

Contents

<i>List of Figures and Tables</i>	x
<i>Acknowledgements</i>	xvi
1 General Introduction	1
1.1 A corpus-based cognitive analysis of political discourse	1
1.2 The relevance of new Labour in the study of political discourse	3
1.3 Book outline	7
2 Designing a Corpus-Based Cognitive Analysis of Political Discourse	10
2.1 Cognitive linguistics and Critical Discourse Analysis	11
2.1.1 Elements of cognitive linguistics	11
2.1.2 What is Critical Discourse Analysis?	16
2.1.3 <i>C</i> for <i>critical</i> ?	18
2.1.4 <i>C</i> for <i>cognitive</i> ?	19
2.2 What corpus linguistics can do for a cognitive analysis of discourse	24
2.2.1 Basic assumptions	24
2.2.2 Corpus linguistics and qualitative analysis	25
2.2.3 Corpus linguistics and discourse analysis	27
2.3 Corpus linguistics and cognitive linguistics	29
2.3.1 Corpus linguistics and the study of conceptual metaphors	29
2.3.2 Metaphor identification procedures	32
2.4 Corpus data	35
2.5 Quantitative methods	38
2.5.1 WMatrix: concordance, keyness and corpus tagging	38
2.5.2 An explanatory note on statistics	39
2.6 Step-by-step process of analysis	42
Part I The New Labour Identity	51
3 What's in a Name? Party Names and Political Principles	53
3.1 Initial analyses	53
3.2 Party names and party identity	56

3.3	Principles, goals and means in new Labour discourse	66
3.3.1	New labour, no labour?	66
3.3.2	Of values and consensus	73
4	Reclaiming Ground on the National Scene – Fighting Stereotypes	81
4.1	Politics and stereotypes	82
4.1.1	Appropriation as a discourse strategy against pathological stereotypes	89
4.1.2	Reciprocation as a discourse strategy against pathological stereotypes	113
Part II	New Labour and the Discourse of Change	121
5	Can Things Only Get Better? Internal Change in New Labour Discourse	127
5.1	New Labour as the agent of positive change	128
5.1.1	Newness and futurity in new Labour discourse	128
5.1.2	New Labour discourse and the past	138
5.2	Internal change and progress in new Labour discourse	146
5.2.1	Progress is more, progress is better	146
5.2.2	Progress, verticality and upward movement	152
5.3	New Labour's journey of blended paths	157
5.3.1	Journey metaphors	157
5.3.2	Blended paths	165
6	External Change and Globalisation in New Labour Discourse	171
6.1	From external change to globalisation	171
6.1.1	The nature of external change	171
6.1.2	Quantifying globalisation	175
6.1.3	Semantic environments	177
6.2	New Labour discourse and globalism	182
6.2.1	The inevitability of globalisation	183
6.2.2	Globalisation and the spread of progress	190
6.3	Beyond external change and globalisation: new Labour's no-alternative choices	193
6.3.1	Mouffe and new Labour	193
6.3.2	<i>Choice</i>	195
6.3.3	<i>Or</i>	201
6.4	Conclusion	207

7 Labour after Blair	210
7.1 Post-Blair Labour	211
7.1.1 Corpus description	211
7.1.2 Labour is “not for turning”	212
7.2 The Labour identity after Blair	214
7.2.1 Talking politics	214
7.2.2 Toughness and efficiency	223
7.2.3 Stereotypes that stick	229
7.3 Change after the financial crisis	240
7.3.1 From never-ending progress to the <i>Broken Society</i>	240
7.3.2 Global issues	246
7.4 Conclusion	256
8 General Conclusion	258
8.1 Summary	258
8.2 Prospects	261
<i>Appendix: Corpus Organisation</i>	263
<i>Notes</i>	275
<i>Bibliography</i>	285
<i>Index</i>	299