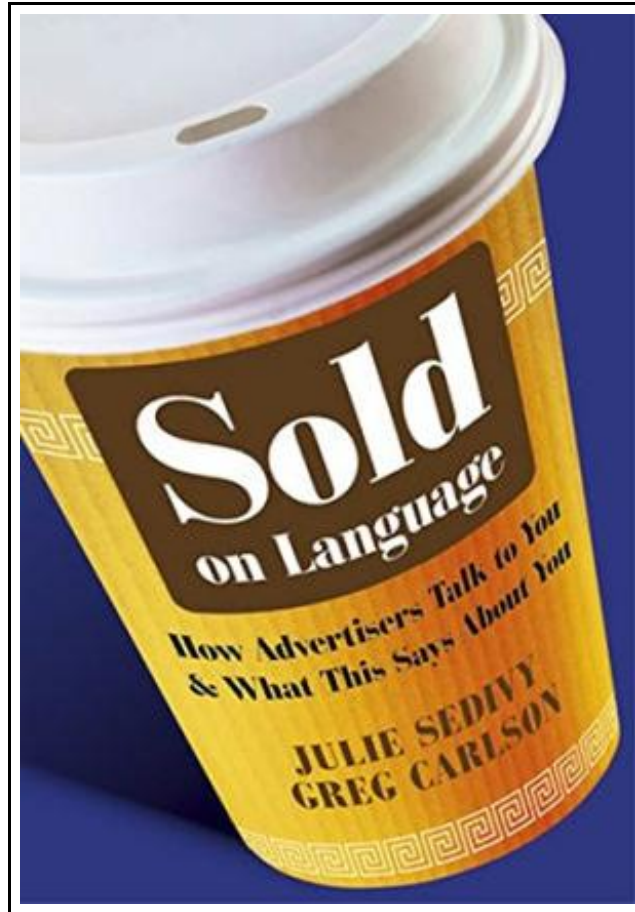


Sold on Language: How Advertisers Talk to You and What This Says About You



Filesize: 7.6 MB

Reviews

Basically no phrases to describe. I was able to comprehend everything out of this published ebook. You can expect to like the way the author compose this ebook.

(Mrs. Novella Will)

SOLD ON LANGUAGE: HOW ADVERTISERS TALK TO YOU AND WHAT THIS SAYS ABOUT YOU

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Wiley. Paperback. Book Condition: New. Paperback. 336 pages. Dimensions: 9.0in. x 6.0in. x 0.8in. As citizens of capitalist, free-market societies, we tend to celebrate choice and competition. However, in the 21st century, as we have gained more and more choices, we have also become greater targets for persuasive messages from advertisers who want to make those choices for us. In *Sold on Language*, noted language scientists Julie Sedivy and Greg Carlson examine how rampant competition shapes the ways in which commercial and political advertisers speak to us. In an environment saturated with information, advertising messages attempt to compress as much persuasive power into as small a linguistic space as possible. These messages, the authors reveal, might take the form of a brand name whose sound evokes a certain impression, a turn of phrase that gently applies peer pressure, or a subtle accent that zeroes in on a target audience. As more and more techniques of persuasion are aimed squarely at the corner of our mind which automatically takes in information without conscious thought or deliberation, does endless choice actually mean the end of true choice? *Sold on Language* offers thought-provoking insights into the choices we make as consumers and citizens and the choices that are increasingly being made for us. From the Authors: Five misconceptions About the Effects of Advertising Coauthor Julie Sedivy Its easy to feel as if were in control of the choices we make. But as cognitive science is discovering, much of our own thinking remains hidden from our conscious awareness. *Sold on Language* explores the science of language and persuasion, along the way popping some illusions about how we respond to advertising. Here are a few common misconceptions: I dont pay attention to ads, so they dont affect me. You are bombarded by ads, most of which...



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