

Our Masters Voices The Language And Body Language Of Politics

Since antiquity, the notion of rhetoric has been associated with Aristotle, Cicero and Quintilian. Their theories are central to the understanding that, on the one hand, rhetoric can be used for persuading and convincing an audience, and on the other, for becoming an eloquent speaker. Based on this understanding, the study of rhetoric was for many years regarded by scholars as a meaningless enterprise as it was perceived as a study of linguistic ornamentation. However, in the beginning of the twentieth century, scholars regained an interest in the study of rhetoric in recognition of rhetorical skills being important for communication in modern society. Like speakers in public life, e.g. politicians, who had always acknowledged the role of rhetoric, all sorts of communicators, mediators and scholars became interested in rhetoric as a practical tool for building up texts meant for the public sphere as well as an analytical tool for the critique of public argumentation. This led to the development of new theories from New Rhetoric over Rhetorical Criticism to theories of genre and discourse, reflecting the view that rhetoric must be understood and used against the social and cultural framework in which it is embedded. The contributions of this book reflect this multi-faceted approach to rhetoric, discourse and genre through their focus upon and analysis of different institutionalised discourses. Thus, within the three sections of political, journalistic and organisational discourse, the articles discuss various discourse types and their rhetorical features, contributing to the understanding of rhetoric and discourse having significant influence on human action and interaction in society.

This socio-linguistic study throws new light on variation and the defining of register in Arabic political discourse. The research is based on three dialects (Egyptian, Iraqi and Libyan) and on political speeches delivered by Gamal Abdunnasir, Saddam Hussein and Muammar Al Gadhafi.

This book analyzes the rhetoric of speeches by major British or American politicians and shows how metaphor is used systematically to create political myths of monsters, villains and heroes. Metaphors are shown to interact with other figures of speech to communicate subliminal meanings by drawing on the unconscious emotional association of words.

The rapid development of communications technology is transforming the manner in which people communicate across time and space. In this book, the authors examine the ways in which the English language has adapted to new media.

In *Using Conversation Analysis*, David Greatbatch and Timothy Clark introduce the key elements of conversation analysis, an increasingly prominent form of business research analysis, which involves analysing audio and visual recordings of naturally occurring talk-in-interaction such as television speeches and interview exchanges, to see how meanings are constructed. Ideal for Business and Management students reading for a Master's degree, each book in the series may also serve as reference books for doctoral students and faculty members interested in the method. Part of SAGE's Mastering Business Research Methods Series, conceived and edited by Bill Lee, Mark N. K. Saunders and Vadake K. Narayanan and designed to support researchers by providing in-depth and practical guidance on using a chosen method of data collection or analysis. Watch the editors introduce the Mastering Business Research Methods series and tell you more about the first three books.

Framing the Rhetoric of a Leader

Describing Discourse

A Critical Discourse Approach

Combining critical discourse and corpus linguistics perspectives

Discourse: The Basics

Handbook of Data Analysis

The Rhetorical Road to the White House

First published in 2012. Routledge is an imprint of Taylor & Francis, an informa company.

Words and Minds takes a lively and accessible look at the evolution of language and how we use language in joint activities.

Outstanding scholars of political communication examine President Clinton's campaign--his words, texts, and the dynamics of his ability to inspire the public as "the man from Hope."

Providing an overview of domains such as study, methodologies and perspectives used in research, this text shows how discourse analysis has moved beyond its roots in literary theory to become an important approach in the study of organizations.

In the European tradition, parliaments are central political institutions that play a crucial role in the development of democratic societies. No other institution regularly offers a public arena for open deliberation and dissent, for discussing opposite points of view and for reaching compromise solutions between political adversaries. However, in spite of the growing visibility of modern parliaments, the study of parliamentary language use, interaction practices and discourse strategies has long been under-researched. Based on extensive parliamentary data, this book integrates a rich variety of innovative analytical approaches that explore the far-reaching impacts of parliamentary practices and linguistic strategies on current political action and interaction.

Individual chapters problematise and re-evaluate the discourse-shaped identities and roles of Members of Parliament, the structure and functions of parliamentary discourse genres, interpersonal behaviour and intertextual meaning co-construction in post-Communist parliaments. They offer broad cross-cultural perspectives on parliamentary discursive psychology and argumentation. The book provides essential reading for scholars and students of language and linguistics, rhetoric, political and social sciences, as well as for anyone interested in language and politics.

