



Language and Power (Paperback)

By Gary Ives, Raj Rana

CAMBRIDGE UNIVERSITY PRESS, United Kingdom, 2018. Paperback. Condition: New. Language: English . Brand New Book. Essential study guides for the future linguist. Language and Power is an introduction to how English is used to influence, persuade and position us within hierarchies. It is suitable for students at advanced level and beyond. Written with input from the Cambridge English Corpus, it looks at the linguistic techniques in situations where language is used to exert influence, exploring how contexts affect the language we use. Short activities help explain analysis methods, guiding students through major modern issues and concepts. It summarises key concerns and modern findings, while providing inspiration for language investigations and non-examined assessments (NEAs) with research suggestions.



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