



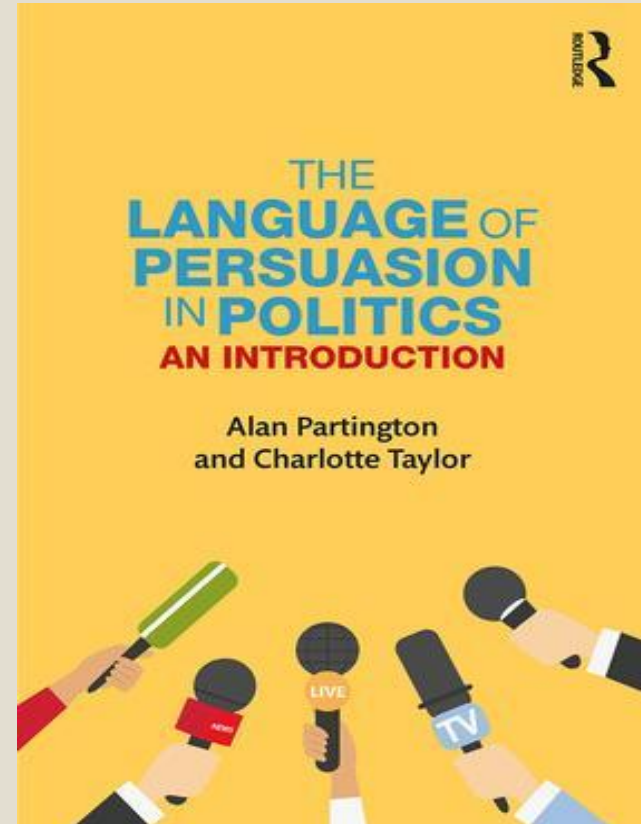
# TEXTBOOKS for Specific English

2

2000



2018

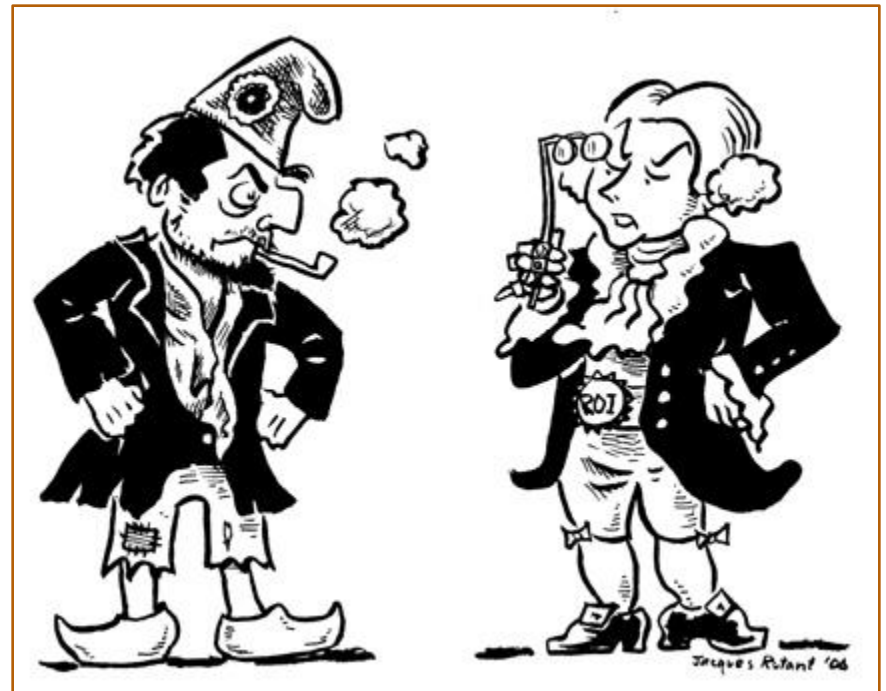


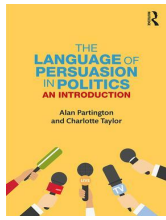
# Unit 1

3



# Where do they stand?





# How to approach the connection between **LANGUAGE & POLITICS**



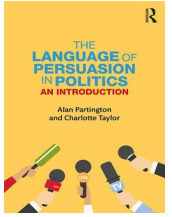
4

To look at political language as a form of ***rhetoric***, to see how politicians seek to persuade their audiences. The art of persuasion of the masses via the mass media and achieved through the **SKILFUL USE OF LANGUAGE**.

To apply aspects of **discourse analysis** to political data: looking at typical structures within political language and seeing how politicians show ideological stances through their language choices.

A. Beard, Language and Politics, in *Encyclopedia of Political Communication*, 2008, pp. 391-395.

# Language as power: the power of persuasion



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## LANGUAGE:

a principal means of **achieving** and **exercising**  
**power**

in modern pluralistic democratic societies

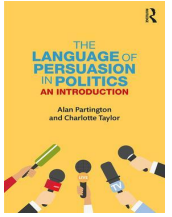
(focus on the English-speaking world)

(pluralistic: one where several competing voices can be heard in the public sphere)

*“any political action is prepared, accompanied,  
controlled and influenced by language”*

(Schäffner 1997:1)

# Political actions involving language

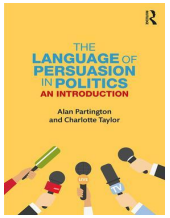


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It is difficult to think to any political action which does not involve using **language**:

- political speeches
- newspaper editorials
- press conferences
- Cabinet meetings
- Acts of Parliament
- blogs, interviews, debates, press briefings, slogans, tweets...

# Political actions involving language



7

Which political actions or events involve **spoken language**?

peace treaty

Cabinet meeting

political interview

writing of drafts

election poster

blog article

TV debate

Which political actions or events involve **written language**?

Parliamentary debate

newspaper article

tweets

Which involve both?

written Law

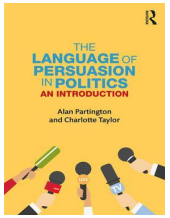
party manifesto

transcription of debates

trade negotiations

electoral campaigns

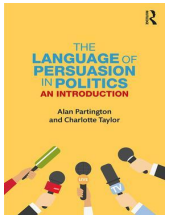
# Evaluation: What's good and what's bad



8

- **Evaluative language:** expresses the opinion, attitude and point of view of a speaker/writer
- Evaluation: *“the indication of whether the speaker thinks that something is good or bad”*
- Persuaders uses evaluative language to try to convince their audience that their own opinions are good, alternative ones are not good, that their proposals are worthy and logical, those of their opponents illogical or dangerous, that they are honest and trustworthy and the others are not.