Close of Play

The Theoretical Importance of the Complexity of Everyday Life

President, Prince, and Cricket

Words and Minds

Qualitative Research Methods in Public Relations and Marketing Communications

Language and Humour in the Media

Humans are social animals and through conversation, written communication, symbols and

other expressions are constantly interacting with each other. 'Discourse' is an accessible and engaging introduction to the analysis of those interactions and the many forms, expressions and meanings they can take. The book draws on a range of international case studies and examples from literature, political speech, advertising and newspaper articles to address key questions such as: What is discourse? Why are there different approaches to understanding discourse? What issues affect the collection and management of discourse? How can discourse be represented?

This volume takes a critical discourse approach to the ways women's magazines contribute to the social construction of particular kinds of female body - as ideal, beautiful, ugly, overweight or engineered. Looking at the language used, it provides an insight into the experience of the female reader, and the likely impact upon her self-image.

Max Atkinson presents a neat blend of applied political psychology and communications theory that is bound to be read closely in the corridors of power. His study of the art of effective political persuasion will revolutionize - for the better - political communications in Britain.' - "Robert Worcester. Chairman, MORI (Market and Opinion Research International Ltd)"

Since its onset, the Greek crisis has given rise to an abundance of relevant text and talk. This volume offers an insider's view of the discursive manifestations of the crisis, focusing on discourses in the Greek language and by Greek social actors. The contributions investigate the diverse ways in which the crisis has been communicated to the public by domestic policymakers or debated by elite, non-elite and resistant participants. Crisis discourses are also examined in the light of the rise of neo-nationalism and the extreme Right in both Greece and Cyprus. All contributions seek to meaningfully combine critical discourse and corpus linguistics perspectives for a better understanding of the Greek crisis as a socio-economic episode and as a discourse construct. Discourse-driven quantification and corpus-driven quantification complement each other in the critical examination of textual data as diverse as official government communications, party leader speeches, newspaper articles, public assembly resolutions, song lyrics, social media commentary and terrorist proclamations.

Language and Humour in the Media provides new insights into the interface between humour studies and media discourse analysis, connecting two areas of scholarly interest that have not been studied extensively before. The volume adopts a multi-disciplinary approach, concentrating on the various roles humour plays in print and audiovisual media, the forms it takes, the purposes it serves, the butts it targets, the implications it carries and the differences it may assume across cultures. The phenomena described range from conversational humour, canned jokes and wordplay to humour in translation and news satire. The individual studies draw their material for analysis from traditional print and broadcast media, such as magazines, sitcoms, films and spoof news, as well as electronic and internet-based media, such as emails, listserv messages, live blogs and online news. The volume will be of primary interest to a wide range of researchers in the fields of discourse analysis, sociolinguistics, intercultural studies, pragmatics, communication studies, and rhetoric but it will also appeal to scholars in the areas of media studies, psychology and crosscultural communication.

Discursive Psychology

Bill Clinton on Stump, State, and Stage

A Practical Guide to Discourse Analysis

Linguistic Inquiries into Donald Trump's Language

The Persuasive Power of Metaphor

European Parliaments Under Scrutiny

Persuasion in Society

Originally published in 1990. Each of the 12 chapters in this book build upon an approach to the analysis of spoken and written texts that is centred upon the recipient rather than the producer, for the abilities of listeners and readers deserve much attention. This book should be of interest to students and lecturers of linguistics, literary studies, English, education, communication studies and psychology.

Why do recordings of speakers engaging in reported speech at British Prime Minister's Questions from the 1970s-80s sound so distant to us?

This cutting-edge study explores how the practices of quoting have changed at parliamentary question time in light of changing conventions and an evolving media landscape. Comparing data from authentic audio and video recordings from 1978-1988 and 2003-2013, it provides evidence for qualitative and quantitative changes at the micro level (e.g., grammaticalisation processes in the reporting clause) and in more global structures (e.g., rhetorical patterns, and activities). These analytic findings contribute to the theoretical modelling of evidentiality in English, our understanding of constructions, interaction, and change, and of PMQs as an evolving community of practice. One of the first large-scale studies of recent change in an interactional genre of English, this ground-breaking monograph offers a framework for a diachronic interactional sociolinguistic research programme.

