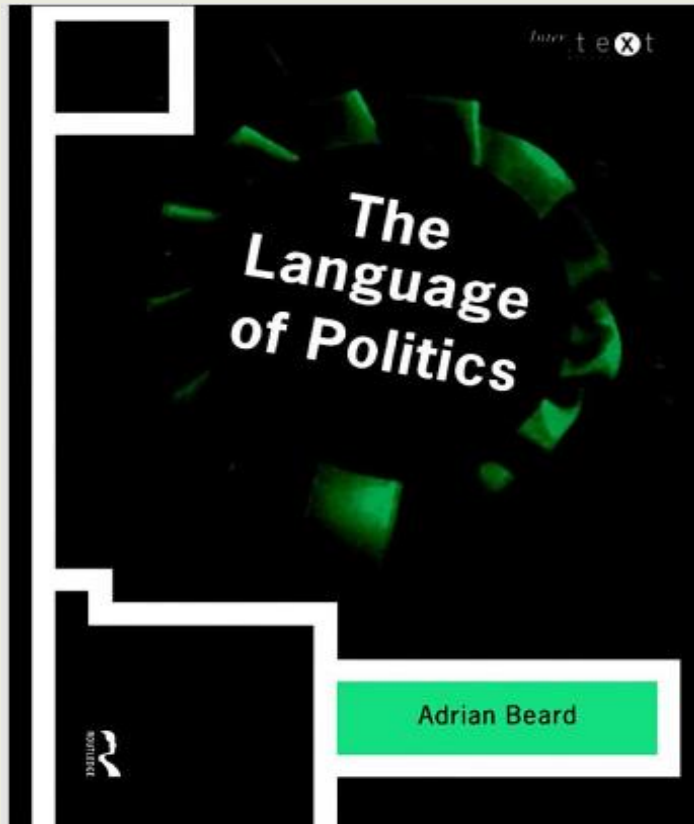




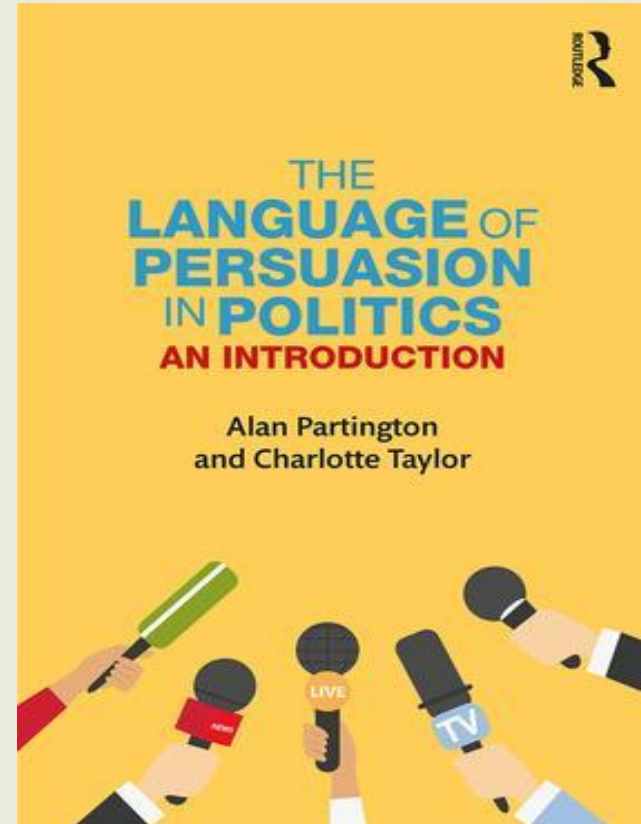
# TEXTBOOKS for Specific English

2

2000



2018

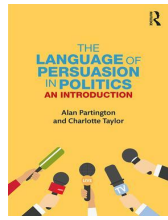


# Unit 2

3



What do  
they  
stand  
for?

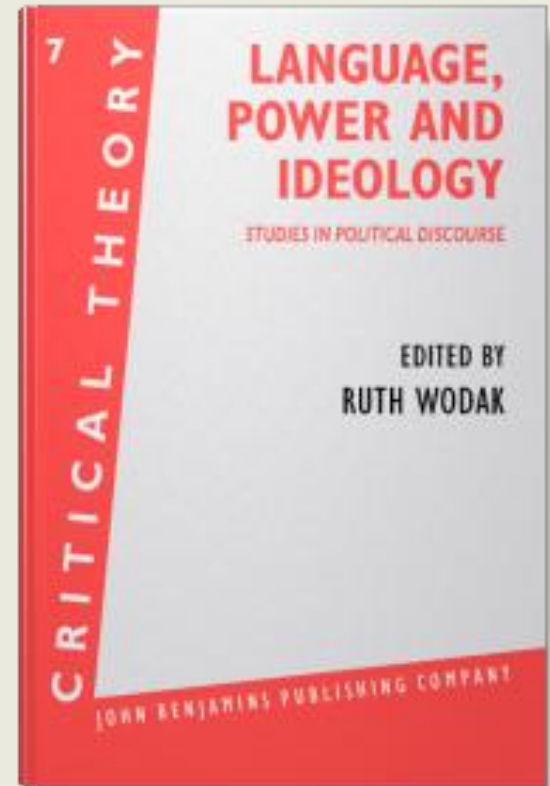


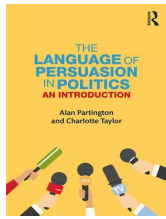
# Language and Ideology



4

**LANGUAGE**  
tells us  
a great deal about the  
**IDEOLOGY** of those  
who use it-  
politicians-  
but also those who report  
on the work of politicians.





