



# The Discourse of Advertising (Interface)

By Guy Cook

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*The Discourse of Advertising* explores the language of contemporary advertising. Cook argues that advertisements are always in complex interaction with the texts around them, with music and pictures, and with the people who make and experience them. This second edition addresses contemporary advertising in the context of current changes in communication. Advertisements span a range of mediums from billboards to email and the author sensitively analyses their social functions and effects on the individual. New advertisements include those for Barnardos and the Royal Navy, Philips, Wonderbra and Wrigleys, and the book has also been substantially rewritten. This is a comprehensive and invaluable reference guide to all aspects of the language of advertising.

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## **The Discourse of Advertising (Interface) By Guy Cook Bibliography**

- Sales Rank: #1887566 in Books
- Published on: 2001-08-26
- Released on: 2001-07-19
- Original language: English
- Number of items: 1
- Dimensions: 9.21" h x .62" w x 6.14" l, 1.02 pounds
- Binding: Paperback
- 256 pages

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### Editorial Review

#### Review

The Discourse of Advertising is a very readable book that is well suited for undergraduate students whatever their academic background (literature, linguistics, cultural studies, communication studies, etc.). The balance between theory and practice is excellent. Advertising examples are mostly recent, and taken from a variety of supports (e.g. billboards, Internet, TV, magazines). The application of theoretical concepts to ads and literature provides a better understanding of these concepts, and especially allows for the distinction between the two genres. An excellent introductory tool not only to the field of advertising but also to the larger field of discursive studies in general, provided that instructors complete it with examples of ads particularly meaningful for their students..

**–Elisabeth Le, University of Alberta, Canada**

#### About the Author

Guy Cook teaches at the University of Reading.

### Users Review

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This The Discourse of Advertising (Interface) book is not ordinary book, you have it then the world is in your hands. The benefit you receive by reading this book is usually information inside this book incredible fresh, you will get data which is getting deeper a person read a lot of information you will get. This kind of The Discourse of Advertising (Interface) without we understand teach the one who studying it become critical in pondering and analyzing. Don't possibly be worry The Discourse of Advertising (Interface) can bring once you are and not make your case space or bookshelves' turn out to be full because you can have it in your lovely laptop even cellphone. This The Discourse of Advertising (Interface) having fine arrangement in word in addition to layout, so you will not sense uninterested in reading.

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