The volume considers politics as cooperative group action and takes the position that forms of government can be posited on a continuum with endpoints where governance is shared, and where hegemony dictates, ranging from politics as interaction to politics as imposition. Similarly, dialogue and dialogic action can be superimposed on the same continuum lying between truly collaborative where co-participants exchange

ideas in a cooperative manner and dominated by an absolute position where dialogue proceeds along prescribed paths. The chapters address the continuum between these endpoints and present illuminating and persuasive analyses of dialogue in politics, covering motions of support, the relationship between politics and the press, interviews, debates, discussion forums and multimodal media analyses across different discourse domains and different cultural contexts from Africa to the Middle East, and from the United States to Europe.

This book addresses various aspects of acoustic–phonetic analysis, including voice quality and fundamental frequency, and the effects of speech fluency and non-native accents, by examining read speech, public speech, and conversations. Voice is a sexually dimorphic trait that can convey important biological and social information about the speaker, and empirical findings suggest that voice characteristics and preferences play an important role in both intra- and intersexual selection, such as competition and mating, and social evaluation. Discussing evaluation criteria like physical attractiveness, pleasantness, likability, and even persuasiveness and charisma, the book bridges the gap between social and biological views on voice attractiveness. It presents conceptual, methodological and empirical work applying methods such as passive listening tests, psychoacoustic rating experiments, and crowd-sourced and interactive scenarios and highlights the diversity not only of the methods used when studying voice attractiveness, but also of the domains investigated, such as politicians' speech, experimental speed dating, speech synthesis, vocal pathology, and voice preferences in human interactions as well as in human–computer and human–robot interactions. By doing so, it identifies widespread and complementary approaches and establishes common ground for further research.

Featuring contributions by leading specialists in the field, the volume is a survey of cutting edge research in genres in political discourse. Since, as is demonstrated, “political genres” reveal many of the problems pertaining to the analysis of communicative genres in general, it is also a state-of-the-art addition to contemporary genre theory. The book offers new methodological, theoretical and empirical insights in both the long-established genres (speeches, interviews, policy documents, etc.), and the modern, rapidly-evolving generic forms, such as online political ads or weblogs. The chapters, which engage in timely issues of genre mediatization, hybridity, multimodality, and the mixing of discursive styles, come from a broad range of perspectives spanning Critical Discourse Studies, pragmatics, cognitive psychology, sociolinguistics, applied linguistics and media studies. As such, they constitute essential reading for anyone seeking an interdisciplinary yet coherent research agenda within the vast and complex territory of today's forms of political communication.

Exploring Language and Linguistics

Greece in Crisis

How We Use Language to Think Together

Communication Yearbook 11

Oratory in Action

Words and Processes in Mambila Kinship

Knowledge, Competence and Communication

Online Consumer Psychology addresses many of the issues created by the Internet and goes beyond the topic of advertising and the Web to include topics such as customization, site design, word of mouth processes, and the study of consumer decision making while online. The theories and research methods help provide greater insight into the processes underlying consumer behavior in online environments. Broken into six sections, this book: focuses on community and looks at the Internet's ability to bring like-minded individuals from around the world into one forum; examines issues related to advertising, specifically click-through rates and advertising content placed within gaming online and wireless networks; provides readers with reasons why consumers customize products and the benefits of customization; discusses the psychological effects of site design; asks the question of whether the Internet empowers consumers to make better decisions; and discusses research tools that can be used online.

Words and Processes in Mambila Kinship presents a set of studies of the way that Mambila speakers in Cameroon talk about themselves and their kin. Author David Zeitlyn employs conversational analytic methods to further the study of kinship terminologies. This book takes an important step toward a new synthesis between the practice of ethnography and the study of language while presenting African natural language data (still rare in mainstream linguistics) in an accessible format.

Everything you need to know to become a first class business trainer, from working out how people learn, to finding out if you can be a trainer, through to showing you the tools and models that will allow you to be a successful educator and teacher. The Financial Times Guide to Business Training shows you how to develop, design and deliver outstanding business training. Written by two of the UK 's leading business trainers and based on extensive research into what the best trainers say and do, this book: · Is a single reference for anyone involved in business training whether you are newly qualified or experienced, a freelance trainer or already embedded in learning and development departments · Provides a comprehensive resource of ideas, tools and approaches · Will help you improve the quality of all aspects of your training needs, including analysis, planning and delivery · Reveals the secrets of outstanding business training so that you can improve your reputation and results · Answers commonly asked questions · Offers support on your training journey via www.ftguidetobusinesstraining.com

A fundamental book for social researchers. It provides a first-class, reliable guide to the basic issues in data analysis.

Scholars and students can turn to it for teaching and applied needs with confidence.

