



# Identity, Narrative and Metaphor: A Corpus-Based Cognitive Analysis of New Labour Discourse

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## **Identity, Narrative and Metaphor: A Corpus-Based Cognitive Analysis of New Labour Discourse**

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This book shows that the discourse of the Labour party 1994-2007, revolving around three key concepts of identity, narrative and metaphor, not only reflected new Labour's policy and organisational changes, but that it was also an essential part of its successful strategies of renovation and of power legitimization.



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