# Evaluation: grammatical, textual, lexical



9

- **Grammatical evaluation:** comparatives; transitivity (agency: who does what to whom and how) to express evaluation of responsibility, to praise or to blame;
- **Textual evaluation:** particular positioning or ordering of blocks of language in certain places in a text;
- **Lexical evaluation:** evaluation is in the lexis, the words and phrases the speaker uses: **content words** and **evaluative adjectives**.

# Denotation v Connotation

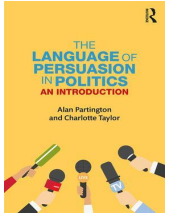


10

## WORD

- DENOTATION** ⇨ Referential meaning, the most direct or specific meaning of a word or expression, literal meaning of a word, the “dictionary definition”.
- CONNOTATION** ⇨ Refers to the level of meaning based on associations we attach to words, associations or the emotional suggestions/evocations related to that word. An idea that is implied or suggested.

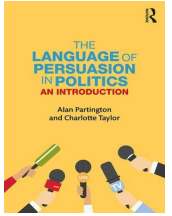
# Denotation v Connotation



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- There are many ways of saying the same thing and speakers/writers can choose one among these many potential ways. The **choice of vocabulary** that a speaker/writer makes tells us a great deal about how **they evaluate the topic in question**, a great deal about **their opinions and/or intentions**.
- **Denotation:** the definition we might find in a dictionary
- **Connotations:** the evaluative associations

# Denotation v Connotation



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## OLD ITEMS FOR SALE

used  
second-hand  
pre-loved  
vintage  
antique

## A POLITICIAN

obstinate  
stubborn  
firm  
decisive  
resolute  
pig-headed

## POLITICAL AND CIVIL UNREST IN NORTH AFRICA AND THE MIDDLE EAST

The Arab revolts  
The Arab uprisings  
The Arab Spring  
The Arab Awakening

# Politician (1)



13

- *“A practitioner of the art of politics, essential to the working of human society but frequently despised by those outside the political arena; indeed the word is sometimes a term of abuse”*  
(Brewer’s dictionary of politics)
- **To despise:** to regard as worthless, bad or without qualities; feel extreme dislike or disrespect for
- **A TERM OF ABUSE:** insult to say unkind, cruel or rude things to s.o. or about s.o.

# Politician (2)



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## “politician”



### DENOTATION

- 1) a person practically engaged in running a country
- 2) practitioner of the art of politics
- 3) a leader engaged in civil administration
- 4) a person active in party politics



### (NEGATIVE) CONNOTATIONS

- 1) an individual who is involved in influencing public decision making
- 2) a schemer who tries to gain advantage in an organization in sly or underhand ways
- 3) one who seeks personal or partisan gain, often by scheming and manoeuvring
- 4) sinister, devious figure

# Definitions

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- **SCHEMER**: one who makes dishonest plans, one who plots
- **TO SCHEME**: to make clever, dishonest plans
- **SLY**: dishonest, deceiving, smart, devious . Ex. *As sly as a fox*
- **UNDERHAND**: dishonest, secretly dishonest. Ex. *in a underhand manner* (person, behaviour, method)
- **TO MANOUVRE**: to do something in order to get an advantage, to gain a profit
- **SINISTER, DEVIOUS FIGURE**: not completely honest, evil, threatening

# Statesman

16



**“statesman”**

or stateswoman or statesperson



## **DENOTATION**

- 1) practitioner of the art of politics
- 2) a person practically engaged in running a country
- 3) a politician or other notable public figure who has had a long and respectable career in politics
- 4) senior political figure



## **(POSITIVE) CONNOTATIONS**

- 1) wisdom, vision, dignity
- 2) one who has the quality of leadership that brings people together, caring for others and for the whole
- 3) Mahatma Gandhi, Martin Luther King, Nelson Mandela



*"A statesman is a politician  
who places himself  
at the service of the nation.*

*A politician is a statesman  
who places the nation  
at his service"*

[Georges Pompidou, 1960s]

# POLITICAL LABELS



18

- *What you are called, what you call yourself, what you call your policies, what you call your enemies are a vital part of the political process. Many political labels carry either positive or negative connotations.*

A. Beard, Language and Politics, in *Encyclopedia of Political Communication*, 2008, pp. 391-395.

# Connotation and Denotation: Political labels



19



## Margaret Thatcher The Iron Lady



### DISAPPROVING/OPPOSING

- narrow
- inflexible
- intransigent

### APPROVING/FAVOURABLE

- tough
- decisive
- resolute

Political labels for policies:  
**Reaganomics, Thatcherite, Blairite**

## DISAPPROVING/OPPOSING

• **narrow**: narrow minded,  
lacking tolerance or flexibility

• **inflexible**: stubborn, unmoving

• **intransigent**: uncompromising

## APPROVING/FAVOURABLE

• **tough**: strong

• **decisive**: person who makes  
strong decisions, forceful

• **resolute**: determined

# Political labels for policies and political ideologies

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- **Liberalism**
- **Conservatism**
- **Fascism**
- **Populism**
- **Socialism**
- **Berlusconism**
- **Communism**
- **Anti-communism**
- **Trumpism**
- **Nationalism**



*Populism is rising  
around the world*

# Populism

22

[Populism's] core consists of four distinct but interrelated concepts:

- The existence of two homogeneous units of analysis: 'the people' and 'the elite'.
- The antagonistic relationship between the people and the elite.
- The idea of popular sovereignty.
- The positive valorisation of 'the people' and denigration of 'the elite'.

*(Stanley, Ben 2008. "The Thin Ideology of Populism". Journal of Political Ideologies. 13 (1): 95–110)*

## Obamaism

America is the source of world problems  
America must be brought down  
America must make amends to the world  
America has stolen from the world  
High taxes help the poor  
Gave taxpayer money to Wall Street  
People should not have dangerous guns  
Government must rule the masses  
White people are racists  
White men are privileged  
Rightwing Christians are Nazis  
Republicans are the KKK  
Good ol' boys became Republicans  
Trump stole the election  
Trump colluded with Russia to steal the election  
Trump's wall is racist  
Trump sexually abuses women  
Democrats are champions of women's rights  
Democrats are care about brown people  
Democrats are for the working man  
Gay men have rights to women's restrooms

## Trumpism

America is the solution to problems  
America must be made great  
America must lead the world  
America has made the world prosper  
High taxes take away jobs  
Lower taxes for all  
People need guns for protection  
Government must serve the people  
Anyone can be racist  
Anyone can be privileged  
All Nazis are leftist socialists  
The KKK is still Democrats  
Republicans moved south  
Democrats awoke to Obama's scam declining America  
There was no Russian collusion or possible foreign tampering  
Stopping foreign invaders has nothing to do with racism  
Trump treats women right and all who know him love him  
Democrats are exposed as serial molesters of women  
Democrats keep brown people poor and dependent  
Democrats are importing cheap labor to replace citizens  
Men and women are opposite sexes

