

Contents

Acknowledgments ix

1. Introduction 1
 - Language 1
 - Power 3
 - Power of Language to Impress and Influence 5
 - Power of Language to Depoliticize 6
 - Routinization of Language Dominance 8
2. Signs of Power I:
Powerful and Powerless Styles 12
 - Components of Impressions of Power 13
 - Persuasion and Related Outcomes 17
 - Powerful and Powerless Speech Styles 18
3. Signs of Power II:
More Variables, More Issues 38
 - Other Language Variables 39
 - Issues in Studying the Signs of Power 47
 - More Explanatory Possibilities 54

4. Conversational Influence and Control	60
Casting	63
Speakership	70
Topic Control	80
5. Mitigation: Be Indirect and Be Tentative	89
Be Indirect	93
Be Tentative	107
The Yin and Yang of Mitigation	113
6. Misleading Words	117
Devious and Equivocal Messages	120
Lying, Evasion, and Related Forms	124
Words That Bypass Critical Thought	132
Evocative Words and Metaphors	136
7. Masking	143
Linguistic Representations of Reality	145
Lower-Level Masking Devices	152
Higher-Level Masking Devices	164
8. Further Issues, Conclusions, and Prospects	172
Sociostructural Bases of Language Dominance	172
Routinization of Language Dominance	179
Epilogue	189
References	195
Index	219
About the Authors	228