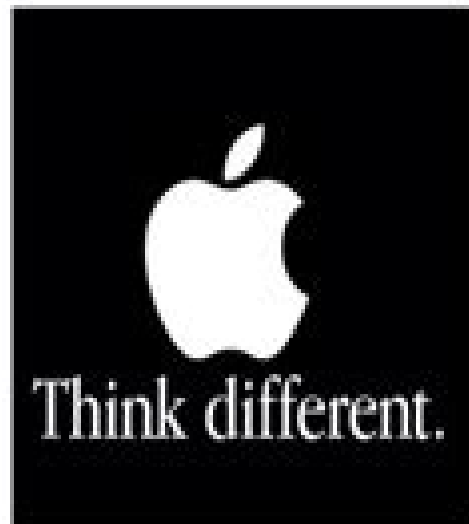


The Language of Adverts



Advertising Language Advertising Language

IM Harris



Advertising Language Advertising Language:

The Language of Advertising Guy Cook, 2007-10-30 A new Major Work in the Routledge Major Themes in English Studies series this is a five volume collection of cutting edge and canonical research about the language of advertising

Advertising Language Keiko Tanaka, 2005-07-05 Keiko Tanaka offers an analysis of the linguistic devices that are used in advertisements looking at the strategems which advertisers employ to gain and retain the attention of their audience Using relevance theory as a framework she sets out its key aspects and applies them to the language of written advertising in Britain and Japan Particular emphasis is placed on covert communication puns and metaphors and the book contains a unique chapter on images of women in Japanese advertising It is fully illustrated throughout with recent contrasting advertisements drawn from the two countries The book provides a compelling analysis of the language of advertising and an exploration of Relevance Theory that will be of interest to scholars in many fields

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Manipulation of society through advertising. Language manipulation mechanisms in advertisements Stacie Writes, 2016-06-13 Diploma Thesis from the year 2014 in the subject Communications Public Relations Advertising Marketing Social Media grade language English abstract The diploma paper is a research of the written advertising from the linguistic and translation perspective The aim of this paper is to point out the language manipulation mechanisms and the strategies of advertising translation The Paper has the following structure the annotations in the English and Romanian languages the introduction two chapters a theoretical and a practical one each one containing a conclusion the general conclusions the bibliography made up from 12 consulted books 4 articles and 8 internet resources consulted sites and the appendix The paper presents the concept of manipulation through advertising and namely the language manipulation mechanisms in advertisements which are being presented by lexical features which include weasel words and emotionally coloured words by grammatical and syntactic features which mostly relate to the way text is constructed and the intentional mistakes committed in advertising texts We will see what the words that are frequently used in advertising are The third aspect that represents language manipulation mechanisms is stylistic dimensions which implies such stylistic devices as personification metaphors metonymy synecdoche puns imperatives We will find out to which stylistic devices advertisers love to resort Aside from this we will discuss about translation strategies in advertising which can be

summarized to three main strategies literal translation free translation and idiomatic translations We will also notice that the translation of advertising depends not only on cultural aspects Many of authors that wrote about translation of advertising have different opinions upon how this topic should be approached Based on the practical chapter we will try to find out what is more relevant and what wins over to transmit the message accurately or to create the effect Based on things mentioned above we will analyse what aspects of advertising attract people creating the positive effect and what turn them away All in all this diploma paper shows what vocabulary is used in advertising what speech and how language is used in vocabulary From the point of view of translation of advertising we will see whatever the foreign advertising prefer to translate the slogans word by word or they prefer to make their own one keeping only the general idea Sold on Language Julie Sedivy,Greg Carlson,2011-05-03 As citizens of capitalist free market societies we tend to celebrate choice and competition However in the 21st century as we have gained more and more choices we have also become greater targets for persuasive messages from advertisers who want to make those choices for us In Sold on Language noted language scientists Julie Sedivy and Greg Carlson examine how rampant competition shapes the ways in which commercial and political advertisers speak to us In an environment saturated with information advertising messages attempt to compress as much persuasive power into as small a linguistic space as possible These messages the authors reveal might take the form of a brand name whose sound evokes a certain impression a turn of phrase that gently applies peer pressure or a subtle accent that zeroes in on a target audience As more and more techniques of persuasion are aimed squarely at the corner of our mind which automatically takes in information without conscious thought or deliberation does endless choice actually mean the end of true choice Sold on Language offers thought provoking insights into the choices we make as consumers and citizens and the choices that are increasingly being made for us Click here for more discussion and debate on the authors blog <http://www.psychologytoday.com/blog/sold-language> Wiley disclaims all responsibility and liability for the content of any third party websites that can be linked to from this website Users assume sole responsibility for accessing third party websites and the use of any content appearing on such websites Any views expressed in such websites are the views of the authors of the content appearing on those websites and not the views of Wiley or its affiliates nor do they in any way represent an endorsement by Wiley or its affiliates **Foreign Languages in Advertising** Jos Hornikx, Frank van Meurs, 2019-12-17 This book presents a comprehensive account of the use and effects of foreign languages in advertising Based on consumer culture positioning strategies in marketing three language strategies are presented foreign language display to express foreignness English to highlight globalness and local language to appeal to ethnicity for instance Spanish for Hispanics in the USA The book takes a multidisciplinary approach integrating insights from both marketing and linguistics presenting both theoretical perspectives e.g Communication Accommodation Theory Conceptual Feature Model Country of origin effect Markedness Model Revised Hierarchical Model and empirical evidence from content analyses and experimental studies The authors demonstrate that