# Politics... a family of words

24



- **root: Classical Greek *polis* = city, citizen, civic**
- concerned with people and the lives they lead in organised communities
- Plato: politics is “*nothing but corruption*”
- George Orwell in *Politics and the English Language* (1946): “*All issues are political issues*” and “*politics itself is a mass of lies, evasions, folly, hatred and schizophrenia*”

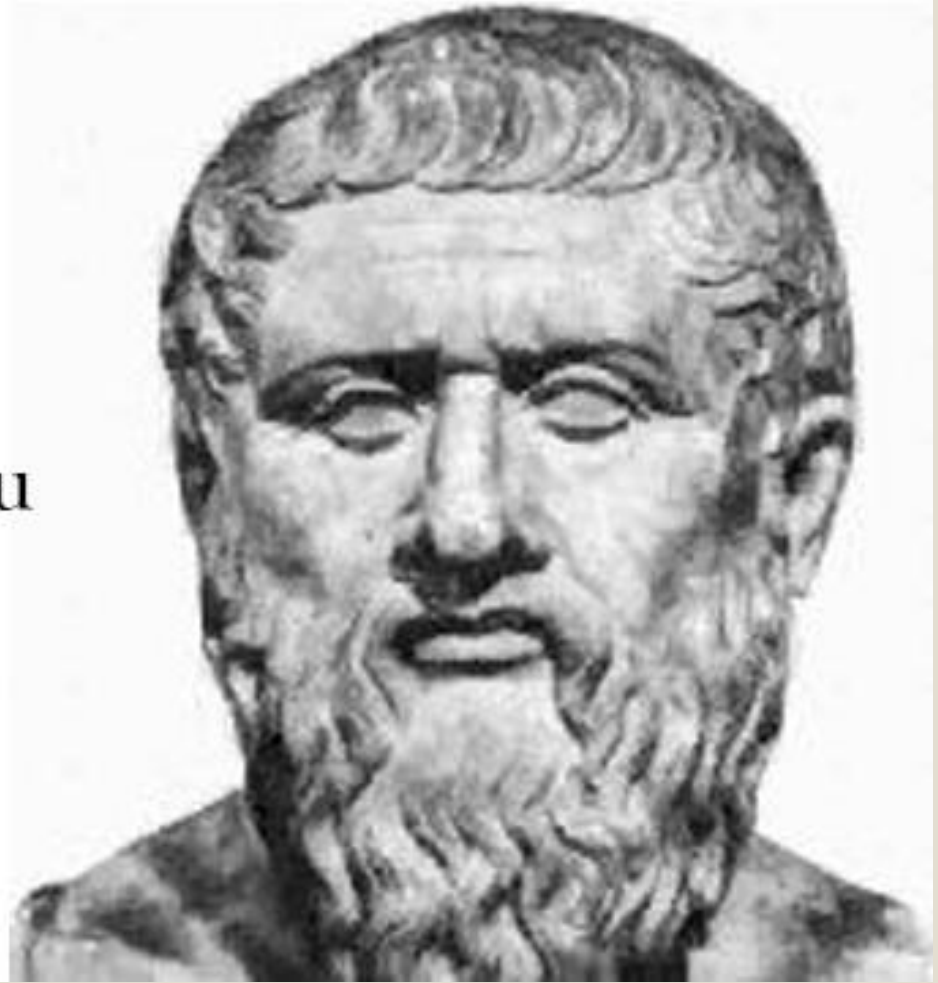
# Plato

25



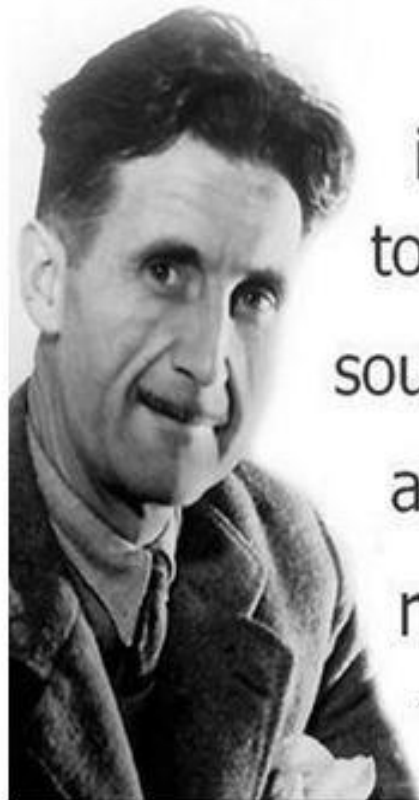
One of the penalties for refusing to participate in politics, is that you end up being governed by your inferiors.

*Plato*



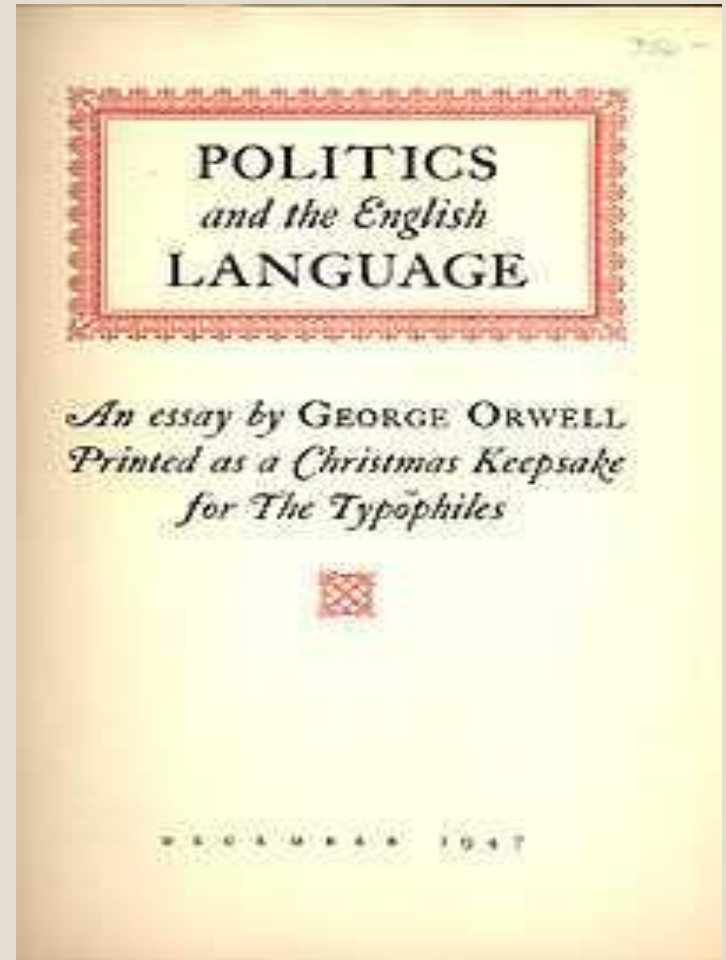
# George Orwell

26



**Political  
language  
is designed  
to make Lies  
sound Truthful  
and Murder  
respectable**

- George Orwell,



# A family of words: Match the definitions

politic

27 course or method of action, guidelines; a plan of action adopted by an individual or social group

