

The Discourse Of Advertising

[#advertising discourse](#) [#marketing communication](#) [#persuasive language](#) [#brand messaging](#) [#media rhetoric](#)

This resource delves into the fascinating realm of advertising discourse, analyzing how persuasive language, visual rhetoric, and strategic messaging are employed to shape consumer perceptions and influence purchasing decisions. It explores the analytical frameworks used to understand the complex communication strategies within the advertising industry and its broader cultural impact.

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The Discourse of Advertising

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.

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The Discourse of Advertising

Examines the discourse of advertising in relation to literature and literary theory, and considers the social function of adverts. In keeping with recent developments in the study of language and advertisements, this comprehensive introduction to advertising discourse examines the language of contemporary advertising, seeing it not as an isolated object but in complex interaction with the texts around it, with music and pictures and, importantly, with the people who make and experience it. Advancing the controversial view that adverts answer a need for play and display in contemporary society, the author moves from the uses of sound and pictures, through the poetic intricacies of the text to an assessment of their effect on the people who receive adverts daily, and whose identity is

partly constructed by them. The book clearly explains relevant theories of linguistics and poetics and includes practical exercises at the end of each chapter. Discussion is accompanied by examples from literature and recent advertisements.

The Discourse of Advertising

Essay from the year 1998 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, University of Münster (Englisches Seminar), language: English, abstract: The topic of this essay is "Advertising" and "The Discourse of Advertising". The author of this essay sums up some of the main ideas of Guy Cook, Geoffrey N. Leech, Greg Myers and Prof. Dr. Klaus Ostheeren, E.M. In order to look at an ad as a discourse type, it is necessary to look at Jacques Dubois and the "Groupe 14" who worked on the structure of language, rhetorical operations, "Isotopies" and "Metabolies". The latter can either evoke the "pleasure of recognition" or the "pleasure of surprise". The AIDA-formular, the term "register"

The Discourse of Advertising

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.

Advertising and Advertising as a type of discourse

This piece is about the discourse of advertising in English, French, Italian used in post card ads. Could you use this material effectively for the purpose of teaching foreign languages in an engaging way?

The Language of Advertising

This book offers a cross-cultural comparison of French and British cosmetics advertisements and explores how the discourse of beauty advertising represents ideas about femininity in French and English language contexts. As the global beauty industry expands and consumers become more critical of the claims made, the topic of cosmetics advertising discourse is examined using Feminist Critical Discourse Analysis. One common theme underlying most cosmetics advertising discourse is that the female body always requires 'work' to fix its 'problems': flat skin, dry hair, and so on. The author uses themes of language and gender, media and identity, and advertising across cultures to expose exactly what is going on in the language of cosmetics advertising and to offer a first step towards challenging these ideas and thinking about alternatives.

Mailing persuasion. The discourse of advertising in postcard ads

Linguists who have studied simplified varieties of a given language, such as pidgins or the language of care-givers, have tended to explain similarities in their structure by the fact that they use the same mechanisms of simplification. Bruthiaux tests this idea by looking at the structure of classified ads in American English, using a body of 800 ads from four categories: automobile sales, apartments for rent, help wanted, and personal ads. Bruthiaux's thesis is that strict, uniform constraints on space should result in uniformly simple texts, no matter which category they are in, and that any variation would be due to the particular needs of each category. To prove this he describes the linguistic structure of classified ads, and shows that they are characterized by a minimal degree of morphosyntactic elaboration. He then examines aspects of their conventions to highlight the role of pre-patterned and prefabricated segments whose collocational rigidity may force the inclusion of otherwise dispensable items. He finds that there is indeed significant variation across ad categories in terms of morphosyntactic elaboration, and concludes that this is due to a greater or lesser need to be explicit, as well as a greater or lesser anticipation of interaction. Finally, he examines the implications of these findings for the study of linguistic simplification and register variation.

The Language of Cosmetics Advertising

The marketing discipline has been dominated by managerial research that has never really been counterbalanced by a systematic critical analysis which is problematic given the assumed legitimization of the managerialism that has ensued. This book is an attempt to rest the balance, articulating a social critique and evaluation of marketing. The book offers a critical survey of the most important contributions to managerial marketing discourse from the earliest twentieth century onwards, covering traditions of

research such as scientific selling, marketing management and service marketing and drawing from Michel Foucault's understanding of power and Ernesto Laclau and Chantal Mouffe's Discourse Theory. The analysis reveals that managerial marketing discourse has promoted a government of organizations that is centred around the customer and that the shifts and turning points in this rationality through time signify more fundamental shifts in emphasis in the type of power promoted by marketing discourse and the subject positions it ascribes to people.