# Language and Power

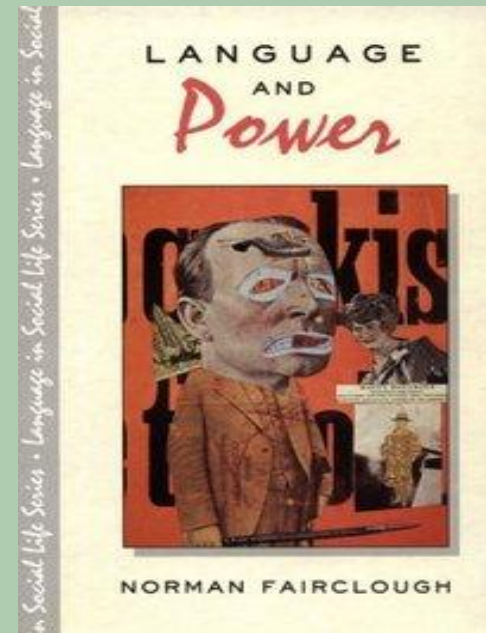


5

## Norman Fairclough: Language and Power

Language in the production  
⇒ maintenance ⇒ of social relations of power  
change

LANGUAGE contributes to the  
↓  
DOMINATION OF SOME PEOPLE  
BY OTHERS



## IDEOLOGIES

closely linked to



## POWER

they are a way of LEGITIMIZING  
existing SOCIAL RELATIONS and  
DIFFERENCES OF POWER



## LANGUAGE

using language is the commonest  
form of social behaviour and social  
behaviour rests upon ideologies.

## LANGUAGE

has become

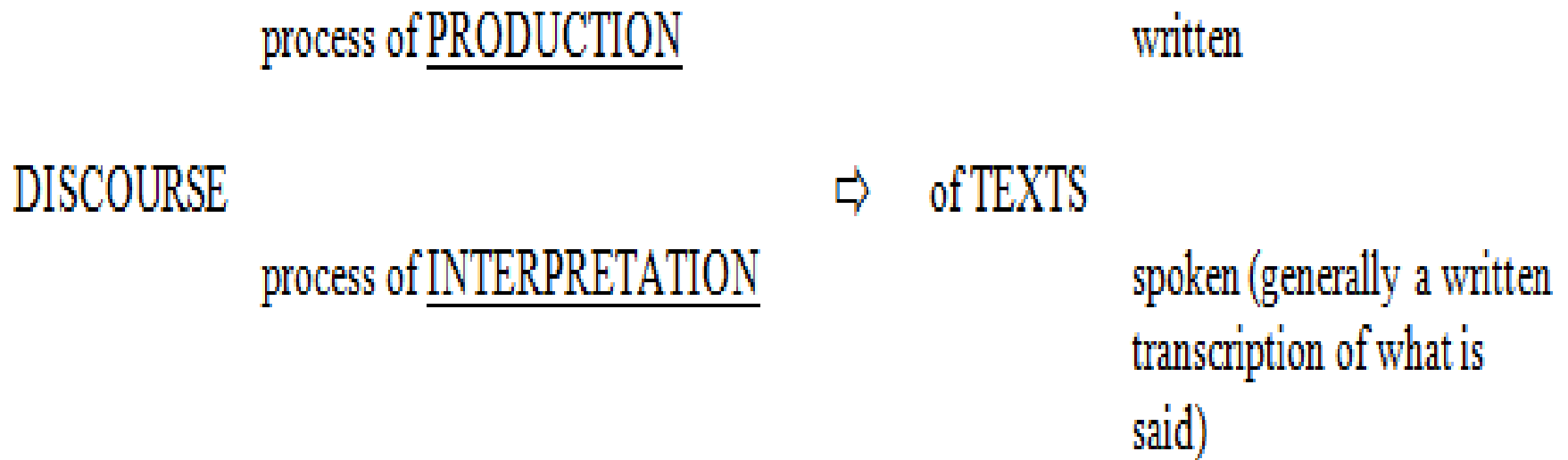


PRIMARY MEDIUM OF SOCIAL CONTROL AND POWER

*We can't afford to ignore language!*

**Language as  
a form of  
social  
practice**

- Language is part of society
- Language is a social process
- Language is socially conditioned (conditioned by other parts of society)
- Linguistic phenomena are social phenomena
- Social phenomena are (in part) linguistic phenomena



# The problem of truth (1)



8

## 1) Politicians often complain about bias in the media and about witch-hunts

- **bias:** 'biaiəs, prejudices, preconceptions, preferences or inclinations;
- **witch-hunts:** a hunt against opponents, searching out and harassing dissenters;



## 2) “media do not report the truth, but present a distorted picture which serves their own interests”



"Is it me, or is it hot in here?"