political

social relations involving authority or power; art or science of government

politics

the form of government of a social organization

politicise

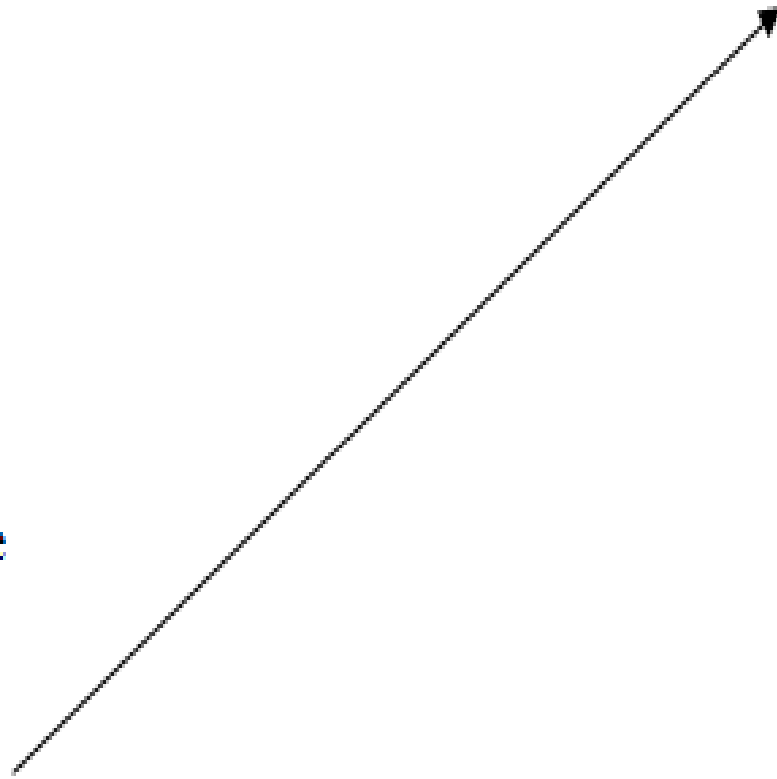
relating to the state or its government; pertaining to politics, concerned with politics

policy

give a political character to something

polity

diplomatic, marked by artful prudence, expedience



# Code

28



Politics has its own **code**:

a language variety of a specific group

VOCABULARY, GRAMMAR AND DISCOURSE:  
specific features of various political activities

Idea of a **battleground of party politics**:

NEGATIVE CONNOTATION,

it also creates keywords for

**POLITICAL ALIGNMENT OF PARTIES**

# right-wingers ↔ left-wingers

29

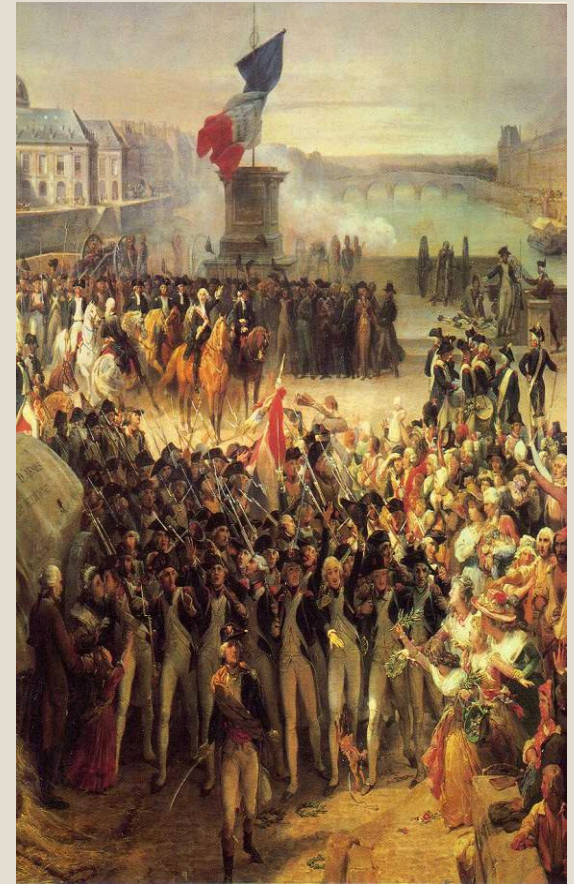
Right and Left cannot be described neutrally, without connotations.

during the French Revolution (1789–1799)

**LEFT** ⇒ those who opposed the King's policies

**RIGHT** ⇒ those who supported the King's policies

**CENTRE** ⇒ somewhere in between



# The left-right spectrum



30

There are many gradations of right, left and centre. Match the definitions.

<b>a) EXTREME</b>	<b>1) one who is not extreme in his opinions or views, conservative, temperate person, without strong convictions or beliefs</b>
<b>b) MODERATE</b>	<b>2) of the greatest possible degree or extent or intensity, excessive</b>
<b>c) RADICAL</b>	<b>3) having extreme political views</b>

**left-of-centre, right-of-centre, radical centre, radical middle, radical centrism, radically moderate, far left (aka the extreme left), centre left, radical left (synonym for the “farthest left”), radical right, far right (or extreme right), centre right**

# Wet and Dry

31



As **political groupings** emerge, **new words** are used to describe them.

- **“Wet” and “Dry”: Metaphor of liquid**

In the 1980s the Conservative party ruled Britain. Those in the party who did not support Thatcher’s policies: **“wets”** (term of abuse, in public schools, those who lack courage).