three concepts are key to understanding foreign languages in advertising language attitudes language product congruence and comprehension The book will appeal to students and researchers in the fields of sociolinguistics applied linguistics psycholinguistics marketing and advertising

The Language of Advertising Angela Goddard, 2003 Drawing on literary and linguistic theory for analysis of texts The Language of Advertising covers all aspects of advertising language from the interrelation of language image and layout to the discourse between reader and advertisement The second edition has been substantially rewritten to incorporate recent developments in the field Features include a range of new advertisements from Orange to Young Person's Railcard new material on internet advertising and its influence on paper texts new material on advertising designed to be seen on the move new activities to support student di

Advertising as Multilingual Communication H. Kelly-Holmes, 2016-01-11 Advertising has traditionally communicated messages to consumers with strong local and national identities However increasingly products producers advertising agencies and media are becoming internationalized In the development of strategies that appeal to a large multinational consumer base advertising language takes on new multilingual features The author explores the role of advertising language in this new globalized environment from a communicative theory point of view as well as from a close linguistic analysis of some major advertising campaigns within a multicultural and multilingual marketplace

To what Extent is Advertising Language a 'Sondersprache'? Jil Hoeser, 2016-02-26 Essay from the year 2016 in the subject German Studies Linguistics grade 2 7 University College London language English abstract Advertising happens in a lot of areas of life such as politics or charity and it almost every time happens by means of a specific use of language Exactly this specific use of the language in advertising will be the main focus of the following essay and we are going to ask if advertising language can be seen as a Sondersprache After providing a general definition of advertising and analysing its different techniques to influence peoples behaviour we will deal with the linguistic characteristics Finally after exposing the linguistic features of advertising we shall analyse whether advertising language could be seen as a Sondersprache Nowadays we encounter advertising like Saturn Geiz ist geil in the most different forms in our everyday life Whether it is on flyers on the radio or on the television everywhere we look advertising is flooding us We hear a specific melody coming from the radio and we know what product is meant we see a little green crocodile in the left corner of a t shirt and we directly know what brand it is from At this stage these two examples show us to what extent advertising is surrounding us What is more we can already observe a first tendency advertising is not only using language but it is also playing our minds with pictures and music Most people link this term only to commercial and product advertising but that definition is far too tight

Advertising: Using Words as Tools for Selling Second Edition Ruta Kalmane, 2012-03-07 Today advertising is merely just a provision of descriptive information about certain goods and services Advertising has developed over years becoming a manipulative source of information that uses our society's weaknesses in order to benefit financially This book provides an insight into the world of manipulative advertising language describing how

word interactions influence consumer choices revealing the most popular ways of advertising claim formation using certain language means Advertisement examples used in the book are mostly beauty product advertisements that focus on women as a target audience as women are said to be an easy target thanks to their emotionality The book will be interesting for both those who trust advertisements it will make you think twice before buying and those who already don't

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web 1 to obtain vacant possession 2 to ensure the tenant maintains the property reference the law of property act 1925 section 146 3 rent review time the chapter then looks at the property and fees where it mentions the rics fee structure which is a long gone system but remembered fondly by many