# The problem of truth (2)



10

- 3) the complaints often concern the presentation of a story including the language used to tell it
- 4) Is there an absolute truth? Is there a neutral language? Is there an unbiased report?  
**unbiased:** impartial, fair, non-partisan



# Truth

11



There's no such thing as  
“absolute truth”.

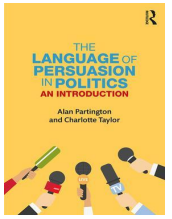
Truth is both **relative** and  
**subjective**.

The idea of truth is very  
problematic especially when  
reporting a political story: **you  
can report the same story  
in many different ways.**



# Truth

12



- From the politicians' point of view, the modern press, in the UK and in the USA at least, is obsessed with conflict and scandal and is **distorting politicians' messages**.
- Politicians and their agents accuse the media of spreading '**fake news**' to damage their image. Politicians and their agents accuse the journalists of **manipulating or hiding the truth**.
- **Fake news** is untrue information presented as news. It often has the aim of **damaging the reputation of a person or entity**.

Language is a means of communication



Language is a means of presenting and shaping political argument



Political argument is ideological (it comes from a series of beliefs)



Language is not separate from the ideas it contains



The way language is used says a lot about how the ideas have been shaped



therefore

**analysing political language means looking at the way the language reflects the ideological position of those who have created it**

# The power of metaphor



14

When a word or phrase is used to establish a comparison between one idea and another: substitution of one thing for another in order to suggest comparison or resemblance.

**metaphor** ⇒ A figure of speech in which an expression is used to refer to something that it does not literally denote in order to suggest a similarity.

Although some metaphors are easy to detect, some others are embedded/enclosed in the language.

Inactive metaphors: metaphors which have become lexicalised: defined in dictionaries with their new meaning.

# Dead or inactive metaphors

15

- A *dead metaphor* is traditionally defined as a figure of speech that has lost its force and imaginative effectiveness through frequent use. Also known as a *frozen metaphor* or a *historical metaphor*.
- ***roller coaster of emotions, icing on the cake, body of an essay, leg of a trip, hands of a clock, time is running out, deadline, foot of the bed, World wide web, in the same boat***
- The English language continues to evolve and change over time. What may have been beautifully figurative language, like implied metaphors, at one point or another can enter everyday language to the point where the original imagery is forgotten.

(<https://examples.yourdictionary.com/reference/examples/examples-of-dead-metaphors.html>)

# Metaphors

16



What spheres of life are metaphors drawn from?

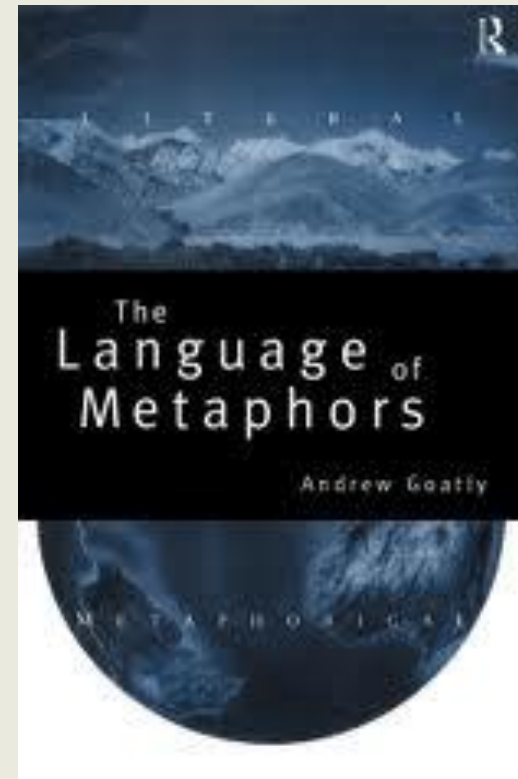
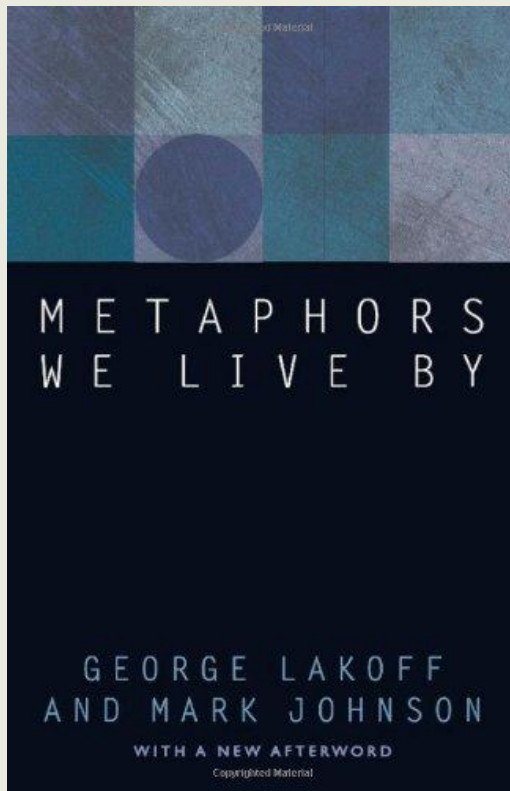
- everyday life
- nature
- religion
- sport
- war
- animal behaviour
- technology
- disaster
- body and disease

# The role of metaphors



17

Lakoff and Johnson (1980) and Goatly (1997) investigated the role of metaphors in everyday speech.