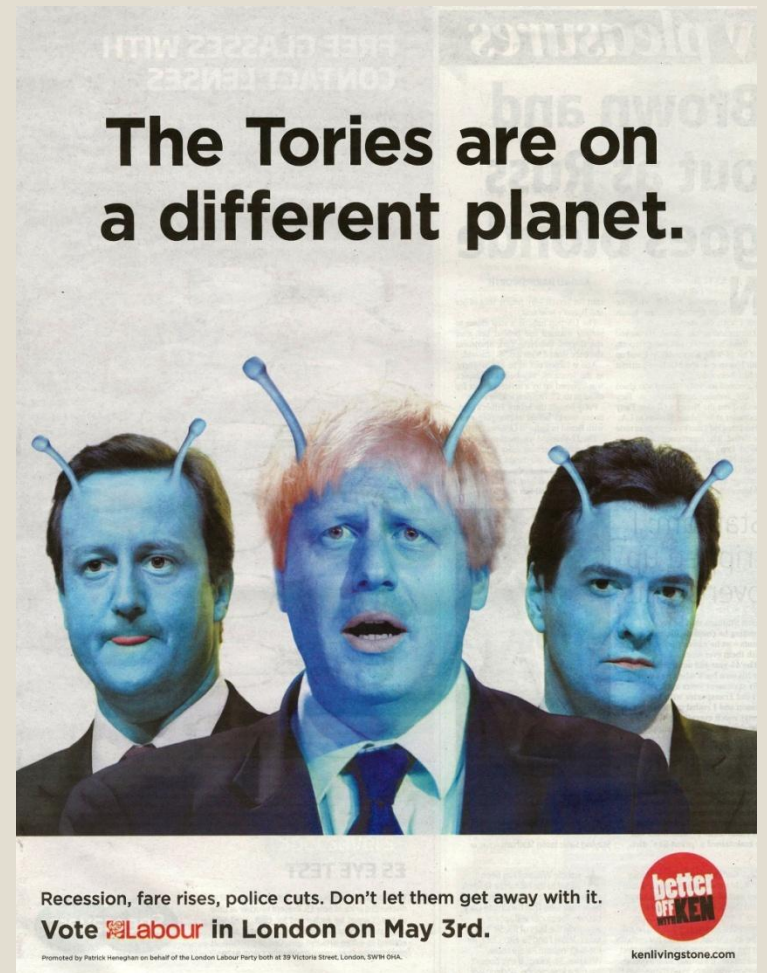
Mrs Thatcher’s supporters: started to call themselves **“dries”**.

Then the term **“wets”** became established and lost its negativity.

# Tory

32

The word “**Tory**” was originally used by English settlers in Ireland to refer to the Irish who were attacking them (Irish robbers); then it was used as a term of abuse when applied to a group of British politicians in the 18<sup>th</sup> century; eventually it became the official name of the Conservative party.



**The Tories are on a different planet.**

Recession, fare rises, police cuts. Don't let them get away with it.  
Vote **Labour** in London on May 3rd.

**better off**

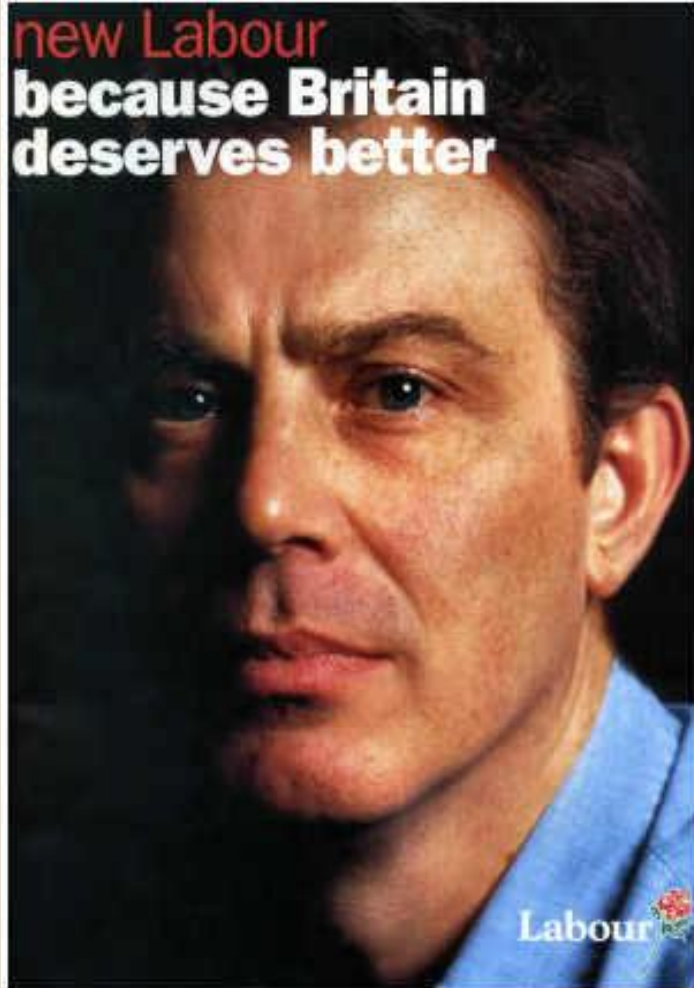
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# “Hard Left” and “Soft left”



33



## Metaphor of solidity

- In the Labour party, radical members belonged to the “hard left”; the less radical were called “soft left”.
- In 1997 the new leaders of the Labour party coined the term “New Labour” to describe the new policies.
- New Labour v Old Labour

# Where do you stand?

34



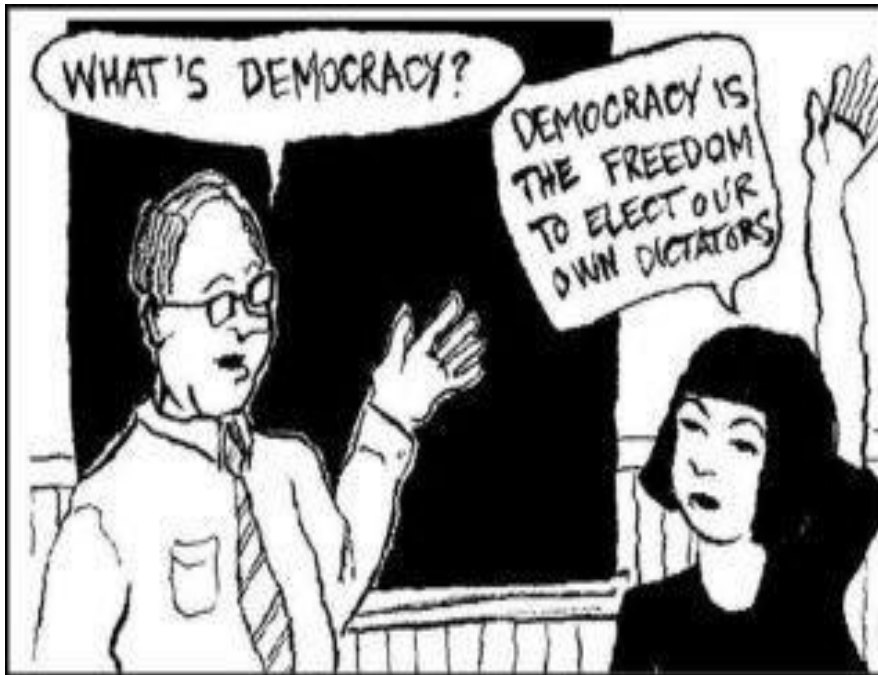
*Where you stand-  
the label which you attach to yourself,  
or the **label** that is attached to you-  
is very significant in politics*

