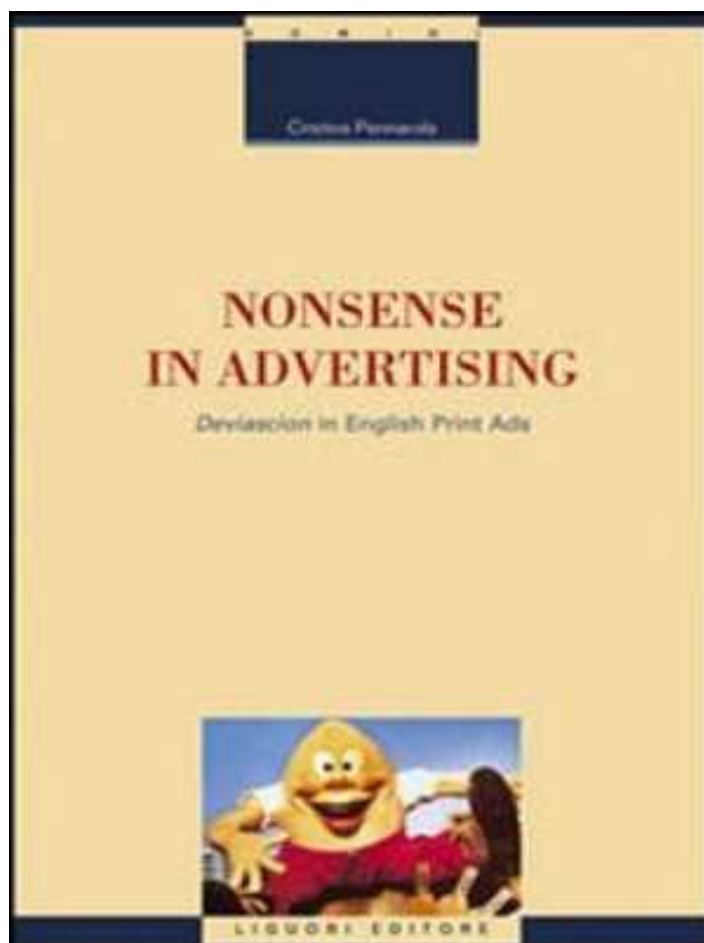


Tags: Nonsense in advertising. «Deviascion» in english print ads libro pdf download, Nonsense in advertising. «Deviascion» in english print ads scaricare gratis, Nonsense in advertising. «Deviascion» in english print ads epub italiano, Nonsense in advertising. «Deviascion» in english print ads torrent, Nonsense in advertising. «Deviascion» in english print ads leggere online gratis PDF

Nonsense in advertising. «Deviascion» in english print ads PDF

Cristina Pennarola



Questo è solo un estratto dal libro di Nonsense in advertising. «Deviascion» in english print ads. Il libro completo può essere scaricato dal link sottostante.



Autore: Cristina Pennarola
ISBN-10: 9788820735388
Lingua: Italiano
Dimensione del file: 1870 KB

DESCRIZIONE

The creative and deviant use of language in ads has been analysed in the light of the nonsense strategies enlivening the curiously displaced reality of 'topsy-turvydom', best illustrated by Carroll's and Lear's fictional worlds. Despite differences in scope and aim, both advertising and nonsense appear to deliberately exploit deviation from the norm as a means of engaging the recipients' attention and also convey an ambiguous message which oscillates between jocular and subversion. Play invests all the levels of language: graphic, phonetic, lexical, grammatical, semantic, and rhetorical. The mocking or playful reversal of 'normal' life together with the blend of reality and fantasy observed in nonsense texts can be found in the utopian facsimiles of dayliness in ads; the unconventional attitude which can be detected in both genres represents a humanistic attempt at bursting the bubbles of hierarchy and breaking away from the seriousness and dogmatism in institutional discourses.

COSA DICE GOOGLE DI QUESTO LIBRO?

Acquista online il libro Nonsense in advertising. «Deviascion» in english print ads di Cristina Pennarola in offerta a prezzi imbattibili su Mondadori Store.

Nonsense In Advertising è un libro di Pennarola Cristina edito da Liguori a novembre 2007 ...
NONSENSE IN ADVERTISING. DEVIATION IN ENGLISH PRINT ADS. pennarola cristina

Nonsense in Advertising. Deviascion in English Print Ads . By C. PENNAROLA. Abstract. Prefazione d
Rosa Maria Bollettieri Bosinell Year: 2003. OAI identifier: ...

NONSENSE IN ADVERTISING. «DEVIASCION» IN ENGLISH PRINT ADS

[Leggi di più ...](#)