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Guy Cook is Professor of Language and Education at the Open University, UK. He was formerly Professor of Applied Linguistics at the University of Reading (1998-2004) and head of TESOL at the London University Institute of Education (1991-1998).

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Written in a clear, accessible style and drawing on illustrative examples, *Genetically Modified Language* is an insightful look at how language shapes our opinions. About the Author Guy Cook is Professor of Applied Linguistics at The Open University, UK.

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Guy Cook subjects the language of the case for GM to a careful and detailed examination. He looks in turn at the persuasive strategies used by politicians, scientists, the media, biotechnology corporations, and supermarkets, showing how their arguments mix together scientific, commercial, ethical and political criteria, and are seldom as

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Sommario Introduction Part 1: The Speakers 1.

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As the argument intensifies and the voices on all sides get louder, Genetically Modified Language cuts through the confusion and controversy to the issues and ideology at the heart of the disagreement. Guy Cook subjects the language of the case for GM to a careful and detailed examination.
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As the argument intensifies and the voices on all sides get louder, Genetically Modified Language cuts through the confusion and controversy to the issues and ideology at the heart of the disagreement.
Genetically Modified Language: the discourse of arguments ...

Abstract. The GM debate is a war of words, to be won as much by persuasion as by action in the laboratory, field or supermarket. As the argument intensifies and the voices on all sides get louder, Genetically Modified Language cuts through the controversy to unpick the issues and ideology at the heart of the debate.

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