Our Masters' Voices The Language and Body Language of Politics Psychology Press

Chomsky, Freire, Searle, and Communicative Language Teaching

Cross-cultural perspectives

Hearer Creativity and the Analysis of Spoken and Written Texts

Theory and practice

Political Discourse in the Media

FT Guide to Business Training

Quoting in Parliamentary Question Time

From an abundance of intensifiers to frequent repetition and parallelisms, Donald Trump's idiolect is highly distinctive from that of other politicians and previous Presidents of the

United States. Combining quantitative and qualitative analyses, this book identifies the characteristic features of Trump's language and argues that his speech style, often sensationalized by the media, differs from the usual political rhetoric on more levels than is immediately apparent. Chapters examine Trump's tweets, inaugural address, political speeches, interviews, and presidential debates, revealing populist language traits that establish his idiolect as a direct reflection of changing social and political norms. The authors scrutinize Trump's conspicuous use of nicknames, the definite article, and conceptual metaphors as strategies of othering and antagonising his opponents. They further shed light on Trump's fake news agenda and his mutation of the conventional political apology which are strategically implemented for a political purpose. Drawing on methods from corpus linguistics, conversation analysis, and critical discourse analysis, this book provides a multifaceted investigation of Trump's language use and addresses essential questions about Trump as a political phenomenon.

For anyone approaching Discourse Analysis for the first time, theory means little when it is not related to actual knowledge and experience of language in use. Describing Discourse takes the unique approach of introducing discourse studies through the hands-on analysis of linguistic data. The book introduces students to specific discourses constructed for particular purposes, for example, from the domains of advertising, law, medicine and education. Each chapter provides examples, exercises and commentary designed to develop the analytical abilities needed in describing the characteristic forms and typical functions of different discourses. Describing Discourse provides the ideal entry into the study of discourse for students new to the subject.

The Communication Yearbook annuals originally published between 1977 and 2009 publish diverse, state-of-the-discipline literature reviews that advance knowledge and understanding of communication systems, processes, and impacts across the discipline. Topics dealt with include Communication as Process, Research Methodology in Communication, Communication Effects, Taxonomy of Communication and European Communication Theory, Information Systems Division, Mass Communication Research, Mapping the Domain of Intercultural Communication, Public Relations, Feminist Scholarship, Communication Law and Policy, Visual Communication, Communication and Cross-Sex Friendships Across the Life Cycle, Television Programming and Sex Stereotyping, InterCultural Communication Training, Leadership and Relationships, Media Performance Assessment, Cognitive Approaches to Communication. This book deals with the construction of diverse forms of humor in everyday oral, written, and mediated interactions. It sheds light on the differences and, most importantly, the similarities in the production of interactional humor in face-to-face and various technology-mediated forms of communication, including scripted and non-scripted situations. The chapters analyze humor-related issues in such genres as spontaneous conversations, broadcast dialogues, storytelling, media blogs, bilingual conversations, stand-up comedy, TV documentaries, drama series, family sitcoms, Facebook posts, and internet memes. The individual authors trace how speakers collaboratively circulate, reconstruct, and (re)frame either personal or public accounts of reality, aiming -among other things- to produce and/or reproduce humor. Rather than being "finished" products with a "single" interpretation, humorous texts are thus approached as dynamic communicative events that give rise to diverse interpretations and meanings. The book draws on a variety of up-to-date approaches and methodologies, and will appeal to scholars in discourse analysis, conversation analysis, interactional sociolinguistics, pragmatics, ethnography of communication, and social semiotics.

Most people have to communicate with colleagues every day and persuade them to understand their opinions or to accept their views. This handbook is intended for anyone who is interested in such goal-oriented language. It extracts 300 persuasive tactics from research findings in communication, linguistics, pragmatics and related fields, and presents them in a clear, concise and consistent manner. Such tactics as analogy, argument presentation, humour and metaphor are included. Each tactic is presented on a separate page with an analysis of its persuasive value. Two indexes - one by persuasive need and the other by tactic - allow readers full flexibility to use the handbook in their own way. This work should be of interest in courses which deal with the management of interaction, pragmatics, discourse analysis and communications.

