



Phraseological Units in Advertising. An Empirical Analysis of the Effects of Modified Linguistic Expressions

By Barbara Lohmann

GRIN Verlag GmbH Aug 2014, 2014. Taschenbuch. Book Condition: Neu. 211x146x7 mm. Neuware - Seminar paper from the year 2014 in the subject English Language and Literature Studies - Linguistics, grade: 1,3, University of Münster, language: English, abstract: Since Leech published his pioneering work English in Advertising in 1966, the relevance of advertising increased steadily in linguistics during the twentieth century (Bell, 1995: 32). The term advertising itself means to turn towards , thus one of the central and obvious aims of advertising is to get the recipient s attention (Goddard, 1998: 6). Additionally, the initiator aims to attract and persuade a specific target group and thus consciously intends to benefit from the textual components of an advertisement, either directly and commercially or indirectly through an enhanced brand image (Goddard, 1998: 7). Hence advertising texts often involve a complex interpretation of the reader decoding the message (Goddard, 1998: 10). Developing a persuasive and successful advert demands a high degree of creativity and linguistic skills (Bell, 1995: 32). Besides metaphors, puns or alliterations, phraseological units are frequently used as a popular tool in advertising language (Bell, 1995: 32; Fiedler, 2007: 103). In the following, my focus will be on the topic...



READ ONLINE
[6.6 MB]

Reviews

It is easy in read through easier to fully grasp. it had been writtern very completely and useful. I am pleased to let you know that here is the greatest book we have read during my personal life and could be he very best book for possibly.

-- Miss Marge Jerde

It is really an remarkable publication i actually have possibly study. It usually is not going to cost excessive. Its been written in an exceedingly basic way and is particularly only right after i finished reading this publication through which basically transformed me, affect the way i think.

-- Dr. Breana O'Kon

Other Kindle Books



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG, Eignungstest für das Medizinstudium, Adult Attachment Interview,...



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers who are new to computer programming. Although...



Children s Educational Book Junior Leonardo Da Vinci : An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English]

Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to expand and inspire young minds; this is...



DK Readers L1: Feeding Time

DK Publishing (Dorling Kindersley). Paperback / softback. Book Condition: new. BRAND NEW, DK Readers L1: Feeding Time, Lee Davis, DK Publishing, Linda Martin, This Level 1 book is appropriate for children who are just beginning to read. Which animal enjoys breakfast in...



Adobe Indesign CS/Cs2 Breakthroughs

Peachpit Press, 2005. Softcover. Book Condition: Neu. Gebrauch - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Adobe InDesign is taking the publishing world by storm and users are hungry for breakthrough solutions to...



The Preschool Inclusion Toolbox: How to Build and Lead a High-Quality Program

Brookes Publishing Co, United States, 2015. Paperback. Book Condition: New. 274 x 213 mm. Language: English . Brand New Book. Filled with tips, tools, and strategies, this book is the comprehensive, practical toolbox preschool administrators need to implement early childhood inclusion through...