The Discourse of Classified Advertising

Narration can be conceptualized as conveying two or more events (or an event with a situation) that are logically interrelated and take place over time and have a consistent topic. The concept includes every storytelling text. The advertisement is one of the text types that includes a story, and the phenomenon conceptualized as advertising narration has gained new dimensions with the widespread use of digital media. The Handbook of Research on Narrative Advertising is an essential reference source that investigates fundamental marketing concepts and addresses the new dimensions of advertising with the universal use of digital media. Featuring research on topics such as branding, mobile marketing, and consumer engagement, business professionals, copywriters, students, and practitioners will find this text useful in furthering their research exposure to evolutionary techniques in advertising.

Marketing Discourse

The discourse of advertising has changed considerably over the past 200 years. This study - based on a corpus of 540 advertisements published in The Times between 1788 and 1996 - outlines how advertisements have developed into a distinctive text type with recurring formal, semantic and functional features. Criteria investigated are the global structure of advertisements, major topics, the use of adjectives, language play, the textual realisation of advertising functions and the emergence of the pictorial message. Although the study focuses on linguistic aspects of advertising, the discussion also includes the influence of extra-linguistic factors, such as socio-economic conditions and the development of the media.

Handbook of Research on Narrative Advertising

The research reported in this volume attempts to refine our understanding of persuasive messages of television advertising by studying the role of language in persuasion in two ways. First, it comprises an attempt to refine our understanding of how language might function in persuasion by examining relevant work from a variety of related disciplines, potentially germane either in terms of their theoretical approaches to the process or in terms of the actual linguistic techniques which they have suggested as enhancing the persuasive impact of a message. Second, a comparative study was undertaken in order to test the generalizability of the linguistic features found to characterize persuasive language in television advertising.

The History of Advertising Language

Discourse analysis is the study of spoken and written language in its social and psychological context. This book explains the relevant theory, and applies it to classroom activities designed to improve students' discourse skills. The teacher is then shown how these activities may be further developed in specific teaching situations.

Television Advertising and Televangelism

Placed within the context of reception studies, this book investigates how advertisements that rely on re-contextualising shared cultural knowledge are understood by their viewers, and examines their persuasive potential.

Discourse

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.

Evaluation in Advertising Reception

For anyone approaching Discourse Analysis for the first time, theory means little when it is not related to actual knowledge and experience of language in use. Describing Discourse takes the unique approach of introducing discourse studies through the hands-on analysis of linguistic data. The book introduces students to specific discourses constructed for particular purposes, for example, from the domains of advertising, law, medicine and education. Each chapter provides examples, exercises and commentary designed to develop the analytical abilities needed in describing the characteristic forms and typical functions of different discourses. Describing Discourse provides the ideal entry into the study of discourse for students new to the subject.

The Language of Persuasion in Advertising. A Corpus-based Critical Discourse Analysis

The International Encyclopedia of Language and Social Interaction is an invaluable reference work featuring contributions from leading global scholars, available both online and as a three-volume print set. The definitive international reference work on a topic of major and increasing importance, in a new series of sub-disciplinary international encyclopedias Provides state-of-the-art research for scholars in a highly interactive and accessible format, available both online and as a three-volume print set Covers key research topics in the field with contributions from a team of experienced, global editors Successfully brings into a single source, explication of all of the fascinating and ground-breaking Language and Social Interaction work developing globally and across subjects Part of The Wiley Blackwell-ICA International Encyclopedias of Communication series, published in conjunction with the International Communication Association. Online version available at Wiley Online Library

Describing Discourse

The discourse of political commercial advertising is primarily to shape the image, both organizations and individuals and invite the public to vote and support political organizations and politicians who create advertisements. In political commercial advertising, the political parties had shown their visions and their aims so people could elect the parties and the representative candidates.

The International Encyclopedia of Language and Social Interaction, 3 Volume Set

Taboos are much more than just a synonym of 'forbidden'. Proof of the concept's complexity can be found in the way ads often try to hide the taboo inherent to their products or, conversely, in the way certain taboo readings are foregrounded on purpose in other ads. This volume shows why and how that happens, using print and television ads to exemplify (a) the elaborate strategies used by ads for certain products to cleverly hide the taboo inherent to them, and (b) the deliberate recourse to taboo references in ads for products that do not present any taboo connotation. The linguistic analysis undertaken takes into account the different modes (verbal language, music, sound effects, moving and static images) that convey meaning in ads. Taboo is very often conveyed or disguised through one of the channels while

the others play the opposite role, thus achieving a balance that prevents the ad from being too obscure to be understood or too daring for the general public to accept it. For this comprehensive approach, concepts are drawn from different disciplines: textual and semiotic analysis from linguistics, theories of taboo from anthropology, and background to advertising from media studies.