**Know Where  
You Stand.**

# Nouns to describe forms of **government**

35

Try to find definitions  
for these words



government

regime

junta

democracy

dictatorship

faction

one-man rule

## Match the definitions

1) government

2) regime

3) junta

/dʒʊntə/ /dʒʌntə/

4) democracy

5) dictatorship

6) faction

7) one-man rule

a) a military or political group that rules a country after taking power by force

b) a small dissenting group, fighting for its own ideas and opposing those of a larger group

c) a form of government in which the people have a voice in the exercise of power, typically through elected representatives

d) the system by which a state or community is governed; the action or manner of governing a state, organization, or people

e) type of government controlled by one person, rather than by several people

f) government by a dictator; very strict and harsh government

g) despotism, unlimited rule; totalitarianism

# Nouns to describe **opponents** to those in power

37

revolutionary

fundamentalist

dissident

zealot

critic

partisan

militant

separatist

paramilitary

protester

liberator

Try to find  
definitions  
for these  
words



# Matching of definitions



38

- 1) revolutionary**      **a) a person who opposes official policy or a government, especially when it is undemocratic, a person who dissents from some established policy**
- 2) fundamentalist**    **b) a fanatical follower of a religion or policy; one with very extreme views and actions**
- 3) dissident**            **c) promoting, or relating to political revolution, one who attempts to overthrow a government or authority, one who takes part in a revolution**
- 4) zealot ('zelət)**      **d) one who strictly follows a system of beliefs (especially religious)**

# Matching of definitions



39

- 5) partisan**                      **e) a person who expresses an unfavourable opinion of something**
- 6) militant**                      **f) one who supports separation, one who supports secession or segregation of a group of people from a larger body on the basis of ethnicity, religion, or gender**
- 7) separatist**                      **g) a strong supporter of a party, cause, or person; a member of an armed group fighting secretly against an occupying force**
- 8) critic**                              **h) political activist;, esp in the support of a cause, aggressive or vigorous**

# Matching of definitions



40

**9) paramilitary**

**i) someone who sets people free from a system, situation, or set of ideas that restricts them in some way**

**10) protester**

**j) organized on similar lines to a military force**

**11) liberator**

**k) people who protest publicly about an issue; a person who dissents from some established policy**

# Nouns to describe attitudes towards a political issue

41

Try to find  
definitions  
for these  
words



hawk

dove

extremist

radical

moderate

# HAWK



# DOVE



Match  
the definitions

**1) hawk**

**2) dove**

**3) extremist**

**4) radical**

**5) moderate**

**a) advocating complete political or social reform; politically extreme**

**b) not radical or excessively right- or left-wing**

**c) an advocate of an aggressive policy on foreign relations**

**d) someone who prefers negotiations to armed conflict in the conduct of foreign relations**

**f) a person who holds extreme political or religious views**

# Satire and parody

44

Politicians are often seen in a negative light. Politics and politicians are often presented through the means of **satire**.



# Satire (1)



45

**Humour:** just evokes laughter

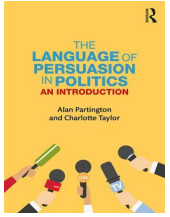
**SATIRE** ⇒ RIDICULE OF ⇒

- 1) individual politicians
- 2) political parties/institutions/nations
- 3) the whole human race

- uses laughter as a weapon
- points out folly
- suggests and implies that a certain political behaviour should change
- makes reference to specific people and events
- human or individual vices, follies, abuses, or shortcomings are ridiculed by means of derision and irony
- its purpose is not primarily humour in itself, but an attack on something of which the author/speaker strongly disapproves

# Satire (2)

46



- Satire is a written or spoken form ‘*in which human or individual vices, follies, abuses, or shortcomings are held up to censure by means of ridicule, derision, burlesque, irony and other methods*’ (Encyclopedia Britannica).
- **Satire is also a means of persuasion:** a person, behaviour or state of affairs is criticised (evaluated unfavourably) in the hope of **persuading an audience** that something has to change.
- Individuals or groups who possess power, authority or at least influence, can be satirized. Political ideas can be satirized.

# Gulliver's Travels



47



- Jonathan Swift's "Gulliver's Travels" ⇒ published in 1726; at the time, travel writing was a popular genre, through which travellers described their adventures in exotic and undiscovered locations. Swift used parody to write this book: he uses Gulliver as the narrator.
- Swift attacks political factions and religious strife, and this remains relevant today, so the satire remains as powerful as the vices it attacks.

# Parody

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- **PARODY** ⇒ humorous, satiric or ironic imitation of the language used by a particular writer or within a certain genre
- readers must recognize certain linguistic and structural features of the genre being parodied
- they must also “translate” the ideas from the parody to a different and more significant meaning.



# Utopia

49



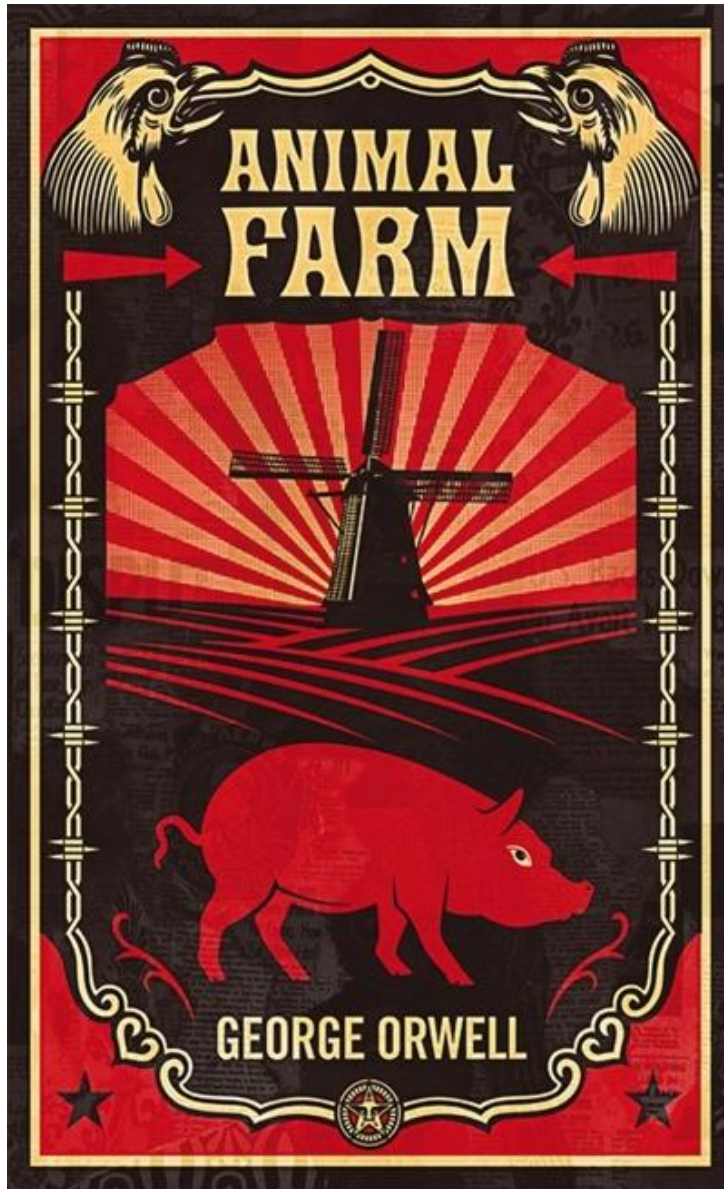
Thomas More's *Utopia* is a satirical work (1516). It introduced the word “utopian” into the English language. It was originally written in Latin and describes the political system of an imaginary land. It also comments on the politics of England at the time.