**The SAGE Handbook of Organizational Discourse
The Language and Body Language of Politics
Rhetorical Aspects of Discourses in Present-Day Society
New Texts, New Identities
Voice Attractiveness
Politicians and Rhetoric**

Aspects of Language Variation in Arabic Political Speech-Making

This accessible text introduces the key elements of a discursive approach to psychology. This focuses on how discourse - naturally occurring talk and text - can be studied and understood as the "accomplishment of social action." Building on discourse analysis, the authors present an integrated discursive action model which leads to a radical reworking of some of psychology's most central concepts - language, cognition, truth, knowledge and reality. The implications of a discursive perspective for such topics are explored alongside a sustained argument against the perceptual-cognitivist emphasis that currently dominates psychology. A particular theme is the reconceptualization of memory and attribution. The authors examine the communicative and interactional work performed when individuals, with interests, describe and explain past events, construct factual reports and attribute mental states. They draw on a wide range of empirical materials to demonstrate the methods and analysis underpinning their approach. Reframing fundamental issues of language and mind as social practices realized in discourse, Discursive Psychology offers a profound challenge to existing orthodoxies while also establishing an exciting new agenda in the social and human sciences.

This book examines the power and possibilities of public speaking, ranging from the oratory of the Athenian law courts to the political oratory of New Labour. A distinctive feature of the book is its conception of the orator as a performer and practitioner, and of oratory itself as a form of action. Historically, the power of eloquence to rouse and influence an audience made the orator a controversial figure whose rhetorical skills provoked suspicion and awe in almost equal measure. These essays show how orators exploit those skills in their attempts to shape the external world of opinion and fact. They also show how the speech itself may be considered as a linguistic event or "way of happening" which seeks to bind the orator and the audience in prized moments of connection.

Offers a wide-ranging overview of the issues and research approaches in the diverse field of applied linguistics Applied linguistics is an interdisciplinary field that identifies, examines, and seeks solutions to real-life language-related issues. Such issues often occur in situations of language contact and technological innovation, where language problems can range from explaining misunderstandings in face-to-face oral conversation to designing automated speech recognition systems for business. The Concise Encyclopedia of Applied Linguistics includes entries on the fundamentals of the discipline, introducing readers to the concepts, research, and methods used by applied linguists working in the field. This succinct, reader-friendly volume offers a collection of entries on a range of language problems and the analytic approaches used to address them. This abridged reference work has been compiled from the most-accessed entries from The Encyclopedia of Applied Linguistics (www.encyclopediaofappliedlinguistics.com), the more extensive volume which is available in print and digital format in 1000 libraries spanning 50 countries worldwide. Alphabetically-organized and updated entries help readers gain an understanding of the essentials of the field with entries on topics such as multilingualism, language policy and planning, language assessment and testing, translation and interpreting, and many others. Accessible for readers who are new to applied linguistics, The Concise Encyclopedia of Applied Linguistics: Includes entries written by experts in a broad range of areas within applied linguistics Explains the theory and research approaches used in the field for analysis of language, language use, and contexts of language use Demonstrates the connections among theory, research, and practice in the study of language issues Provides a perfect starting point for pursuing essential topics in applied linguistics Designed to offer readers an introduction to the range of topics and approaches within the field, The Concise Encyclopedia of Applied Linguistics is ideal for new students of applied linguistics and for researchers in the field.

Presents a systematic assessment of Chomsky's, Freire's, and Searle's theories of knowledge and their educational relevance. Based on a selection of 30 election campaign speeches during Obama's first run for the American presidency in 2008, this book investigates the Democratic presidential candidate's much celebrated rhetoric from a cognitive semantics point of view.

A Practical Language Guide

Our Masters' Voices

The Routledge Handbook of Language and Humor

From 'Fake News' to 'Tremendous Success'

Reception and Response

An Analysis of Obama's Election Campaign Speeches

Discourse Strategies and Interaction Practices

The Routledge Handbook of Language and Humor presents the first ever comprehensive, in-depth treatment of all the sub-fields of the linguistics of humor, broadly conceived as the intersection of the study of language and humor. The reader will find a thorough historical, terminological, and theoretical introduction to the field, as well as detailed treatments of the various approaches to language and humor.

Deliberately comprehensive and wide-ranging, the handbook includes chapter-long treatments on the traditional topics covered by language and humor (e.g., teasing, laughter, irony, psycholinguistics, discourse analysis, the major linguistic theories of humor, translation) but also cutting-edge treatments of internet humor, cognitive linguistics, relevance theoretic, and corpus-assisted models of language and humor.

Some chapters, such as the variationist sociolinguistics, stylistics, and politeness are the first-ever syntheses of that particular subfield.

Clusters of related chapters, such as conversation analysis, discourse analysis and corpus-assisted analysis allow multiple perspectives on complex trans-disciplinary phenomena. This handbook is an indispensable reference work for all researchers interested in the interplay of language and humor, within linguistics, broadly conceived, but also in neighboring disciplines such as literary studies, psychology, sociology, anthropology, etc. The authors are among the most distinguished scholars in their fields.

