



The AIDA model - Wrong spelling in advertisements as an attention-seeking device

By Juliane Behm

GRIN Verlag GmbH Aug 2009, 2009. Taschenbuch. Book Condition: Neu. 208x70x5 mm. This item is printed on demand - Print on Demand Titel. Neuware - Seminar paper from the year 2006 in the subject English Language and Literature Studies - Linguistics, grade: 1,0, University of Rostock (Institut für Anglistik/Amerikanistik), course: PS Advertising and Media Texts, 6 entries in the bibliography, language: English, abstract: In this paper the focus will be on commercial consumer advertising in print media, its functions in the advertising situation defined by the AIDA model and the role which language plays in fulfilling these functions. Therefore, I will give an analysis of chosen adverts including an unusual use of language in form of wrong spelling (e.g. Got2B, Motorazr, Absolut Vodka) in order to compare their effects with those of advertisements using standard language. 24 pp. Englisch.



READ ONLINE
[8.35 MB]

Reviews

Complete manual! Its such a great study. It really is writter in straightforward phrases rather than hard to understand. You are going to like the way the article writer create this publication.

-- **Ike Fadel**

This book will never be easy to start on reading but quite exciting to see. It is actually rally intriguing throug looking at period of time. Your daily life span will be convert once you total looking over this book.

-- **Torrance Vandervort**

Relevant eBooks



What is Love A Kid Friendly Interpretation of 1 John 3:11, 16-18 1 Corinthians 13:1-8 13

Teaching Christ's Children Publishing. Paperback. Book Condition: New. Daan Yahya (illustrator). Paperback. 26 pages. Dimensions: 10.0in. x 8.0in. x 0.1in. What is Love is a Bible based picture book that is designed to help children understand what love is. In the story, twins...



Report from the Interior. Bericht aus dem Inneren, englische Ausgabe

London Faber & Faber Apr 2014, 2014. Taschenbuch. Book Condition: Neu. 176x111x23 mm. Neuware - ' In the beginning, everything was alive. The smallest objects were endowed with beating hearts . . . ' Having recalled his life through the story of...



What is in My Net? (Pink B) NF

Pearson Education Limited. Book Condition: New. This title is part of Pearson's Bug Club - the first whole-school reading programme that joins books and an online reading world to teach today's children to read. In this book, Zac and Daisy are fishing...



Li Xiuying preschool fun games book: Lingling tiger awesome (connection) (3-6 years old)(Chinese Edition)

paperback. Book Condition: New. Paperback. Pub Date: 2010. Pages: 30 Language: Chinese in Publisher: Time Publishing and Media Co. Ltd. Anhui Children's Publishing House Hi. you do! I called Lingling Tiger. my vision is to be a Dingding clever little tiger. You...



Prevent-Teach-Reinforce for Young Children: The Early Childhood Model of Individualized Positive Behavior Support

Brookes Publishing Co. Paperback. Book Condition: new. BRAND NEW, Prevent-Teach-Reinforce for Young Children: The Early Childhood Model of Individualized Positive Behavior Support, Glen Dunlap, Kelly Wilson, Phillip S. Strain, Janice K. Lee, "Learn more about the insights in this book in online...



Slavonic Rhapsodies, Op.45 / B.86: Study Score

Petrucci Library Press, United States, 2015. Paperback. Book Condition: New. 244 x 170 mm. Language: English Brand New Book ***** Print on Demand *****.The first of the three Slovanske rapsodie was composed from February 13 to March 17 of 1878, followed sonn...