Metaphor is embedded in the way we construct the world around us  
and the way in which that world is constructed for us by other people.

**METAPHORS ARE USED BY POLITICIANS  
AND BY THOSE WHO REPORT ON POLITICS AND ON POLITICAL EVENTS.**

# METAPHOR OF THE JOURNEY



19

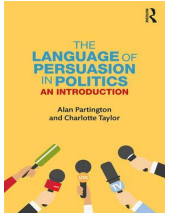
## MATCHING:

1. step by step
2. go round in circles
3. go off in the wrong direction
4. arrive at a conclusion
5. be lost
6. be stuck



- a) keep going back to the same subject
- b) be confused
- c) gradually, in stages, little by little
- d) be confused, puzzled, lost
- e) reach a conclusion, decide on an issue
- f) going on the wrong track

# METAPHOR OF THE JOURNEY



20

- One step at a time
- Lose our way

Others:

- Look how far we've come
- We are at a crossroads
- We just have to go our separate ways
- We can't turn back now

# Journey & path (1)

N	Concordance
1	. So there's a lot to do . It's an exciting <b>journey</b> , and if you decide to take it ,
2	Asia are at the beginning of your own <b>journey</b> . I know that there are still many
3	I've mentioned have only started their <b>journey</b> toward democracy within the last
4	tried to be covered up . So we know the <b>journey</b> that is necessary to move from
5	and it was the beginning of an epic <b>journey</b> that has taken us together and
6	about . You've begun your own personal <b>journey</b> . And in some cases , you've had
7	right for you as you continue your own <b>journey</b> of leadership and service . Thank
8	somewhere , and we are all on the same <b>journey</b> , and the sacrifices made by so
N	Concordance
1	that's great news . But we still have a <b>long way</b> to go . We know that when
2	honest with ourselves – there is still a <b>long way</b> to travel . According to the
3	my tenure . I recognize that there is a <b>long way</b> to go for our country and our
4	dangerous conditions . She has come a <b>long way</b> , and we stand in solidarity with
5	have made great progress , but there is a <b>long way</b> to go . Women are still the

# Journey & path (2)

22

- ❑ *women have to **lead the way***
- ❑ *there is a lot **ahead** of us*
- ❑ ***how far** this country has come*
- ❑ *the pioneers who began **charting the path** that we ourselves **walk** today*
- ❑ *willingness to make this **march** together with us*
- ❑ *we will **take those steps** together*
- ❑ *we will **keep moving toward a destination***
- ❑ *women and men around the world are **stepping forward***
- ❑ *consolidate our gains and to keep momentum **moving forward***

“

OUR JOURNEY IS NOT COMPLETE  
**UNTIL OUR GAY BROTHERS & SISTERS**  
ARE TREATED

LIKE ANYONE ELSE UNDER THE LAW.  
FOR IF WE ARE TRULY CREATED EQUAL,  
— THEN SURELY —

**THE LOVE WE COMMIT TO ONE ANOTHER**  
**MUST BE EQUAL AS WELL.**

”

**PRESIDENT BARACK OBAMA**  
57TH PRESIDENTIAL INAUGURATION



glaad  glaad.org

# SPORT AND WAR



24

- Two common sources of metaphors in politics are SPORT and WAR: both involve physical contest.
- Boxing metaphors: convey a sense of toughness and aggression  $\Rightarrow$  in electoral campaigns when elections are seen as a fight.
- Baseball metaphors: especially in the USA? The UK?
- Cricket metaphors: especially in the USA? The UK?

Metaphors of war, contest or sport involve concepts of ENEMIES and OPPONENTS, WINNERS and LOSERS.

They don't suggest that good government can be achieved through discussion, co-operation, working together.



# BOXING METAPHORS



26

## MATCHING

1. the gloves are off
2. bare-knuckle fight
3. throw in the towel



- a) give up, admit defeat
- b) without boxing gloves
- c) it is going to be a serious dispute

# BASEBALL METAPHORS



27

## MATCHING

1. a new ball game
2. a ball park figure
3. spin
4. to play ball
5. back at first base

- a) to go back to the initial stage
- b) rotate quickly
- c) to agree to do something together
- d) a rough or approximate number
- e) a particular situation radically different from the preceding one



# CRICKET METAPHORS



28

1. to keep your eye on the ball
2. batting on a sticky wicket
3. to be stumped by a question
4. to play a straight bat to a question



- a) to remain alert
- b) to be confused or puzzled by a question
- c) to avoid answering someone's question
- d) to find yourself in difficulty because of your position on an issue

# WAR METAPHORS (1)

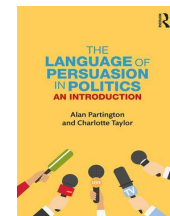


29

## MATCHING

1. hit the ground running
  2. damage control
  3. campaign
  4. leads are surrendered
  5. collateral damage
  6. ethnic cleansing
  7. fighting a last-ditch
- a) something done as a final recourse to prevent a crisis or disaster
  - b) incidental destruction of things (not the intended target)
  - c) eliminating unwanted ethnic or religious groups
  - d) effort to minimize damage or loss
  - e) military operations; activities to achieve a goal
  - f) running straight into action; start very energetically
  - g) give in

