

Pragmatic Functions Of Presupposition In Advertising English

English in Advertising
Corning versus Schott. Marketing, advertising and use of adjectives in press releases
Printers' Ink; the ... Magazine of Advertising, Management and Sales
Deacon's newspaper handbooks and advertisers' guide
English Mechanics and the World of Science
The Advertiser's ABC of Official Scales & Charges and Advertisement Press Directory
Wilson's Photographic Magazine
Publishers' Circular and Booksellers' Record of British and Foreign Literature
Twentieth-century English Literature, 1901-1960
Newspaperdom
Marketing/communications
American Machinist
Manipulation of society through advertising. Language manipulation mechanisms in advertisements
A Student's Journalism Laboratory, for Journalism and English Classes, Staffs, Teachers in Training
Logos
The British National Bibliography
The Writers Directory
World's Press News and Advertisers' Review
Printers' Ink
Layout Technique in Advertising
Geoffrey N. Leech
Julian Kleemann
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Alfred Charles Ward
Stacie Writes
Lambert Greenawalt
Arthur James Wells
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seminar paper from the year 2020 in the subject english language and literature studies other grade 2 3 language english abstract how do corning and schott inform intended customers about their products how do they influence the customer to purchase them the two companies both producers of glass and ceramics one american corning dating from 1851 and the other german schott dating from 1884 have long commercial histories and have survived the forces of politics and economics as technological innovators each is internationally competitive in the field of cover glasses for portable electronic devises corning became dominant in this field as the developer of gorilla glass which has been used by apple in the iphone since 2007 schott entered the cover glass market in direct competition with corning in 2012 schott experienced with the production of ultra thin glass utg since the 1990 s released its utg products under the xensation brand name up flex and 3d marketing and advertising play vital roles in this

process the importance of language in marketing and advertising messages will be described and brand names and brand name slogans will be analyzed from a linguistic perspective the impact of 1.5 billion world english speakers on corning and schott advertising messages a term referring to the language and images used in any form of advertising will be considered companies use press releases to better inform customers about their products by providing greater details about the products the analysis of the press releases will focus on the adjectives used as modifiers by corning and schott in a small case study the focus on adjectives is important because adjectives distinguish the product carry the most meaning about the product and can be used to create a positive image about the product for the intended customer it is difficult to draw a representative conclusion based on the scope of the case study as only a small number of press releases were examined however the analysis does reveal the values and attributes that each company attempts to communicate about their product this paper will propose that corning's usage of adjectives differs from schott's usage of adjectives

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

Eventually, **Pragmatic**

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