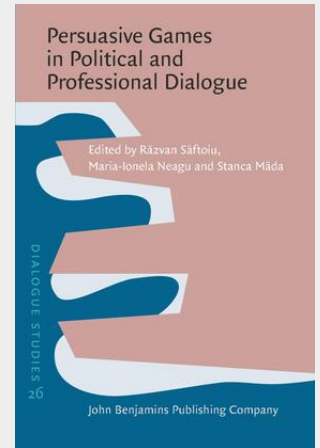


Persuasive Games in Political and Professional Dialogue

Persuasive Games in Political and Professional Dialogue is about the rediscovery of humans as proficient users of language in the sense that – while involved in a dialogue – they listen, observe, discuss, reason, evaluate and conclude; in other words, speakers are no longer interested in defeating the other and proving him/her wrong, but in learning from the other. The volume comprises 12 articles, distributed in two sections – Persuasion in Political Dialogue and Persuasive Strategies in Professional Dialogue – which approach the topic of persuasion as it unfolds from political and professional communication. The articles in the proposed volume depict relevant theoretical and practical issues related to persuasion in two communication sites: politics and workplace, and they are results of consistent research conducted by the contributors in various settings. The contributions provide critical, valuable insights into the dynamic process of creating and maintaining relationships at an individual and at a professional level.



104,94 €

98,07 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9789027210432

Medium: Buch

ISBN: 978-90-272-1043-2

Verlag: John Benjamins Publishing Company

Erscheinungstermin: 01.10.2015

Sprache(n): Englisch

Auflage: Erscheinungsjahr 2015

Serie: Dialogue Studies

Produktform: Gebunden

Gewicht: 600 g

Seiten: 275

