



"Não pense em crise, trabalhe": o jogo da história na trama da língua [

2018

text (article)

Analítica

In this work, based on the theoretical perspective of French Discourse Analysis and mobilizing notions such as metaphorical effect (PÊCHEUX, 1997 [1969]) and identification modality (PÊCHEUX, 2009 [1988]), we analyze the speech of the interim president Michel Temer, given the swearing-in of new ministers due to the dismissal of president Dilma Rousseff. We also examine the displacements of the enunciation "Don't think about the crisis, work," uttered by Michel Temer, which circulated in different posts. We present how the metaphoric effect works in such posts, producing inconsistencies in the supposed presidential legitimacy, a counter-identification of the subjects with the discourse addressed to them, thus creating spaces of resistance to a discourse of domination and segregation of the subjects

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Título: "Não pense em crise, trabalhe": o jogo da história na trama da língua electronic resource]

Editorial: 2018

Tipo Audiovisual: Michel Temer Identification modality Metaphoric effect Crisis Work Michel Temer Modalidad de identificación Efecto metafórico Crisis Trabajo Análise de Discurso Linguística Michel Temer Modalidade de identificação Efeito metafórico Crise Trabalho

Documento fuente: Fórum Linguístico, ISSN 1984-8412, Vol. 15, Nº. 1, 2018, pags. 2891-2902

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Lengua: Portuguese

Enlace a fuente de información: Fórum Linguístico, ISSN 1984-8412, Vol. 15, Nº. 1, 2018, pags. 2891-2902

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