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'The spin' is an allusion to New Labour's 'spin-doctors', the people responsible for the media presentation of the Government and for putting a media 'spin' (or angle) on its policies and activities.

New Labour, New Language? | Taylor & Francis Group

New Labour, New Language? blows open the whole debate on the nature of the political discourse of New Labour and the 'Third Way'. Written in a clear, non-technical style and including a glossary, New Labour, New Language? will appeal to anyone interested in language and politics. Buy the eBook.

Book: New Labour, New Language? - PubMed Central (PMC)

Synopsis This is a book about the politics of New Labour that focuses on language. Fairclough gets behind the rhetoric to uncover the real meaning. He examines a wide range of political speeches and texts, from Tony Blair's speech following the death of Diana to the 1997 Labour Party Manifesto ...

(PDF) New Labour, New Language? - ResearchGate

The first book on this subject, New Labour, New Language?is a critique of New Labour and its policies via an in-depth analysis of the language and rhetoric employed by Tony Blair and his spin doctors.

New Labour - Wikipedia

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New Labour, New Language? by Norman Fairclough

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New Labour, New Language? by Norman Fairclough (ebook)

New Labour refers to a period in the history of the British Labour Party from the mid-1990s until 2010 under the leadership of Tony Blair and Gordon Brown. The name dates from a conference slogan first used by the party in 1994, later seen in a draft manifesto which was published in 1996 and titled New Labour, New Life for Britain.

New Labour, New Language? | The BMJ

New Labour, new language?. [Norman Fairclough] -- "This is a book about the politics of New Labour that focuses on language. Norman Fairclough gets behind the rhetoric to uncover the real meaning.

New Labour, New Language? | Books | The Guardian

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New Labour, New Language? - Norman Fairclough - Google Books

Perhaps the rhetoric of 'respect for people' and of people as assets resonated more with New Labour's 'new language' than with the ideology of the previous government, more inclined to perceive ...

New labour, new language? (Book, 2000) [WorldCat.org]

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