

Abstract

This thesis results from my first inspirational encounter with Norman Fairclough, his approach to position of discourse in the globalised economy and social change, and applies the methodology of CDA to a specific topic. This topic is the television policy of the Labour Party, 1992 – 1997. I explore the space of academic freedom transdisciplinarity and CDA provide in such a specific topic, posing simple questions within my reach: such as how far can entrance discourse into a policy prove influential for regulation of the market, how can a globalised discourse expand to national level or about the relationship between discourse and social change.

Keywords

Critical Discourse Analysis (CDA), transdisciplinary - Norman Fairclough, New Labour - broadcasting policy, television policy - Labour party, United Kingdom, 1992-1997, neoliberal discourse/discourse of new capitalism, television market – deregulation - UK