

# Discourse Of Advertising Interface

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Of Advertising Interface

**Discourse Of Advertising Interface** The Discourse of Advertising explores the language of contemporary advertising. Cook argues that advertisements are always in complex interaction with the texts around them, with music and pictures, and with the people who make and experience them.

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17/11/1992 · The Discourse of Advertising  
(Paperback) Published August 26th 2001 by  
Routledge. 2nd Edition, Paperback, 272 pages.  
Author (s): Guy Cook. ISBN: 0415234557  
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English.

It is a comprehensive and invaluable reference  
guide to all aspects of the language of  
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27/4/2015 · In effect, advertising discourse is a blended discourse, adopting and adapting relevant social discourses or trends for its own marketing purposes. Each product adopts a style of its own that is as recognizable as any discourse style. There is thus a “McDonald's form of discourse,” a “Chanel discourse style,” and so on.

12/5/2021 · 1. In linguistics and discourse analysis, the ways in which different forms of language and various linguistic (and sometimes also visual and aural) techniques—are deployed within the advertising genre, within individual ads or advertising campaigns and/or more broadly in

the advertising industry or in particular contexts within it.

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2.1 Advertising as discourse The analysis of discourse is the analysis of language in use. While some linguistics may concentrate on determining the formal properties of a language, the discourse analyst is committed to an investigation on what the language is used for (Brown 1983:1). The discourse of advertising is

In some ways, rhetorical discourse is a linguistic translation of visual images connected to a product or service. In the late

medieval period, trades people and guild members posted characteristic signs outside their shops, for example, a trademark. Medieval words and ancient Chinese pottery, for example, are discussed in the

Putting forward the controversial view that adverts answer a need for play and display in contemporary society, Guy Cook explores the social function of advertising, moving from the uses of sound and sight, through creativity and word play to the poetic intricacies of the text to assess the effect of these on the people who receive adverts everyday, and whose identity is partly constructed by them.

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M. El-daly, An Understanding of the Discourse of Advertising would be both depressing and self-deceptive to believe that one could exhaust all the aspects of the genre, and presents an answer to the entire problem it poses. This study examines the nature of the discourse of advertising. The focus is on the consumer advertising, which is

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12/4/2019 · Discourse, especially discourse as complex as advertising, always . holds out more to be analyzed, ... He examines the interface of linguistic form . with visual, musical, ...

27/9/2015 · According to Ken Hyland, metadiscourse is essential to advertising because it focuses on the aspects of a text that organizes the discourse, engages the audience



and signals the writer's attitude. As a central pragmatic construct, metadiscourse allows one to see how writers seek to influence reader's understandings of both text and their attitude towards its content and the audience.

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