



**University of
Sunderland**

Pearce, Michael (2001) Getting Behind the Image: Personality Politics in a Labour Party Election Broadcast. *Language and Literature*, 10 (3). pp. 211-228. ISSN 0963-9470

Downloaded from: <http://sure.sunderland.ac.uk/id/eprint/1020/>

Usage guidelines

Please refer to the usage guidelines at <http://sure.sunderland.ac.uk/policies.html> or alternatively contact sure@sunderland.ac.uk.

2001. "Getting Behind the Image": Personality Politics in a Labour Party Election Broadcast.
Language and Literature 10 (3): 211-228.

