Contents

List of Figures xiii
Formal Acknowledgements xiv
Acknowledgements xv

Introduction 1

1 **Legitimation and Multimodality in Discourse: Key Figures and Concepts** 6
Aristotle 7
Bourdieu 8
Foucault 9
Latour 11
Orwell and Chomsky 12
Critical Discourse Analysis ~ Critical Discourse Studies 16
Van Dijk 21
Van Leeuwen 24

2 **Theoretical Framework** 31
Introduction 31
Analytical Gap 31
Blending Theoretical Approaches 33
Theoretical Framework 37
Multimodal Resources 37
Pragma-strategic Level 39
Justificatory Schema 39
Legitimation as a Process 40
Legitimation as a Quality 40
Discourse-historical Moral Evaluation 41
Key Notions and Terms 41

3 **Legitimation** 43
Introduction 43
Rationality 43

Rationality and Legitimation 47
Dichotomies and Dualisms 51
Irrationality 53
Irrationality and Legitimation 54
Legitimating the Irrational 54
Rationality and Legitimation in Romanticism 62
Rationality and Legitimation in Modernism 64
Mythology and Legitimation 65
Technology and Legitimation 69
Notes 70

4 Legitimation, Mode, Genre, and Context: The Complexity of the Political Ad 71
The Transferability of the Arts 71
Dada and Surrealism: Their Politics and Paradoxical Legacy 72
The Russian Avant-Garde, Eisenstein, and Soviet Cinema 75
Adorno, Eisler, and the De-legitimation of Mass Cultural Products 78
Inverted Modal Salience and Music 79
Introduction 79
Genre of Political Ads 81
Legitimation by the Multimodal Affordances of a Speech 84
'Yes We Can' (2008) 86
Multimodal Re-contextualisation in a Supporting Role 86
Legitimation through Genres 92
Background 92
'Don't Vote Alone' (2008) 94
Legitimation through Multimodally Realised Genre and Register 95
Legitimation and Semiotic Simultaneity 99
Background 99
'Don't Know Much' (2008) 99
Legitimation through Semiotic Simultaneity 100
Conclusion 103
Note 104

5 Naturally 105
Introduction 105
Persuasion, Naturalisation, and Bourdieu 106
The Expedience of Uncertainty 106

'Daisy' (1964): Emotional Advertising 108
Bourdieu's Habitus and the Creation of 'Numb Imperatives' 109
Unmodern Resonances 110
Children in/as Nature 111
Children and Politicians 111
Children and Innocence 112
'Icecream' (1964): Protecting Childhood 113
'Dangerous World' (2000), 'Changing World' (2004), and 'Ashley's Story' (2004): Childhood Threatened 114
Deciphering the Body 119
Child as Savage 120
'Poverty' (1964), 'The Threat' (1996): Childhood Changed 121
Metaphorical Nature 125
'Victory' (2004) 125
Metaphor and Multimodality 131
'Bear' (1984) 132
'Wolves' (2004) 134
'Polar Bears' (2008) and 'Wolves (II)' (2008) 137
Nature as Environment 138
'Orbiting' (1984) 139
'National Parks' (1956) 141
'Harbor' (1988) and 'Bay' (1988) 142
'Matters' (2000) 143
Theoretical Framework Applied 146
'The Threat' (1996), Dole 146
Multimodal Resources 146
Pragma-strategic Level 148
Justificatory Schema 151
Legitimation as a Process 151
Legitimation as a Quality 152
Discourse-Historical Moral Evaluation 152
'Matters' (2000), Gore 153
Multimodal Resources 153
Pragma-strategic Level 154
Justificatory Schema 157
Legitimation as a Process 158
Legitimation as a Quality 158
Discourse-Historical Moral Evaluation 158
Typology 160
Notes 160

6 **Selling Scottish Independence** 162
Introduction 162
'Two Futures' (2013) 162
Legitimation and National Identity 163
Analysis 165
Multimodal Resources 165
Pragma-strategic Level 170
Justificatory Schema 173
Legitimation as a Process 174
Legitimation as a Quality 175
Discourse-Historical Moral Evaluation 176

7 **Legitimation in Other Disciplines and Contexts** 180
Cartography 180
Communication with Hazard Maps in Central America 183
Organisation and Management Studies 186
The Law 190
Critical Legal Studies 191
The Heat of Passion Doctrine 192
'Adequate Provocation' and the 'Reasonable Man' 192
Fear, Anger, and Agency 194
Incitation 196
Ad: 'Willie Horton', Hate as Strategy 197
Literature 200
'Measure for Measure': Legitimation and the Law 200
Literature = Legitimate? 202
Art 202
Art and Value 202
Art and the Body 205
Notes 208

8 **Truth and Legitimation** 209
Truth and Expertise 209
Truth, Truths, and Lies 214
Free Speech, 'Safe Spaces', Algorithms, and Echo Chambers 217

Postscript 223

References 225
Index 240