A DISCOURSE ANALYSIS ON POLITICAL COMMERCIAL ADVERTISEMENT

Using evidence-based research, this book shows how to maximise the benefits of creative metaphor and metonymy in global advertising.

Taboo in Advertising

Furthering the dialogue about the growing power of commercialization and consumerism from a variety of perspectives and methodologies, this special issue contains a meticulously-researched account of the early battles waged over advertising regulation. It also includes articles examining the phenomenon of home shopping channels to determine how issues of social class are incorporated into their sales discourse, and showing how, since the 1970s, the discourse of ads in Hong Kong have changed from a celebration of more "traditional" Chinese values to a celebration of more "Western," consumer values. This issue also provides a focus on a subject often missing from studies of advertising and consumer culture--the advertising creatives themselves.

Unpacking Creativity

The research reported in this volume attempts to refine our understanding of persuasive messages of television advertising by studying the role of language in persuasion in two ways. First, it comprises an attempt to refine our understanding of how language might function in persuasion by examining relevant work from a variety of related disciplines, potentially germane either in terms of their theoretical approaches to the process or in terms of the actual linguistic techniques which they have suggested as enhancing the persuasive impact of a message. Second, a comparative study was undertaken in order to test the generalizability of the linguistic features found to characterize persuasive language in television advertising.

Advertising and Consumer Culture

Seminar paper from the year 2019 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1,7, Justus-Liebig-University Giessen, language: English, abstract: The purpose of this paper is to explore how Dove experienced the corporate social responsibility paradox, which occurs when a CSR campaign hurts the brand's reputation instead of benefiting it. Dove communicates its corporate social responsibility activities, as part of its marketing strategy, through social media, which caused in some cases criticism and backlash towards the brand. Even though the message from Dove, that everyone is beautiful in their own way, was perceived positively, the way it was being advertised and represented also caused negative consumer responses toward Dove. The advertisement that was criticized and is the object of investigation in this paper, is the body-shaped bottle advertisement, that was published as part of Dove's Real Beauty Campaign. The analysis of the advertisement will be conducted according to Fairclough's (1989, 1995) model for critical discourse analysis. The aim of the Critical Discourse Analysis (CDA) is to explore the visuals, ideology and stereotypes behind the advertisement, what the reason for the negative responses could be, the role of social media in this context and the resulting consequences for Dove.

Television Advertising and Televangelism

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.

Critical Discourse Analysis of Dove's Campaign for Real Beauty Advertisement

'Discourse Power Address' identifies the existence of 'directive' address, a form of strategic communication which is employed in a number of dominant practices, including Advertising, Politics, Public Relations and Corporate representation. Stuart Price

The Creative Process Behind the Advertising Discourse

Using both verbal and nonverbal techniques to make its messages as persuasive as possible, advertising has become an integral component of modern-day social discourse designed to influence attitudes and lifestyle behaviors by covertly suggesting how we can best satisfy our innermost urges and aspirations through consumption. This book looks at the categories of this form of discourse from the standpoint of semiotic analysis. It deals with the signifying processes that underlie advertising messages in print, electronic, and digital form.

The Language of Advertising

The relationship between language, discourse and identity has always been a major area of sociolinguistic investigation. In more recent times, the field has been revolutionized as previous models - which assumed our identities to be based on stable relationships between linguistic and social variables - have been challenged by pioneering new approaches to the topic. This volume brings together a team of leading experts to explore discourse in a range of social contexts. By applying a variety of analytical tools and concepts, the contributors show how we build images of ourselves through language, how society moulds us into different categories, and how we negotiate our membership of those categories. Drawing on numerous interactional settings (the workplace; medical interviews; education), in a variety of genres (narrative; conversation; interviews), and amongst different communities (immigrants; patients; adolescents; teachers), this revealing volume sheds light on how our social practices can help to shape our identities.

Discourse Power Address

The Routledge Handbook of Language and Digital Communication provides a comprehensive, state of the art overview of language-focused research on digital communication, taking stock and registering the latest trends that set the agenda for future developments in this thriving and fast moving field. The contributors are all leading figures or established authorities in their areas, covering a wide range of topics and concerns in the following seven sections: • Methods and Perspectives; • Language Resources, Genres, and Discourses; • Digital Literacies; • Digital Communication in Public; • Digital Selves and Online-Offline Lives; • Communities, Networks, Relationships; • New debates and Further directions. This volume showcases critical syntheses of the established literature on key topics and issues and, at the same time, reflects upon and engages with cutting edge research and new directions for study (as emerging within social media). A wide range of languages are represented, from Japanese, Greek, German and Scandinavian languages, to computer-mediated Arabic, Chinese and African languages. The Routledge Handbook of Language and Digital Communication will be an essential resource for advanced undergraduates, postgraduates and researchers within English language and linguistics, applied linguistics and media and communication studies.

