

The Language of Adverts



Language Of Advertising

Keiko Tanaka



Language Of Advertising:

The Language of Advertising Guy Cook, 2008 *The Language of Advertising* Angela Goddard, 2002 Drawing on literary and linguistic theory for analysis of texts this book covers all aspects of advertising language from the interrelation of language image and layout to the discourse between reader and advertisement **The Language of Advertising and T.V. Commercials** A. R. Fatihi, 1991 **The Language of Advertising** Guy W. D. Cook, 2007 **The Discourse of Advertising** Guy Cook, 2001 This second edition considers advertising in the context of current changes in communication All chapters have been fully revised and updated and substantial new material has been added The social functions and aesthetic effects of advertisements are comprehensively analysed across a wide range of media from billboards to email and the Internet Controversially advertisements are contrasted and compared with literary texts throughout The book clearly explains relevant concepts from semiotics poetics and linguistics and can serve as an introduction to all of these disciplines Practical exercises to stimulate further discussion are included at the end of each chapter *The Language of Advertising and Merchandising in English* David P. Rein, 1982 *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

Interrogating the Language of Advertising Annarita Taronna, 2006 **The Language of Advertising** Charles O'Neill, 2006

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 The Language of Persuasion in Advertising. A Corpus-based Critical Discourse Analysis Seda Evirgen,2021-05-04 Master s Thesis from the year 2020 in the subject English Language and Literature Studies Linguistics grade 1 0 Justus Liebig University Giessen language English abstract The thesis at hand puts a special emphasis on the use of persuasive language in online native advertisements from The New York Times After careful examination the corpus will be compiled of three native advertisements from the field of technology by the sponsors Intel Dropbox and Slack The limitation to these native advertisements and persuasive linguistic devices and techniques was necessary with regard to the scope of this thesis As no linguistic analysis of native advertisements could be found there also was no reference to follow Therefore the thesis at hand lays the foundation for further research in this area The aim is to conduct a corpus based Critical Discourse Analysis in order to investigate and answer two main questions 1 Do online native advertisements make use of the same persuasion methods as previously researched for other advertising types 2 What are the most prominent persuasive linguistic devices and techniques in the online native advertisements from The New York Times In addition to the CDA the corpus based approach is expected to provide quantitative evidence of the existence of discourse and to identify repetitive linguistic patterns of persuasive language use in native advertising The thesis will be structured as follows First the theoretical framework provides general information about the functions and characteristics of advertising while further focusing on native advertisement and the language of advertising It continues with explaining the concept of persuasive language on the basis of ethos logos and pathos and introduces some powerful persuasive techniques in advertisement Further linguistic devices of persuasive language on the phonetic lexical morphological and syntactic level will be defined Additionally the concept of Critical Discourse Analysis will be explained in detail as the thesis at hand follows the CDA framework of Fairclough The data collection method and data analysis procedure will be outlined in Chapter 3 This is followed by an analysis of three online native advertisements from the publisher The New York Times After the analysis the results will be presented and evaluated in order to assess the hypothesis Finally the conclusion provides a summary of the findings and suggests further research opportunities *The language of advertising* Pia Maria Eberle,2003 *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

The Language of Advertising Torben Vestergaard, Kim Schrøder, 1985-01-01 **The Language of Advertising** Pia Maria Eberle, Andreas Fischer (Anglist, Schweiz), 2003 **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 Television Advertising Michael L. Geis, 1982 *Language and Emotion. Volume 3* Gesine Lenore Schiewer, Jeanette Altarriba, Bee Chin Ng, 2023-05-08 The Handbook consists of four major sections Each section is introduced by a main article Theories of Emotion General Aspects Perspectives in Communication Theory Semiotics and Linguistics Perspectives on Language and Emotion in Cultural Studies Interdisciplinary and Applied Perspectives The first section presents interdisciplinary emotion theories relevant for the field of language and communication research including the history of emotion research The second section focuses on the full range of emotion related aspects in linguistics semiotics and communication theories The next section focuses on cultural studies and language and emotion emotions in arts and literature as well as research on emotion in literary studies and media and emotion The final section covers different domains social practices and applications such as society policy diplomacy economics and business communication religion and emotional language the domain of affective computing in human machine interaction and language and emotion research

for language education Overall this Handbook represents a comprehensive overview in a rich diverse compendium never before published in this particular domain

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

Language, Media, and Society Gajendra Singh Chauhan, 2010 In modern language communication advertising is one of the most striking to arouse strong feelings Language empowers the advertising message This book based on research in India takes interest in the subtleties of advertising communication and unravels the different intricacies of hidden messages No matter how innocent an advertisement may appear profound meaning and messages are continuously played out To reinforce Chomsky's thesis while the surface structure is identical in all interpretations the deep structure is not Language Media Society takes an approach based on communication perspectives starting from a wide variety of analytical frameworks such as social theory or mindset Advertising is not just a vigorous marketing module but also an integral element of modern society and cultures Its

enchanted power recycles cultural models and practices through the multiple media exposure The book digs up layers of linguistic marvels on the syntactical psychological semantic and semiotic levels of the advertising message It also delves into the sociolinguistic setting of Arunachal Pradesh power of code mixing in advertising and the sexist language of advertising

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