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The AIDA model - Wrong spelling in advertisements as an attention-seeking device

By Julianne Behm

GRIN Verlag GmbH Aug 2009, 2009. Taschenbuch. Book Condition: Neu. 208x70x5 mm. This item is printed on demand - Print on Demand Titel. Neuware - Seminar paper from the year 2006 in the subject English Language and Literature Studies - Linguistics, grade: 1,0, University of Rostock (Institut für Anglistik/Amerikanistik), course: PS Advertising and Media Texts, 6 entries in the bibliography, language: English, abstract: In this paper the focus will be on commercial consumer advertising in print media, its functions in the advertising situation defined by the AIDA model and the role which language plays in fulfilling these functions. Therefore, I will give an analysis of chosen adverts including an unusual use of language in form of wrong spelling (e.g. Got2B, Motorazr, Absolut Vodka) in order to compare their effects with those of advertisements using standard language. 24 pp. Englisch.



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Reviews

Complete guide! Its such a great study. I am quite late in start reading this one, but better then never. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Dr. Hermann Marvin PhD

This publication will never be straightforward to get going on looking at but really fun to see. This can be for all those who statte that there had not been a worth looking at. You wont really feel monotony at at any moment of your own time (that's what catalogs are for about should you request me).

-- Cale Hansen Sr.