# Contents

*List of Tables*  
viii

*List of Figures*  
ix

*Acknowledgements*  
x

*Notes on the Contributors*  
xi

1 Spanish at Work – Analysing the Discourse of Institutions  
*Nuria Lorenzo-Dus*  
1

## Part I Languages, Identities and Media Institutions

2 Languages, Identities and Media Institutions in the Spanish-Speaking World  
*Nuria Lorenzo-Dus*  
11

3 The Construction of Canarian Identity in the First Telenovela on Canarian Television  
*Mª Isabel González Cruz and Mª Jesús Vera-Cazorla*  
16

4 Linguistic Ideology in Galician Factual Radio Broadcasts: towards the Castilianisation of Galician Pronunciation Traits?  
*Jaine Beswick*  
35

5 *A Gente é Latino*: the Making of New Cultural Spaces in Brazilian Diaspora Television  
*Iris Bachmann*  
50

6 *Tu voz es tu voto*: the Role of Spanish in the 2008 United States Presidential Elections  
*Clare Mar-Molinero*  
67
Part II Discourse, Persuasion and Performance in Political Institutions

7 Discourse, Persuasion and Performance in Political Institutions across the Spanish-Speaking World 85
Nuria Lorenzo-Dus

8 A Critical Analysis of the Housing Policies Aimed at the Extremely Poor: the Case of the Social Development Secretariat of Buenos Aires City 93
Mariana Carolina Marchese

9 Contested Talk and the (Co-)Construction of Identity: Spanish Parliamentary Debate 111
Miranda Stewart

10 Political Implicature in Parliamentary Discourse: an Analysis of Mariano Rajoy’s Speech on the 2006 Catalan Statute of Autonomy 130
David Atkinson

11 Bolivarianism and Socialism: a Corpus-Driven Investigation into Changes in Hugo Chávez’s Rhetoric 146
Dominic Smith

Part III Discourse, Interpersonal Relations and the Workplace

12 Discourse, Interpersonal Relations and the Workplace in the Spanish-Speaking World 165
Nuria Lorenzo-Dus

13 Managing Intersubjectivity and Establishing Consensus in Two Activity Types: Business Negotiations and Student Workgroups 172
Lars Fant

14 Vaya, ¡qué chungo! Rapport-Building Talk in Service Encounters: the Case of Bars in Seville at Breakfast Time 192
María Elena Placencia and Ana Mancera Rueda

15 How to Get Rid of a Telemarketing Agent: Face-Work Strategies in an Intercultural Service Call 208
Rosina Márquez Reiter
16 Discourse as a Tool for the Diagnosis of Psychosis: a Linguistic and Psychiatric Study of Communication Decline
Maria Laura Pardo

Bibliography 252
Author Index 278
Subject Index 285