# WAR METAPHORS (2)



30

## MATCHING

1. marshal the troops
  2. lost in action
  3. administrative detention
  4. enhanced interrogation
  5. air campaign
  6. incursion
  7. friendly-fire
  8. bombard with questions
- a) killed [usually] by the enemy whilst fighting as a member of one of the armed forces
  - b) to attack verbally
  - c) attacking with tanks and planes
  - d) death inadvertently caused to one's own troops
  - e) gather people in support of something
  - f) imprisonment without charge or trial
  - g) torture
  - h) aircraft bombing

# OTHER WAR METAPHORS (1)

31

- **launch**: *The newspaper article launched an attack on the president and his policies.*
- **ceasefire**: *The two parties agreed to cease fire after the electoral campaign.*
- **battle**: *the battle for democracy*
- **battleground**: *Parliament was a key battleground over Brexit*
- **under fire**: *The President is under fire for Corona virus response.*

## OTHER WAR METAPHORS (2)

32

- **bombard**: *The Minister of Education was bombarded with questions from the press.*
- **firestorm**: *A firestorm breaks out in Parliament during debate.*
- **front lines**: *Women of color physicians are on the front lines in the fight against COVID-19*
- **war zone**: *The United States of America has become a war zone. There's violence in the workplace, there's violence in schools and there's violence in the streets.*
- **time bomb**: *The new policy is considered a time bomb by the other parties.*

Work in pairs. What is the meaning of these metaphors in your language?

33

- acceptable losses
- acceptable risk
- acting a part
- adding value
- all the world's a stage
- at stake
- balancing the books
- be a machine
- bombarded by insults
- cost-benefit analysis

Do you know what source they come from (politics, sports, religion, history, economics, family life, health and medicine...)?



Melting pot or salad bowl?

Work in pairs. What is the meaning of these metaphors in your language?

35

- diamond in the rough
- difficult to swallow
- food for thought
- launching an attack
- melting pot
- my life is an open book
- no pain, no gain
- play hide and seek
- play to win
- puppet government
- salad bowl



Work in pairs. What is the meaning of these metaphors in your language?

36

- sowing the seeds of progress
- the best defense is a good offense
- to sing the same old song
- to strike a familiar chord
- to be on the offensive
- take flak
- target
- time bomb
- to have faith
- witch-hunt



# Simile

37

- A figure of speech involving the comparison or analogy between two entities which are very unlike.
- Like metaphor, its main purpose is to **express an evaluation**.
- It contains an explicit lexical indication/expression of comparison, such as *like, is like, just as, acts like, resembles, reminds me of, is the same as, is similar to, the same way, seems like, sounds like, is more like, gives the impression of/that...*

*ex. America **is like** a big beautiful salad bowl with each component having its own color, texture and flavor...*

## *Examples of Simile:*

- She swims *like a fish*.
- He's *as hairy as a gorilla*.
- Peter *laughs like a hyena*.
- Mr. John is *as wise as an owl*.
- Allow me, it's *as easy as ABC*.
- Because I was embarrassed my face was *as red as a ripe tomato*.
- My love is *like a red, red rose*.
- The world is *like a stage*.
- She got a *neck like a pipe*.

# The power of metonymy

39



Replacing the name of something with something which is connected to it, or is a part of it, without being the whole thing.



Work in pairs. Complete the following table identifying where these metonymic expressions are used and what their meaning is.

	Place/Country	Meaning
Shakespeare		The works of Shakespeare ex. "I love Shakespeare"
The White House		
Buckingham Palace		
Westminster		
The Crown		
Downing Street		
Hollywood		
Wall Street		
Palazzo Chigi		
La Scala		
Viale Mazzini		
Saddam Hussein		
Brussels		
The Red Cross		
Palazzo Madama		
La Borsa		
The Pentagon		
Washington		

Work in pairs.

Try to explain these examples of metonymy.

41

He bought a *Ford*.

He's a *big question mark* to me.

He's got a *Picasso*.

Let's not let *Iraq* become another *Viet Nam*.

*Napoleon* lost at Waterloo.

The *buses* are on strike.

The *ham sandwich* is waiting for his check.

The *Times* hasn't arrived at the Press Conference yet.

The *White House* isn't saying anything.

*Wall Street* is in a panic.

*Watergate* changed our politics.

*9/11*

*Brazil* won the soccer match.

*The pen* is a powerful weapon.

# Synecdoche



42

- Part of something refers to whole.
- It is sometimes considered a subclass of metonymy.
- A figure of speech in which a part is used to represent the whole, the whole for a part, the specific for the general, the general for the specific, or the material for the thing made from it.
- It is a **synecdoche** if A is part of B, or vice versa.
- It is a **metonymy** if A is commonly associated to B but it is not necessarily a part of it.

Work in pairs. Discuss on the meaning of the following examples of synecdoche.



She's just a pretty *face*.

There are a lot of *faces* out there in the audience.

We need some new *faces* around here.

Give us this day our daily *bread*.

Friends, Romans, countrymen: lend me your *ears*.

