




Go Figure New Directions In Advertising Rhetoric

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Summary : Free go figure new directions in advertising rhetoric pdf download - rhetorical scholarship has found rich source material in the disciplines of advertising communications research and consumer behavior advertising considered as a kind of communication is distinguished by its focus on causing action its goal is not simply to communicate ideas educate or persuade but to move a prospect closer to a purchase the editors of go figure new directions in advertising rhetoric have been involved in developing the scholarship of advertising rhetoric for many years in this volume they have assembled the most current and authoritative new perspectives on this topic the chapter authors all present previously unpublished concepts that represent advances beyond what is already known about advertising rhetoric in the opening and closing chapters editors ed mcquarrie and barbara phillips provide an integrative view of the current state of the art in advertising rhetoric

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model of cognitive and emotional processing of rhetoric ... - new directions in advertising rhetoric, armonk, ny: ... advertising rhetoric will be briefly introduced. second, ... (figure 1). while use of ...

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