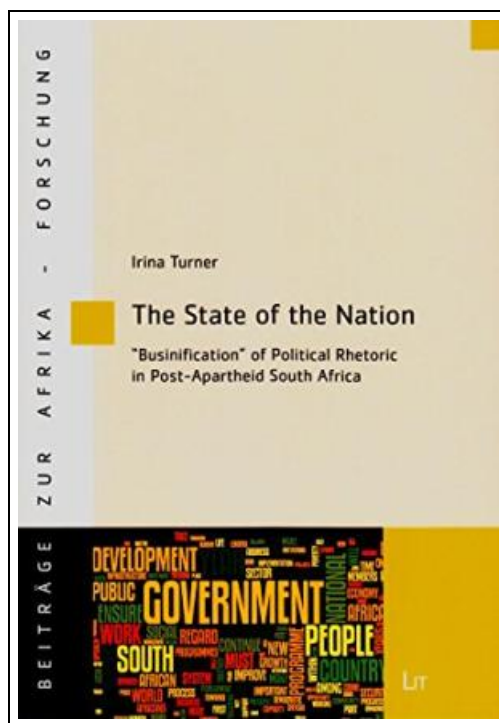


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Lit Verlag, United States, 2016. Paperback. Book Condition: New. 224 x 155 mm. Language: English . Brand New Book. Via the idea of businification - a neologism describing the infiltration of business ideology into political and media texts - this book traces the shift towards neo-liberalism in post-apartheid South Africa through the rhetorical gestures of the country s political narrators. In an application of Critical Discourse and Content Analysis, it examines linguistic changes within the corpus of the annually recurring State-of-the-Nation-Address from 1994 to 2012. This analysis is a contribution to research on business language from a non-Western perspective. Its interdisciplinary approach is of interest to researchers of South African political history, African Studies, Media Studies, and Sociolinguistics. Irina Turner holds a M.A. degree in Media Theory and Practice from the University of Cape Town, South Africa and is a qualified Arts Manager (Diplom FH, Potsdam University of Applied Sciences, Germany).



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