# Dystopia



50

- Many satirical novels are **DYSTOPIAN** ⇒ they depict, in an imaginative form, the worst of all worlds, and highlight the writer's fears about the politics of the time. Examples include George Orwell's novel '1984' and Aldous Huxley's book 'Brave New World'.
- A **dystopia (anti-utopia)** is the vision of a society in which conditions of life are miserable and characterized by poverty, oppression, war, violence, disease, pollution, and the limitation of human rights, resulting in unhappiness, suffering, and other kinds of pain.



*Animal Farm* is an allegorical and dystopian novel by George Orwell, published in England on 17 August 1945. According to Orwell, the book reflects events leading up to the Russian Revolution of 1917 and then on into the Stalin era in the Soviet Union.

“  
**ALL ANIMALS  
ARE EQUAL....**  
”

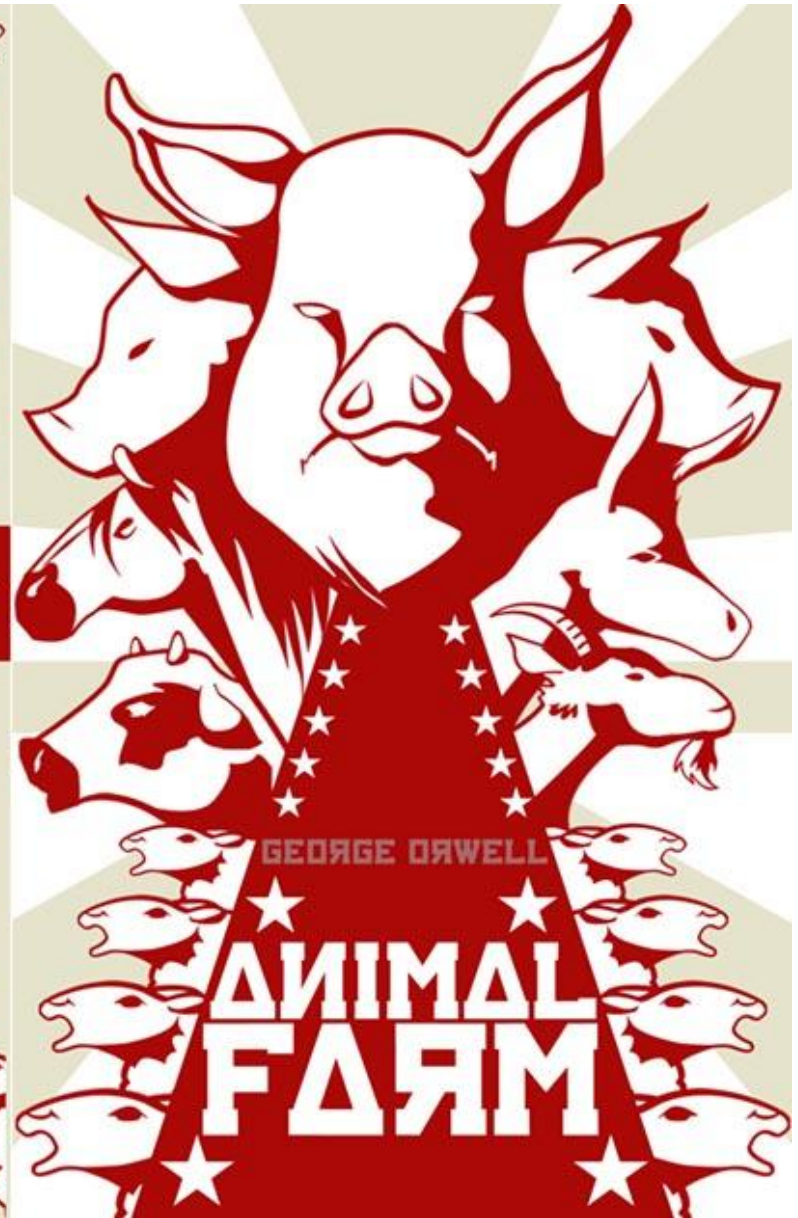
Behold the classic fairy tale for grown-ups. Originally penned by George Orwell as an attack upon Soviet Russia, *Animal Farm* is a masterpiece, a landmark in political literature that is blunt and brutal in its portrayal of oppression, propaganda, and tyranny. The dark metaphor of this tale rings true, even in our contemporary times. Truly, in no starker tale has any author, anywhere, anytime, ever shown us that all animals may be equal....

“  
**BUT SOME ARE  
MORE EQUAL  
THAN OTHERS.**  
”

