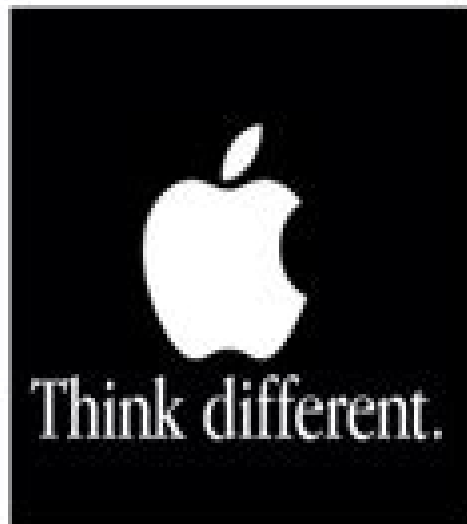


The Language of Adverts



Advertising Language

Robbi Rahim, Nasib Marbun



Advertising Language:

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

To what Extent is Advertising Language a 'Sondersprache'? Jil Hoerer, 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

Advertising Language Keiko Tanaka, 1999 Advertising Language analyses the ways advertisers use language to gain and retain the attention of their audience Contrasting British and Japanese advertising styles it reveals penetrating insights into these two cultures

The History of Advertising Language Sabine Giesinger, 2001 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

Critical Discourse Analysis of Chinese Advertisement Chong Wang, 2017-07-04 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

Printers' Ink; the ... Magazine of Advertising, Management and Sales, 1897

Service-Oriented Computing -- ICSOC 2003 Maria E. Orłowska, Sanjiva Weerawarana, Michael P. Papazoglou, Jian Yang, 2003-12-01 This book constitutes the refereed proceedings of the First International Conference on Service Oriented Computing ICSOC 2003 held in Trento Italy in December 2003 The 38 revised full papers presented were carefully reviewed and selected from 181 submissions The papers are organized in topical sections on service description service composition quality of service models service personalization service semantics business processes and transactions business collaborations service request and coordination service security and reliability infrastructure for service delivery service P2P and grid computing service and mobile computing and service computing and applications

ICMS 2023 Robbi Rahim, Nasib Marbun, 2023-12-15 The 2nd International Conference of Multidisciplinary Studies ICMS was held on July 12 2023 in Semarang Indonesia Our theme was Smart Technology and Creative Economy Transformation to Support Post Pandemic Development We used a double blind review to ensure the quality of papers Reviewers were not allowed to know the identity of the authors Contributions of the ICMS conference to academia and society are 1 Building a network between universities in Asia 2 Increase interest in research in the fields of Information Technology Economics Tourism Law Engineering and Linguistics 3 Building networks between researchers academics professionals and postgraduate students particularly in the fields of Technology Economics Tourism Law Engineering and Languages 4 A means of disseminating scientific ideas and research results to be documented in

scientific publications Selected Cases from the Supreme People's Court of the People's Republic of China China Institute of Applied Jurisprudence, 2024-01-16 This book includes focal and vital cases tried by presiding justices guiding cases from the Supreme People's Court and cases discussed at the Joint Meetings of Presiding Judges from various tribunals This book is divided into three sections including Cases by Justices Guiding Cases and Typical Cases which will introduce readers to Chinese legal processes legal methodology and ideology in an intuitive clear and accurate manner This book presents cases selected by the trial departments of the Supreme People's Court of China from their concluded cases In order to give full weight to the legal value and social function of cases from the Supreme People's Court and to achieve the goal of serving the trial practices serving economic and social development serving legal education and legal scholarship serving legal exchanges among Chinese and foreign legal communities and serving the rule of law in China the China Applied Jurisprudence Institute with the approval of the Supreme People's Court opts to publish Selected Cases from the Supreme People's Court of the People's Republic of China in both Chinese and English for domestic and overseas distribution

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 Advertising & Selling ,1928 *The English Catalogue of Books* Sampson Low,1926 Volumes for 1898 1968 include a directory of publishers The Current Business Cyclopedia ,1920 The Advertising Age and Mail Order Journal ,1919 The History and Development of Advertising Frank Presbrey,1929 **The Immigrant Press and Its Control** Robert Ezra Park,1922 **Advertising World** ,1978 **Printers' Ink** ,1927 **Editor & Publisher** ,1925 The fourth estate

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