*hands*

*mouths* to feed

the *press*

"Oh, this hurts *my heart*!"

There are lots of *ears* in next room.

# The power of analogy



44

- **Metaphor, metonymy and synecdoche:** word or phrase level. They establish comparison between words and phrases, between one idea with another.
- **Analogy:** comparing two objects of different types; but these two objects have certain elements in common. Objects of the first kind have a certain characteristic: it is not known if objects of the second kind have it or not, but by analogy we conclude that since objects of the two kinds have certain things in common, they may have other things in common as well.
- **Analogy:** comparison between one thing and another, in an attempt to explain or clarify a certain situation.

# Household debt analogy



45

- Margaret Thatcher used analogy comparing the ***economy of the nation*** with the ***economy of an individual household***: as it is dangerous for a family to have debts (to accumulate debts), so it is dangerous for a country to do the same.

government budget = family budget

# Analogy

- Type of argument
- More complicated and lengthy
- Points out similarities between two things

# Simile

- Uses words 'like' or 'as'

Ex. He is as hungry as a horse.

- Comparison of two things

- Figure of speech
- Type of analogy

- Directly states the comparison

Ex. Time is a thief.

# Metaphor

# Pronoun reference



47

Pronoun reference is very important in political persuasion.

<i>you / your</i>	<ul style="list-style-type: none"><li>▪ the reader is being addressed personally</li><li>▪ <i>you</i> is not just the single reader but also everyone in the country</li></ul>
<i>we / our</i>	<ul style="list-style-type: none"><li>▪ politicians are trying to persuade us to a point of view</li><li>▪ we already agree with them</li><li>▪ <i>we</i> gives a sense of collectivity, of us being all together</li></ul>

# Degree of adjectives and adverbials

48

Adjective	Comparative	Superlative	Adverbial
heavy	heavier	...	...
soft			
important			
clear			
honest			
...			
...			
...			

Contrast of comparison in adjectives and adverbials is called **degree**.

# Cohesion and anaphoric reference



49

<b>cohesion</b>	⇒	the way a text develops and holds together. It refers to the organisation of larger units of texts, beyond the sentence boundaries. Many paragraphs open with clear connections to what has been said before.
<b>Lexical cohesion</b>		<ul style="list-style-type: none"><li>▪ words which are repeated in the texts (<b>repetition</b> or <b>reiteration</b>)</li><li>▪ words with related meanings (<b>synonyms</b>)</li><li>▪ words with opposite meanings (<b>antonyms</b>)</li></ul>
<b>Grammatical cohesion</b>		<ul style="list-style-type: none"><li>▪ <b>conjunction</b> creates cohesion (temporal: <i>after, before first, second, third</i>; causal: <i>because</i>; coordinating: <i>and</i>; adversative: <i>but, however</i>; additive: <i>further, what's more</i>)</li><li>▪ <b>discourse markers</b> (<i>now, well, after all</i>)</li><li>▪ <b>demonstratives</b>: <i>this, that, those</i>. They point back at something that has already been mentioned.</li></ul>
<b>Graphological devices</b>		<ul style="list-style-type: none"><li>▪ <b>bold type</b> signals a step in the argument, a key word or concept</li><li>▪ <b>lists</b> give order to the sentences/concepts</li></ul>

# Intertextuality



50

One text uses reference to another. “*The presence of a text in another text*” (Genette, 1983)

- *-gate* = scandal

## What is Watergate?

*Watergate, datagate, sexygate, Camillagate, fornigate, Dianagate, zippergate, Monicagate, Lewinskygate, Rubygate (Billgate? Silviogate? NO!)*

- *-poli*: from the Greek polis

*baraccopoli, tendopoli, tangentopoli, concorsopoli, vallettopoli, appaltopoli, parentopoli, calciopoli, affittopoli, sanitopoli, bancopoli...*

# English words suffixed with -gate

51

- The controversy that ensued since the 2016 US presidential election about purported links between Russian actors and Donald Trump, his campaign and his subsequent administration. **RUSSIAGATE**
- Alleged attempts by President Barack Obama and those in his administration to sabotage Donald Trump's candidacy and administration through various illegitimate means, according to a conspiracy theory promoted by Trump. **OBAMAGATE**
- A 2016 controversy around a lewd recorded conversation about women between politician Donald Trump and Billy Bush. **PUSSYGATE**
- A conspiracy theory claiming that Barack Obama's administration planted a spy in Donald Trump's 2016 presidential campaign. **SPYGATE**

[https://en.wiktionary.org/wiki/Category:English\\_words\\_suffixed\\_with\\_-gate](https://en.wiktionary.org/wiki/Category:English_words_suffixed_with_-gate)

# The art of spin



52

“**spin**”: (baseball) putting spin on a ball is a pitcher’s technique used to fool or deceive an opponent

“**doctor**”: a “healer”, someone who resolves a problem, a crisis

## **SPIN-DOCTOR**

⇒

- SOMEONE WHO DECEIVES, WHO PRESENTS A FALSE PICTURE TO SUIT THE POLITICIAN
- person who is employed to publish favourable commentary on the opinions and actions of a famous person (usually a politician) in order to prevent negative publicity
- portavoce incaricato di fornire interpretazioni di fatti o informazioni che favoriscano un particolare partito o una personalità politica.

