

## Discourse Of Advertising Interface

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The Discourse of Advertising is a scholarly yet very accessible exploration of the linguistic and semiotic elements of, and techniques employed in, advertising and as such this book provides an excellent point of reference to students, researchers and commentators interested in this topic.

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Advertising discourse is highly intertextual, since it often alludes to cultural themes as well (the Bible, Shakespeare, and so on), and it is interdiscursive because it involves various discourses, as is discussed.

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Advertising: focuses on the interrelation of language, image and layout explores the discourse between ‘reader’ and advertisement examines advertising strategies such as hooklines, puns and connotations looks at the relationship between advertising and culture draws on literary and linguistic theory for analysis of texts

**The Language of Advertising: Written texts**

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**Amazon.com: The Discourse of Advertising (Interface ...**

The Discourse of Advertising Interface (London, England) Interface (Routledge) Interface series, ISSN 0955-730X The Discourse of Advertising. Guy W. D. Cook: Author: Guy Cook: Edition: illustrated, reprint: Publisher: Routledge, 2001: ISBN: 0415234557, 9780415234559: Length: 256 pages: Subjects

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An excellent introductory tool not only to the field of advertising but also to the larger field of discursive studies in general, provided that instructors complete it with examples of ads particularly meaningful for their students..

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