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New Labour, New Language? Jeff Aronson, clinical reader in clinical pharmacology. ... But in the hands of new Labour's rhetoricians, such trite sentiments are intended to catch votes, not to express real policies. The rhetoric creates the policies, not the other way round. Indeed, the rhetoric hides the absence of policies.

Book: New Labour, New Language?

![][1] Norman Fairclough Routledge, £9.99, pp 178 ISBN 0 415 21827 6

Rating: ![Graphic][2] ![Graphic][3]

![Graphic][4] ![Graphic][5] "I can suck melancholy out of a song," says

Shakespeare's Jaques, "as a weasel sucks eggs." Hence the phrase "weasel words," coined for political purposes in the United States at the end of the 19th century and used (most famously by Theodore ...

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New Labour, New Language? | Books | The Guardian

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New Labour - Wikipedia

The first book on this subject, *New Labour, New Language?* is a critique of New Labour and its policies via an in-

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depth analysis of the language and rhetoric employed by Tony Blair and his spin Read more...

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