# Spin (public relations)

53

- In public relations, **spin** is a form of propaganda, achieved through providing a **biased interpretation** of an event or campaigning to persuade public opinion in favor or against some organization or public figure.
- While traditional public relations may also rely on **creative presentation of the facts**, "spin" often implies the use of disingenuous, deceptive, and highly manipulative tactics.
- Politicians are often accused by their opponents of claiming to be truthful and seek the truth while using **spin tactics to manipulate public opinion**. Large corporations with sophisticated public relations branches also engage in "spinning" information or events in their favor.
- Because of the frequent association between spin and press conferences (especially government press conferences), the room in which these take place is sometimes described as a spin room.
- A group of public relations **advisors**, **pollsters** and **media consultants** who develop spin may be referred to as "**spin doctors**" who **manipulate the truth** and **create a biased interpretation of events** for the person or group that hired them. ([https://en.wikipedia.org/wiki/Spin\\_public\\_relations](https://en.wikipedia.org/wiki/Spin_public_relations))

# How is **SPIN** placed on a story?



- the overall political effect that is desired
- celebrating success or ridiculing failure
- the way information is presented
- metaphors to influence the audience's view of the event
- claiming credit or distributing blame or guilt
- emphasizing the role of a participant/action
- minimising the role of a participant/action
- foregrounding or backgrounding a participant through ACTIVE or PASSIVE voice

# Spin: active or passive voice



55

Foregrounding or backgrounding participants:

- 1) *Chancellor announces tax cuts*** (active voice-Chancellor given prominence)
- 2) *Tax cuts announced by Chancellor*** (passive voice-less prominence given to Chancellor)
- 3) *Tax cuts announced*** (passive voice, actor not included-no reference to Chancellor)



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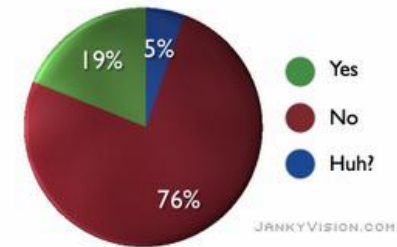
# Opinion polls and pollsters (1)



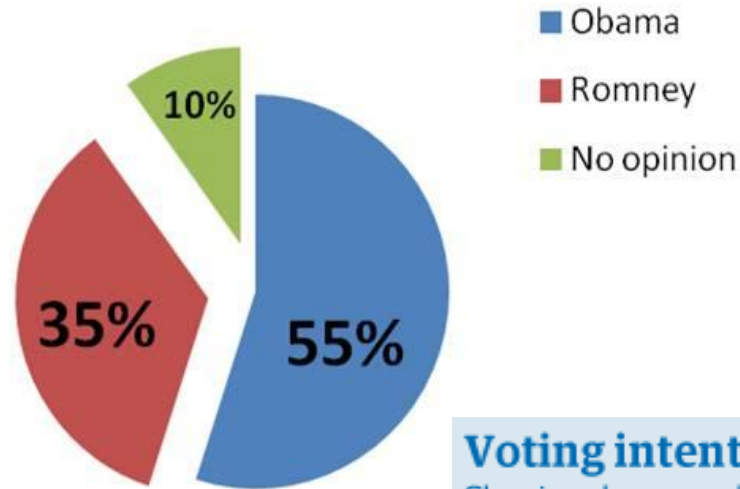
57

- Inquiries into public opinion conducted by interviewing a random sample of people.
- Opinion polls are used by the media to assess **public perception** on political issues.
- They are used during **electoral campaigns** to see how people are likely to vote.
- They are also used during the lifetime of a government to see how the public views the government's performance.

Do you trust public opinion?



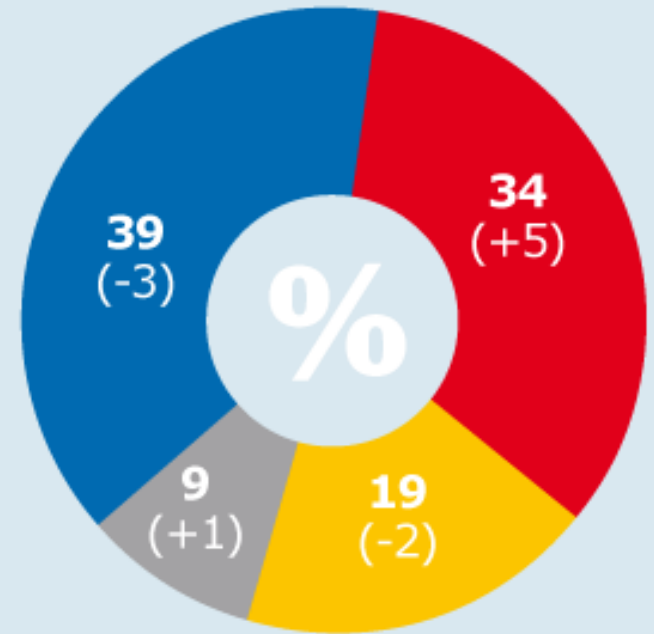
## Who do you think will win?



