

Contents

Introduction to the handbook series <i>Karlfried Knapp and Gerd Antos</i>	v
Acknowledgements	xvii
Introduction: Shifting boundaries and emergent public spheres <i>Veronika Koller and Ruth Wodak</i>	1

I. Theoretical foundations

1. Language, communication and the public sphere: Definitions <i>Scott Wright</i>	21
2. Public space, common goods, and private interests: Emergent definitions in globally mediated humanity <i>Phil Graham</i>	45
3. Media discourse and the naturalisation of categories <i>Nick Couldry</i>	67
4. Language, communication and the public sphere: A perspective from feminist critical discourse analysis <i>Michelle M. Lazar</i>	89

II. Language and communication in business

5. Advertisements and Public Relations <i>Guy Cook</i>	113
6. Language and communication design in the marketplace <i>Gerlinde Mautner</i>	131
7. Identity, image, impression: Corporate self-promotion and public reactions <i>Veronika Koller</i>	155
8. Creating a “green” image in the public sphere: Corporate environmental reports in a genre perspective <i>Aud Solbjørg Skulstad</i>	181
9. Britain™ and “corporate” national identity <i>Lidia De Michelis</i>	203

III. Language and communication in politics

10. Political terminology <i>Paul A. Chilton</i>	223
11. Rhetoric of political speeches <i>Martin Reisigl</i>	243
12. Dissemination and implementation of political concepts <i>Florian Oberhuber</i>	271
13. The contribution of critical linguistics to the analysis of discriminatory prejudices and stereotypes in the language of politics <i>Ruth Wodak</i>	291
14. Tabloidisation of political communication in the public sphere <i>Werner Holly</i>	317

IV. Language and communication in the media

15. News genres <i>Theo van Leeuwen</i>	343
16. Specific genre features of new mass media <i>Helmut Gruber</i>	363
17. Specific debate formats of mass media <i>Kay Richardson</i>	383
18. The sounds of silence in the media: Censorship and self-censorship <i>Christine Anthonissen</i>	401
19. Technology, democracy and participation in space <i>Rodney H. Jones</i>	429
Biographical notes	447
Index	453