



Gute-Macht-Geschichten: Politische Propaganda und wie wir sie durchschauen ko?nnen (German Edition)

Daniel Baumann, Stephan Hebel

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So werden wir durch Sprache manipuliert

Deutschland muss "fit für die Zukunft" gemacht, die "Wettbewerbsfähigkeit" gesteigert werden - das ist "alternativlos"! Solche Sprüche hören wir Tag für Tag. Dass die "Reformen" meist den Unternehmen nutzen und zu unseren Lasten gehen, wird verschwiegen. Dieses Buch entlarvt die Floskeln der Macht.

Die "Kostenexplosion" gefährdet unseren Sozialstaat, die "demografische Katastrophe" die Zukunft des Landes und steigende "Arbeitskosten" den Wirtschaftsstandort Deutschland. Mit solchen vermeintlichen Gewissheiten wird in Deutschland Politik gemacht, werden "Reformen", die meistens Kürzungen für Normalbürger bedeuten, als "alternativlos" verkauft. Doch was ist dran? Stephan Hebel und Daniel Baumann u?bersetzen die wichtigsten Begriffe aus dem Wörterbuch der Irreführung in leicht verständlichen Klartext und benennen Alternativen. Ein Begleiter für alle, die die Sprache der Macht durchschauen wollen.

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