



Analysis of discourse strategies

Politics and deixis

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Abstract: The analysis of political discourse dealing with the economic crisis in Spain reveals a wide range of discursive strategies in which deixis plays a crucial role in the construction of political speech. Here the speaker is presented from a clearly positive perspective that favours the construction of a positive self-image and political ideology as compared to that of his adversary, whose legitimacy is systematically delegitimized in partisan speech.

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