## Voting intention

Showing change on last month

- Conservative
- Labour
- Liberal Democrats
- Others



Source: GuardianICM

Other examples:  
 p. 33 on  
 Beard's book



## 2012 PRESIDENTIAL EXIT POLL RESULTS

	2012			2008		
	TOTAL	Obama	Romney	TOTAL	Obama	McCain
Male	47%	45%	52%	47%	49%	48%
Female	53%	55%	44%	53%	56%	43%
White	72%	39%	59%	74%	43%	55%
African American	13%	93%	6%	13%	95%	4%
Hispanic	10%	71%	27%	9%	67%	31%
Asian	3%	73%	26%	2%	62%	35%
18-29	19%	60%	37%	18%	66%	32%
30-44	27%	52%	45%	29%	52%	46%
45-64	38%	47%	51%	37%	50%	49%
65 and Older	16%	44%	56%	16%	45%	53%
Democrat	38%	92%	7%	39%	89%	10%
Republican	32%	6%	93%	32%	9%	90%
Independent	29%	45%	50%	29%	52%	44%

Source: CNN

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# Nationwide opinion polling for the United States presidential election, 2016

Poll numbers verified as of 7 October 2015.

Poll model	Democratic candidate	%	Republican candidate	%	Leading by %
Real Clear Politics <a href="#">↗</a>	<b>Hillary Clinton</b>	<b>46.4%</b>	Donald Trump	43.0%	<b>3.4</b>
	Hillary Clinton	44.5%	<b>Jeb Bush</b>	<b>44.8%</b>	<b>0.3</b>
	Hillary Clinton	45.2%	<b>Ben Carson</b>	<b>46.6%</b>	<b>1.4</b>
	<b>Hillary Clinton</b>	<b>45.3%</b>	Marco Rubio	44.0%	<b>1.3</b>
	<b>Hillary Clinton</b>	<b>49.0%</b>	Ted Cruz	41.3%	<b>7.7</b>
	<b>Hillary Clinton</b>	<b>46.2%</b>	Carly Fiorina	43.0%	<b>3.2</b>
	<b>Hillary Clinton</b>	<b>46.5%</b>	John Kasich	39.0%	<b>7.5</b>
	<b>Hillary Clinton</b>	<b>46.5%</b>	Rand Paul	42.5%	<b>4.0</b>
	<b>Hillary Clinton</b>	<b>49.0%</b>	Mike Huckabee	41.5%	<b>7.5</b>
	<b>Hillary Clinton</b>	<b>48.0%</b>	Chris Christie	39.0%	<b>9.0</b>
	<b>Joe Biden</b>	<b>51.2%</b>	Donald Trump	40.2%	<b>11.0</b>
	<b>Joe Biden</b>	<b>48.0%</b>	Jeb Bush	41.6%	<b>6.4</b>
	<b>Bernie Sanders</b>	<b>45.8%</b>	Donald Trump	41.5%	<b>4.3</b>
	Bernie Sanders	43.7%	<b>Jeb Bush</b>	<b>44.3%</b>	<b>0.6</b>

## Biden leading national presidential polls

National polls are a good guide as to how popular a candidate is across the country as a whole, but they're not necessarily a good way to predict the result of the election.

In 2016, for example, Hillary Clinton led in the polls and won nearly three million more votes than Donald Trump, but she still lost - that's because the US uses **an electoral college system**, so winning the most votes doesn't always win you the election.

With that caveat aside, Joe Biden has been ahead of Donald Trump in most national polls since the start of the year. He has hovered around 50% in recent months and has had a 10-point lead on occasions.

## Who's ahead in national polls?



DEMOCRAT  
**BIDEN**  
**51%**

REPUBLICAN  
**TRUMP**  
**43%**



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October 4<sup>th</sup> 2020: <https://www.bbc.com/news/election-us-2020-53657174>

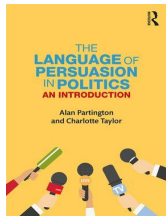
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I'M GOING TO PUT  
YOU DOWN AS AN  
UNLIKELY VOTER.





"Do you think the Prime Minister is doing a good job, a great job, or an absolutely fantastic job?"



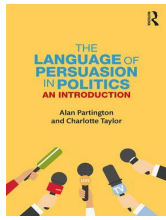
# Questions

## Unit 2



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1. What is the relation between language, power and ideology?
2. Why is the **'problem' of truth** particularly relevant in the language used by politicians and those who report political news in the press?
3. Give definitions of metaphor, metonymy, synecdoche and analogy, with simple examples.
4. What are dead metaphors? Give examples.
5. Give examples of journey, sports (cricket, baseball, boxing) and war metaphors.
6. Metonymy is a powerful tool because it 'gives a more sympathetic picture ... and a favourable view', or removes direct responsibility for an action. Find examples.



# Questions

## Unit 2



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6. *Intertextuality* is when a text refers to another text that is associated with it in some way. This is why it is often difficult for non-English people to understand English newspapers and magazines (and for non-Italians to understand Italian news stories and articles). But ‘intertextuality’ can operate across national boundaries. Can you think of any examples?
7. Where does the term spin-doctor come from? What is the job of a spin-doctor? How can spin be placed on a story?
8. What are opinion polls? What is the relation between opinion polls and spin?