Contents

1	Marcia Macaulay	medi
2	Representing the People: Claiming the Heartland in Scottish Election Manifestos Ruth Breeze	27
3	Hugo Chávez's Contemporary Latin American Populist Discourse Ricardo Gualda	59
4	Self and Other Metaphors as Facilitating Features of Populist Style in Diplomatic Discourse: A Case Study of Obama and Putin's Speeches Liudmila Arcimavičienė	89
5	An Untrustworthy Entertainer: Populist Identities in the Voices of New Zealand Voters Jay M. Woodhams	125

6	Bernie and the Donald: A Comparison of Left- and	
	Right-Wing Populist Discourse	16
	Marcia Macaulay	
7	Conclusion	19
	Marcia Macaulay	

215

Contents

Index