



Exploring evaluative, emotive and persuasive strategies in discourse

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This volume delves into the discursive construction of three closely linked linguistic functions: evaluation, emotion, and persuasion in order to explore how they may intertwine. The discourse genres examined comprise business pitches, political debates, media discourse, fiction, social networks, etc., either in English or Spanish. The analyses adopt a variety of theoretical frameworks: the Appraisal Model, Systemic Functional Linguistics or Critical Discourse Analysis, to name three of the main overarching methodological approaches to the study of discourse. The Editors, Antonio García-Gómez and Mercedes Díez-Prados bring together a miscellanea of papers written by scholars from different Spanish universities and with different research backgrounds to deal with diverse topics under the general premise that an evaluative process underlies every persuasive act and that persuasion is commonly achieved by emotive discourse. This volume will serve as an invaluable tool for researchers and students alike who are interested in the expression of evaluative and emotive language whose main aim is persuading the audience.