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Phraseological Units in Advertising. An Empirical Analysis of the Effects of Modified Linguistic Expressions

By Barbara Lohmann

GRIN Verlag GmbH Aug 2014, 2014. Taschenbuch. Book Condition: Neu. 211x146x7 mm. Neuware - Seminar paper from the year 2014 in the subject English Language and Literature Studies - Linguistics, grade: 1,3, University of Münster, language: English, abstract: Since Leech published his pioneering work *English in Advertising* in 1966, the relevance of advertising increased steadily in linguistics during the twentieth century (Bell, 1995: 32). The term advertising itself means to turn towards, thus one of the central and obvious aims of advertising is to get the recipient's attention (Goddard, 1998: 6). Additionally, the initiator aims to attract and persuade a specific target group and thus consciously intends to benefit from the textual components of an advertisement, either directly and commercially or indirectly through an enhanced brand image (Goddard, 1998: 7). Hence advertising texts often involve a complex interpretation of the reader decoding the message (Goddard, 1998: 10). Developing a persuasive and successful advert demands a high degree of creativity and linguistic skills (Bell, 1995: 32). Besides metaphors, puns or alliterations, phraseological units are frequently used as a popular tool in advertising language (Bell, 1995: 32; Fiedler, 2007: 103). In the following, my focus will be on the topic...



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