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Power, Identity and Efficiency in the Political Discourse

Abstract: The paper aims to discuss the link between power and identity within the political discourse. Such a link is not always obvious, but lies at the bottom of many semantic structures embedded in this type of discourse. In the same time, the more informative and detailed in the narrative the political discourse is, the less mobilizing it becomes, considering the effects upon the public. Therefore, one can observe that the conditions of existence and the conditions of efficiency for the political discourse represent a provocative field of investigation in itself.

Keywords: political discourse, power, narrative identity, witness identity.