

CONTENTS

1	Introducing Discourse Analysis in EU Politics	1
	<i>What Is Discourse Analysis?</i>	2
	<i>Discourse Analysis in the Study of the EU</i>	3
	<i>Scope of Research</i>	3
	<i>Approaches and Research Themes</i>	6
	<i>What Can't Discourse Analysis Be Used for?</i>	9
	<i>The Aim of the Book and Its Approach to Discourse Analysis</i>	10
	<i>Structure of the Book</i>	14
	<i>References</i>	16
2	Discourse Analysis as a Research Strategy	21
	<i>Agency–Structure as a Continuum</i>	22
	<i>Discursive Conflict–Consensus as a Continuum</i>	25
	<i>Causality and Types of Explanations</i>	28
	<i>Discourse Analysis and Time</i>	31
	<i>Multi-theoretical Analysis and Counterfactual Reasoning</i>	34
	<i>Ideas, Discourse and Institutions: A General Analytical Framework</i>	37
	<i>References</i>	40
3	Discourse Analysis, Data and Research Techniques	45
	<i>What to Read?</i>	46
	<i>Documents</i>	49
	<i>Interviews and 'Naturally Occurring Talk'</i>	51

	<i>Survey Questionnaires</i>	53
	<i>Non-linguistic Data</i>	54
	<i>How to Read?</i>	56
	<i>Content Analysis and Computer-Assisted Text Analysis</i>	57
	<i>Problem Perception Analysis</i>	59
	<i>References</i>	61
4	Discourse and EU Policy-Making	65
	<i>Reforms and Actors in the CAP</i>	66
	<i>A Mechanism of Resistance: Discursive Path-Dependency</i>	68
	<i>Two Conditions for Transformation: One Necessary and One Conducive</i>	70
	<i>First Mechanism of Transformation: Discursive Ambiguity</i>	70
	<i>Second Mechanism of Transformation: Translation</i>	73
	<i>Third Mechanism of Transformation: Discursive Entrepreneurship</i>	75
	<i>Fourth Mechanism of Transformation: Expertise</i>	78
	<i>Expertise in EU Policy-Making</i>	80
	<i>References</i>	84
5	Discourse and the Strategic Usage of Europe	91
	<i>'Europe' as a Strategic Discursive Resource</i>	92
	<i>Three Conditions Conducive for the Strategic Usage of Discourse</i>	93
	<i>How Can It Be Determined Whether Decision-Makers Invoke Discourse Strategically?</i>	96
	<i>The Usage of Europe in Banking</i>	97
	<i>Ireland</i>	99
	<i>Denmark</i>	103
	<i>Comparing Ireland and Denmark</i>	108
	<i>References</i>	109
6	Discourse, Myths and Emotions in EU Politics	115
	<i>Myths and Emotions in EU Politics</i>	116
	<i>Discursive Institutionalism on Political Myths and Emotions</i>	119
	<i>Green and Social Europe: Myths and Emotions</i>	120
	<i>The Production of Europe 2020</i>	122
	<i>The Reception of Green and Social Europe: Sectoral and Institutional Resonance</i>	123

	<i>The Emotional Appeal of Green and Social Europe</i>	129
	<i>Explaining the Reproduction of Green and Social Europe: Desire and Self-Blockage</i>	132
	<i>References</i>	135
7	Visual Discourse, Imagery and EU Politics	139
	<i>Visual Discourse, Symbols and Imagery</i>	141
	<i>The Roles of Imagery in 'Green Europe' Politics</i>	144
	<i>Comparisons Across Units: The Multiple Roles of Imagery and Institutionalised Opposition</i>	146
	<i>Temporal Comparisons: Dialectic Organisational Interests and Friendly 'Othering'</i>	150
	<i>References</i>	157
8	Taking Stock and Looking Ahead	159
	<i>Theory-Building Challenges</i>	161
	<i>Research Design Challenges</i>	163
	<i>Revisiting a General Analytical Framework</i>	166
	<i>References</i>	168
	Index	169