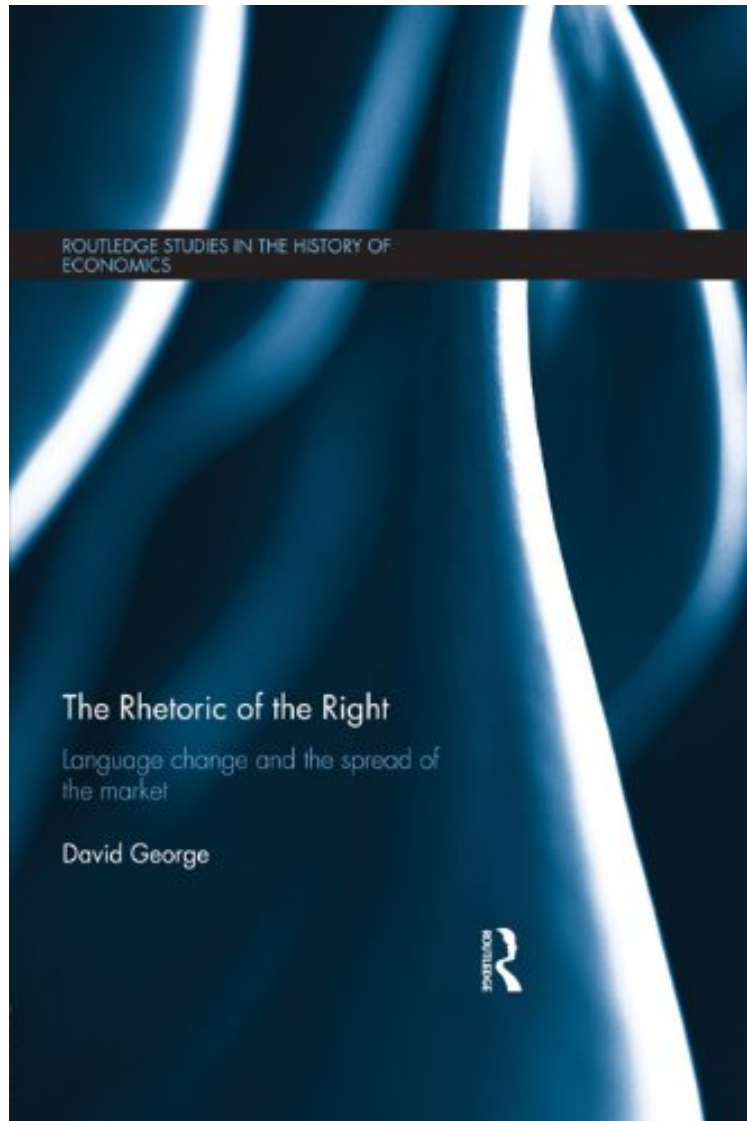


[Mobile book] The Rhetoric of the Right: Language Change and the Spread of the Market (Routledge Studies in the History of Economics)

The Rhetoric of the Right: Language Change and the Spread of the Market (Routledge Studies in the History of Economics)

David George

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David George : The Rhetoric of the Right: Language Change and the Spread of the Market (Routledge Studies in the History of Economics) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Rhetoric of the Right: Language Change and the Spread of the Market (Routledge Studies in the History of Economics):

4 of 5 people found the following review helpful. A Timely and Important Book on Political Rhetoric By Paul RodenI

like this book because it looks at the words, terms and phrases in the media that are used to shape public opinion that in turn helps politicians win elections. "The Rhetoric of the Right" illustrates how right wing election campaign consultants like Frank Lutz, come up with the words and phrases to "swiftboat" their opponents. When these "memes" or phrases are repeated by other reporters and writers, and every time a political candidate or politician running for re-election uses a term like "job creator", "job destroyer" or "job killer", without questioning and challenging the proof or data behind it to justify it, the public begins to believe that the actions of a candidate or a political party create or destroys jobs without checking the facts to justify the use of it to smear a candidate or their party. The evolution of the use of words or phrases like "free enterprise system" from "capitalism" is also interesting and not by accident. It is a conscious decision by the "spin doctors", speech writers and campaign consultants. Too many of the reporters and editors in the main stream media take the words of the candidates, politicians and press releases as fact. They just repeat, republish and regurgitate what is fed to them without critical analysis and fact checking. The only people that suffer is the public because they are misled believing that the fourth estate has informed and educated them about the politicians, the candidates and the issues. This book begins the process of analyzing the truth behind these words and how that truth is distorted. *The Rhetoric of the Right: Language Change and the Spread of the Market* (Routledge Studies in the History of Economics)

This study seeks to demonstrate the subtle ways in which changes in the language associated with economic issues are reflective of a gradual but quantifiable conservative ideological shift. In this rigorous analysis, David George uses as his data a century of word usage within *The New York Times*, starting in 1900. It is not always obvious how the changes identified necessarily reflect a stronger prejudice toward laissez-faire free market capitalism, and so much of the book seeks to demonstrate the subtle ways in which the changing language indeed carries with it a political message. This analysis is made through exploration of five major areas of focus: "economics rhetoric" scholarship and the growing "behavioral economics" school of thought; the discourse of government and taxation; the changing meaning of "competition," and "competitive"; changing attitudes toward labor; and the celebration of growth relative to decline in attention to economic justice and social equality.

"David George's *The Rhetoric of the Right* carefully demonstrates the dramatic rightward shift in elite rhetoric about markets and government over the last generation. Using a deceptively simple method—counts of words and word pairings in the *New York Times*—George teases out a rich story of how corporate executives came to be seen as creative "entrepreneurs", markets as universally beneficial, and government as distant and inefficient, rather than a democratically controlled means for solving basic market failures." - Jacob S. Hacker, Stanley B. Resor Professor Political Science, Yale University
About the Author David George is Professor of Economics at La Salle University, USA.