

Librería  
*Bonilla y Asociados*  
desde 1950



**Título:** Rhetoric Of The Right The

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**Precio:** \$800.00

**Editorial:**

**Año:** 2014

**Tema:**

**Edición:** 1ª

**Sinopsis**

**ISBN:** 9781138791497

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 the decline in attention to economic justice and social equality.