

L37. Advertising

Technique.

1. Humor.

Funny → reach out for the product.

2. Fear.

FOMO, Fear of not being loved / embarrassment
↓

3. Bandwagon Effect. "Everyone's doing this!"

4. Shock Advertising → Tom Ford

5. Conflict.

conflicts are attractive to people.

6. Testimonials. → Anti-Advertisement.

7. Problem / Benefit

Ex. Here is the problem (you may not notice it)

8. Anti-Advertisement

L38. Persuasive Language.

media product $\begin{cases} \text{inform} \\ \text{persuade} \\ \text{entertain.} \end{cases} \Rightarrow \text{appeals} \begin{cases} \text{to ethos} \\ \text{to pathos} \\ \text{to logos} \end{cases}$

persuasive language: Verbal, Visual, Aural.

Anaphora.

Colour

diction

...

Register & Style. \rightarrow the individual linguistic choices.

\downarrow

Level of formality.

suited to different social setting

$\begin{cases} \text{producer.} \\ \text{Audience.} \\ \text{Culture.} \\ \text{Context.} \end{cases}$

Metaphor: imagine. + think why?

Clustering

Narrative.

Foreground

Background.

+ headline — Grab information.

Body copy

Slogan

Signature.

Common Linguistic Features.

Prop dead

Disjunctive Syntax.