

TITLE: *Between Liberty and Equality: Comparative Studies of Lexical Changes in the 1948–2002 Election Manifestos of the Conservative Party and the Left Party of Sweden.*

SWEDISH TITLE: *Mellan frihet och jämlikhet. Jämförande studier av lexikala förändringar i moderaternas och vänsterpartiets valmanifest 1948–2002.*

LANGUAGE: Swedish (English Summary)

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## Mellan frihet och jämlikhet

### Abstract

The focus of this thesis is to produce a three-dimensional image of rhetoric-ideological changes over a period of some 50 years (1948–2002) in election manifestos of the Left Party (*vänsterpartiet*) and the Conservative Party (*moderaterna*) of Sweden.

The parties have a clear purpose with their election manifestos: Vote for us! One primary condition to make it possible for a party to convince the voters of their own excellence is that their manifesto – in a concise format – treats political and ideological issues. The nature of these varies from time to time with conditions and changes in the world and within the party. However, irrespective of what factual matters the single manifesto brings forward, these are found in contexts with more or less clear rhetorical characteristics. This brings up the question of the rhetorical environment in which the political issues are discussed. Having as a point of departure the questions of *when*, *what* and *how*, the target has been to give this three-dimensional image. Via a distinction between content and form I distinguish lexical units which answer primarily to the question of *what* and those that have a stronger connection to the question of *how*.

Of the two studied parties, the Left Party is the one that shows the most obvious rhetorical characteristics. This is apparent mainly in the use of emotionally charged words, where the Left Party is far ahead of the Conservative Party with respect to both tokens and types during this period. However, it is possible to argue that the election manifestos of the Left Party are more interesting – in the sense of 'more rewarding' – also regarding the content-related units and categories.

KEYWORDS: lexical/political rhetoric, rhetorical dominance, manipulative language, semantics, emotionally charged words, manifesto.

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