Persuasive Signs

This book explores how language constructs the meaning and praxis of security in the 21st century. Combining the latest critical theories in poststructuralist and political philosophy with discourse analysis techniques, it uses corpus tools to investigate four collections of documents harvested from national and international security organisations. This interdisciplinary approach provides insights into the ways in which discourse has been mobilised to construct a strategic response to major terrorist attacks and geo-political events. The authors identify the way in which it is used to realize tactics of governmentality and form security as a discipline. This at once constructs a state of exception while also adhering to the principles of liberalism. This insightful study will be of particular interest to students and scholars of subjects such as applied linguistics, political science, security studies and international relations, with additional relevance to other areas including law, criminology, sociology and economics.

Discourse and Identity

This book reflects the chronological changes in Chinese cultural values, social relations, economy and politics by critically analyzing the Chinese advertising discourse. The work is based on research into the ideological values portrayed in Chinese household appliance advertisements in the 1980s – 1990s. The analytical framework covers a variety of methods: critical discourse analysis, chronological analysis, visual and verbal analysis, and qualitative and quantitative analysis. The findings suggest that ideological values consciously or unconsciously manifested by the visual and verbal devices in the Chinese advertisements moved in a pattern from simplicity to diversity, from being politically-oriented to being economically and profit-oriented, from conservatism to globalization and westernization, in

keeping with the progression of the Chinese economic reform. The findings further indicate that the ideological values in the Chinese household appliance advertisements are embedded in the advertising language and illustrations. Lastly, the work reveals the reality of Chinese politics, economy and society at a time when China experienced the growth of the market economy and evolution of Chinese mainstream ideologies, and demonstrates the impacts of these changes on the ideological meanings in advertisements. This book will help readers discover the more profound meanings behind the superficial content of Chinese advertisements.

The Routledge Handbook of Language and Digital Communication

Advertising and Multilingual Repertoires explores advertising from the perspective of multilingual audiences. Santello introduces the key linguistic processes involved in advertising discourse, and analyses the relationship between the linguistic repertoires of audiences and language use in advertising. This book: Showcases the most recent advancements in linguistic research as applied to the study of advertising and multilingualism, adopting an approach that focuses on linguistic resources; Examines how advertisements make use of language(s), including Italian and the use of English as a foreign language, in order to attract attention and persuade their audience; Familiarises readers with response mechanisms that bilinguals and multilinguals experience when exposed to advertising in different languages; Demonstrates both qualitative and quantitative approaches to researching the intersections between language and marketing. Advertising and Multilingual Repertoires is key reading for postgraduate students and researchers in the field of language and advertising.

The Discourse of Security

This book provides an introduction to the aims, theories and practices of critical discourse analysis (CDA). It is mainly concerned with the linguistic aspects of CDA. It provides an introduction to the different types of language analysis that are employed in CDA (frequency analysis, conversation, transitivity and reference, and figurative language, for example) and seeks to provide readers with the skills to apply them in different contexts to various types of texts: political speeches, marketing pieces, literary works, advertising, multimedia persuasive texts, discourses on race, gender, and politics.

Critical Discourse Analysis of Chinese Advertisement

"The Routledge Handbook of Corpus Approaches to Discourse Analysis highlights the diversity, breadth, and depth of corpus approaches to discourse analysis, compiling new and original research from notable scholars across the globe. Chapters showcase recent developments influenced by the exponential growth in linguistic computing, advances in corpus design and compilation, and the applications of sound qualitative and interpretive techniques in analyzing text and discourse patterns. Key discourse domains covered by 34 empirical chapters include: Research Contexts and Methodological Considerations; Naturally-occurring spoken, professional and academic discourse; Corpus approaches to conversational discourse, media discourse, and professional and academic writing;. The Routledge Handbook of Corpus Approaches to Discourse Analysis is key reading for both experienced and novice researchers working at the intersection of corpus linguistics and discourse analysis, as well as anyone undertaking study in these areas"--

Advertising and Multilingual Repertoires

Seminar paper from the year 2002 in the subject English Language and Literature Studies - Linguistics, grade: 2, LMU Munich (Institut für Englische Philologie), course: Empirical Linguistics: Deceptive Discourse, 15 entries in the bibliography, language: English, abstract: While the first part of this paper aims at exploring deceptive techniques through a mostly semiotic frame, focusing on automobile advertisements present in Germany in 2001 and 2002, the second part of this paper examines the role of psychological components in television advertising.

The Practice of Critical Discourse Analysis: an Introduction

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.

Discourse, advertising, and the unconscious

The Routledge Handbook of Corpus Approaches to Discourse Analysis