

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



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THE AIDA MODEL - WRONG SPELLING IN ADVERTISEMENTS AS AN ATTENTION-SEEKING DEVICE



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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.

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