



# Politicians and Rhetoric: The Persuasive Power of Metaphor

J. Charteris-Black

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## Politicians and Rhetoric: The Persuasive Power of Metaphor

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This analysis of the rhetoric of nine successfully persuasive politicians explains how their use of language created credible and consistent stories about themselves and the social world they inhabit. It explores their use of metaphors, their myths and how language analysis helps us to understand how politicians are able to persuade.



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