GEORGE ORWELL



ANIMAL FARM



*“Man serves the interests of no creature except himself.”*

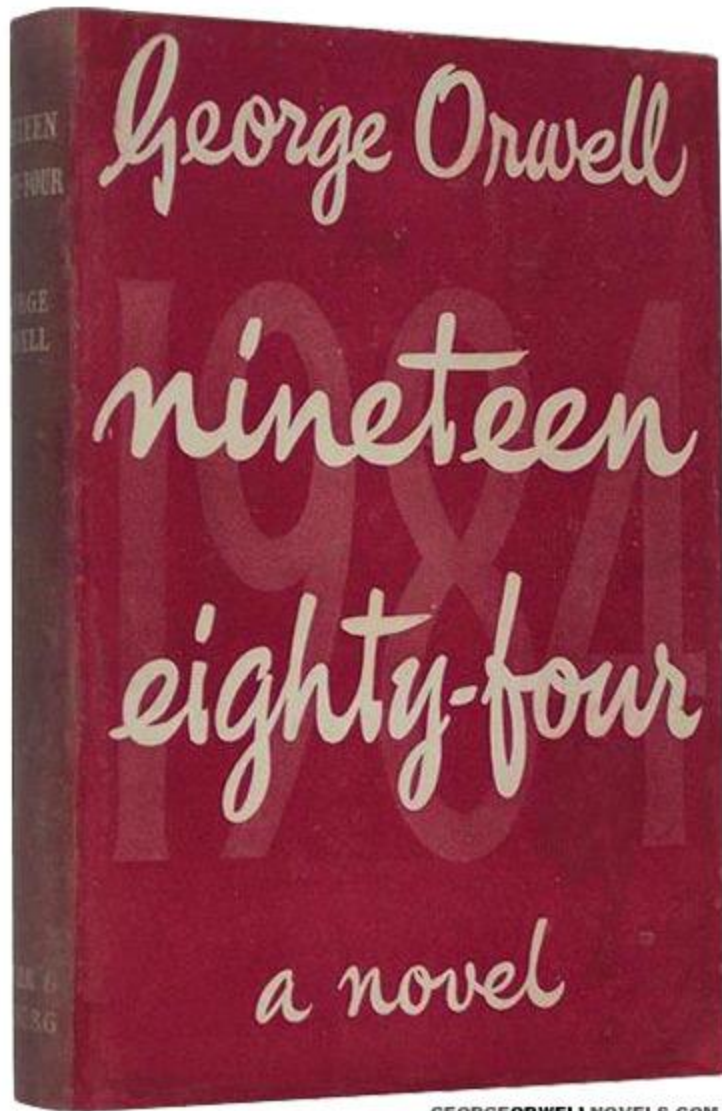
George Orwell, *Animal Farm*

*“Whatever goes upon two legs is an enemy. Whatever goes upon four legs, or has wings, is a friend.”*

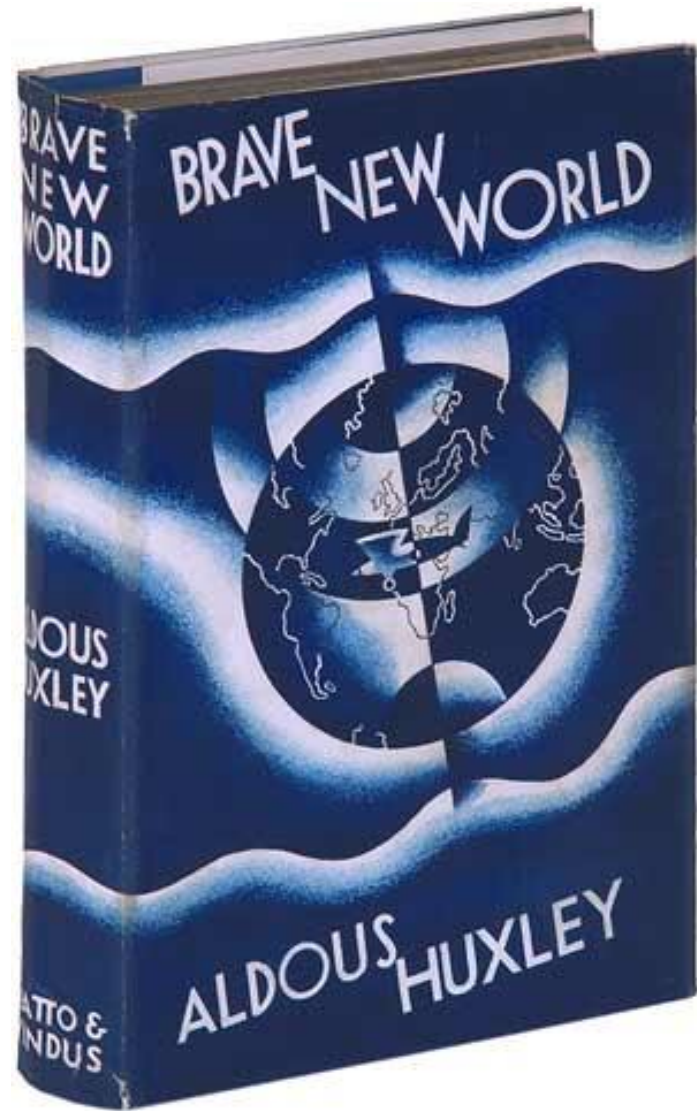
George Orwell, *Animal Farm*

*“Man is the only creature that consumes without producing. He does not give milk, he does not lay eggs, he is too weak to pull the plough, he cannot run fast enough to catch rabbits. Yet he is lord of all the animals. He sets them to work, he gives back to them the bare minimum that will prevent them from starving, and the rest he keeps for himself.”*

*George Orwell, Animal Farm*



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*“He who controls the past controls the future. He who controls the present controls the past.”*

*“But if thought corrupts language, language can also corrupt thought.”*

*“Big Brother is Watching You.”*

*“Power is not a means; it is an end.”*

— George Orwell, 1984

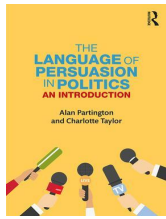
*“Every man desires to live long, but no man wishes to be old.”*

*“... a wife should be always a reasonable and agreeable companion, because she cannot always be young.”*

*“the caprices of womankind are not limited by any climate or nation, and that they are much more uniform than can be easily imagined”*

— Jonathan Swift, Gulliver's Travels

**Remember:** Satire is a medium that quickly becomes dated. Some humor is universal and can be funny for many years, but satire relies on knowledge of current events and situations.



# Questions

## Unit 1

58



### Where do they stand?

- 1) Explain the relation between *language* and *politics*.
- 2) Explain the difference between *connotation* and *denotation*.
- 3) Explain the difference between the two words *politician* and *statesman*. Why are they not usually synonyms?
- 4) *Politics... a family of words*. Give some definitions.
- 5) When and where did the terms *left*, *right* and *centre* first originate? Explain the *left-right spectrum*.
- 6) What can you say about *political labels*? Can you give some examples?
- 7) Explain the labels *wet and dry*, *Tories*, *Hard Left* and *Soft Left*.
- 8) Give examples of terms used to describe *forms of government*, *opponents* and *attitudes towards a political issue*. Give definitions.
- 9) What are *humour*, *satire* and *parody*?
- 10) What are *utopia* and *dystopia*?
- 11) Look at the list of novels on p. 16 in the book by Beard. Can you briefly describe ONE and say what the novel is about?
- 12) Can you remember any *quotation* from the book/movie/series you have chosen about *utopia* and/or *dystopia*?

# Book outline utopia and dystopia

Student	Student number	Course
<b>Book outline</b>		
Title		
Author		
Year of publication		
Genre		
Setting		
Main themes		
Main characters		
Plot summary (200 words)		
Comments		
Famous quotes		