

Television Advertising and Televangelism

Rosemarie Schmidt
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John Benjamins Publishing Company

Television Advertising And Televangelism Discourse Analysis Of Persuasive Language Pragmatics Beyond

A. Mooney



Television Advertising And Televangelism Discourse Analysis Of Persuasive Language Pragmatics Beyond:

Television Advertising and Televangelism Rosemarie Schmidt, Joseph F. Kess, 1986-01-01 The research reported in this volume attempts to refine our understanding of persuasive messages of television advertising by studying the role of language in persuasion in two ways First it comprises an attempt to refine our understanding of how language might function in persuasion by examining relevant work from a variety of related disciplines potentially germane either in terms of their theoretical approaches to the process or in terms of the actual linguistic techniques which they have suggested as enhancing the persuasive impact of a message Second a comparative study was undertaken in order to test the generalizability of the linguistic features found to characterize persuasive language in television advertising The Rhetoric of Religious Cults A. Mooney, 2005-08-02 The Rhetoric of Religious Cults takes as its departure point the notion that cults have a distinctive language and way of recruiting members First outlining a rhetorical framework which encompasses contemporary discourse analysis the persuasive texts of three movements Scientology Jehovah's Witnesses and Children of God are analysed in detail and their discourse compared with other kinds of recruitment literature Cults distinctive negative profile in society is not matched by a linguistic typology Indeed this negative profile seems to rest on the semantics and application of the term cult itself **Towards a Semiotic Pragmatics of Television** Christopher Lawrence Adamson, 1993 **Arc**, 2004

Pragmatics in Persuasive Discourse of Spanish Television Advertising Karol J. Hardin, 2001 This investigation analyzes pragmatic ways in which Spanish is used to achieve persuasion in television advertising The author applies pragmatic models to commercials for products and services from three countries Chile Spain and the United States She addresses the questions 1 Which pragmatic devices occur most frequently 2 How are these devices linguistically coded 3 Are any differences evident between regional varieties of Spanish and 4 How are pragmalinguistic features of television advertising used to effect persuasion The most representative variables include speech acts indexicals politeness implicatures violations of Grice's Maxims and speaker considerations The study contributes to the cross linguistic understanding of pragmatics and of persuasion in Spanish by 1 offering a procedure that may be replicated 2 addressing multiple pragmatic categories and 3 examining the relationship between pragmatic strategies and persuasion among Spanish speakers Given the vital role of the media in society Spanish television advertising reflects the pragmatic communication of persuasion by and to Spanish speakers *Pragmática de discurso persuasivo de publicidad de televisión en español* Esta investigación analiza las maneras pragmáticas en las cuales se usa el español para persuadir en la publicidad de televisión y contribuye al entendimiento lingüístico de pragmática y persuasión en español El libro está escrito en inglés Studies in Language, 1988 *Linguistics and Language Behavior Abstracts*, 1988 *Language* George Melville Bolling, Bernard Bloch, 1988 Uniform Trade List Annual, 1989 Sociological Abstracts Leo P. Chall, 1988

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