This book departs from the premise that political discourse is intrinsically connected with media discourse, as shaped by its cultural and transcultural characteristics. It presents a collection of papers which examine political discourse in the media from a cross-culturally comparative perspective in Arab, Dutch, British, Finnish, Flemish, French, German, Israeli, Swedish, US-American and international contexts. By using different theoretical frameworks, such as conversation analysis, discourse analysis, pragmatics and systemic functional linguistics, the papers reflect current moves in political discourse analysis to cross-disciplinary and methodological boundaries by integrating semiotics, particularly multimodality, cognition, context, genre and recipient design.

*In this allegorical excursion, William Walcott explores the intersections between United States politics and the game of cricket in a book reminiscent of C. L. R. James's classic *Beyond a Boundary*. In *Close of Play*, Walcott highlights the careers of former US president Barack Obama and the Trinidadian cricket and cultural phenom Brian Lara-one of the greatest batsmen of all time, who Obama once called "the Michael Jordan of cricket." Readers are invited to explore the parallel poetics of politics and sport through the life and words of these luminaries, both of whom promised to deliver far-reaching social change yet found themselves "on the back foot." In his analysis, Walcott delves into matters of Caribbean and American identity, political leadership, oratory, and the blending of cricket vocabulary into political commentary. He also challenges us to understand the sociological links between international sport, socio-economic inequality, and racial politics. This book is a fascinating journey into the world of global sociopolitical life and the curiosities of language embedded in cricket and political play, both of which constitute enormous sectors within a multibillion dollar "sticky wicket" of transnational capitalism.*

Persuasion in Society, Third Edition introduces readers to the rich tapestry of persuasive technique and scholarship, interweaving rhetorical, critical theory, and social science traditions. This text examines current and classical theory through the lens of contemporary culture, encouraging readers to explore the nature of persuasion and to understand its impact in their lives. Employing a contemporary approach, authors Jean G. Jones and Herbert W. Simons draw from popular culture, mass media, and social media to help readers become informed creators and consumers of persuasive messages. This introductory persuasion text offers: A broad-based approach to the scope of persuasion, expanding students' understanding of what persuasion is and how it is effected. Insights on the diversity of persuasion in action, through such contexts as advertising, marketing, political campaigns, activism and social movements, and negotiation in social conflicts. The inclusion of "sender" and "receiver" perspectives, enhancing understanding of persuasion in practice. Extended treatment of the ethics of persuasion, featuring opposing views on handling controversial issues in the college classroom for enhanced instruction. Case studies showing how and why people fall for persuasive messages, demonstrating how persuasion works at a cognitive level. Discussion questions, exercises, and key terms for very nearly every chapter. The core of this book is that persuasion is about winning beliefs and not arguments and that communicators who want to win that belief need to communicate with their audiences. This new edition of *Persuasion in Society* continues to bring this core message to readers with updated case studies, examples, and sources.

A practical, highly accessible guide for novice researchers conducting qualitative research in public relations and marketing communications, this book guides the reader through all aspects of the research process.

Using Conversation Analysis for Business and Management Students

Exploring Recent Change

Textual Construction of the Female Body

Creating and negotiating humor in everyday encounters

Understanding and Influencing Consumer Behavior in the Virtual World

Communication Yearbooks Vols 6-33 Set

The Dynamics of Interactional Humor

Exploring Language and Linguistics considers the key concepts of linguistics and the application of these concepts to real-world settings. The first eight chapters cover the standard topics of introduction to linguistics courses, while subsequent chapters introduce students to applied topics such as media discourse, literary linguistics and psycholinguistics. Each chapter has been written by a subject expert and experienced teacher, ensuring that the text is both up-to-date and clearly presented. Numerous learning features provide extensive student support: exercises allow students to review their understanding of key topics; summaries encourage students to reflect on the main points of each chapter; figures, photos, tables and charts clarify complex topics; and annotated suggestions for further reading point students to resources for self-study. A companion website, with 170 self-test questions, suggested group exercises, audio files and links to additional web resources, completes the learning package.

Online Consumer Psychology

A Handbook of Persuasive Tactics

The Concise Encyclopedia of Applied Linguistics

Redesigning English

Analyzing Genres in Political Communication

Studies on Sexy, Likable, and Charismatic Speakers

Dialogue in Politics