Riner show how the microdynamics of the legal process and the largest questions of justice can be fruitfully explored through the field of linguistics. Each chapter covers a language-based approach to a different area of the law, from the cross-examinations of victims and witnesses to the inequities of divorce mediation. Combining analysis of common legal events with a broad range of scholarship on language and law, Just Words seeks the reality of power in the everyday practice and application of the law. As the only study of its type, the book is the definitive treatment of the topic and will be welcomed by students and specialists alike. This third edition brings this essential text up to date with new chapters on nonverbal, or multimodal, communication in legal settings and law, language, and race.

The Vernaculars of Communism Political discourse or ideology has been extensively studied from different perspectives, including that of discourse studies. Yet, without taking into account the wider socio-historical contexts within which the object of analysis is produced, constructed and received, any analysis of political speeches per se would be superficial (Bourdieu, 1991). Subscribing to this epistemological thrust, this study is aimed at exploring the ways in which language is employed by politicians as a tool to represent their political ideologies in political discourse with special reference to the presidential debates in the course of the presidential election in the United States. This study is theoretically informed by the non-linguistic, critical discourse analysis, and political linguistic approaches to the study of language, ideology and power. By applying such methodology to the analysis of the 2004 American presidential debates between Bush and Kerry, this study identifies major discursive manifestations of ideologies of the confronting political parties (The Republican and the Democratic) and social camps (anti-terrorism and terrorism).

Metalanguage This systematic introduction to the concept of point of view in language explores the ways in which point of view intersects with and is shaped by ideology. It specifically focuses on the way in which speakers and writers linguistically encode their beliefs, interests and biases in a wide range of media. The book draws on an extensive array of linguistic theories and frameworks and each chapter includes a self-contained introduction to a particular topic in linguistics, allowing easy reference. The author uses examples from a variety of literary and non-literary text types such as, narrative fiction, advertisements and newspaper reports.

Ideology in Language Use The relationship between language and ideology has long been central to research in discourse analysis, pragmatics, sociolinguistics and linguistic anthropology, and has also informed other fields such as sociology and literary criticism. This book, by one of the world’s leading pragmatists, introduces a new framework for the study of ideology in written language, using the tools, methods and theories of pragmatics and discourse analysis. Illustrations are drawn systematically from a coherent corpus of excerpts from late nineteenth- and early twentieth-century history textbooks dealing with episodes of colonial history and in particular the 1857 ‘Indian Mutiny’. It includes the complete corpus of excerpts, allowing researchers and students to evaluate all illustrations; at the same time, it provides useful practice and training materials. The book is intended as a teaching tool in language-, discourse- and communication-oriented programs, but also for historians and social and political scientists.

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The general aim of critical linguistics is the exploration of the mechanisms of power which establish inequality, through the systematic analysis of political discourse (written or oral). This reader contains papers on a variety of topics, all related to each other through explicit discussions on the notion of ideology from an interdisciplinary approach with illustrative analyses of texts from the media, newspapers, schoolbooks, pamphlets, talk shows, speeches concerning language policy in Nazi-Germany, in Italofascism, and also policies prevalent nowadays. Among the interesting subjects studied are the jargon of the student movement of 1968, speeches of politicians, racist and sexist discourse, and the language of the green movement. Because of the enormous influence of the media nowadays, the explicit analysis of the mechanisms of “manipulation”, “suggestion”, and “persuasion” inherent in language or about language behaviour and strategies of discourse are of social relevance and of interest to all scholars of social sciences, to readers in all educational institutions, to analysts of political discourse, and to critical readers at large.

The Vernaculars of Communism Discourses of Endangerment examines the various dangers that threaten our use of language in today’s society. Using case studies that will cover a wide range of languages, it is essential reading for students interested in sociolinguistics and language endangerment.

Just Words Merges management theory with linguistics to redefine the current understanding of organizational discourse.

War and Its Ideologies “This book examines the diversification of political writings and literature. It covers various disciplines, including political literature, gender politics, identity politics, minority politics, ideologized writing, censorship, the rhetoric and aestheticism of politics, and gendered literature.”—