# Patterns of Publicity Copy

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Harral Stewart

# **Patterns Of Publicity Copy**

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#### **Patterns Of Publicity Copy:**

Patterns of Publicity Copy Stewart Harral, 1950 Patterns of Publicity Copy Stewart Harral, 1950 Sheet Metal Shop and Pattern Cutter's Magazine ,1927 Language for Men of Affairs ,1920 **Industrial Advertising Copy** R. Bigelow Lockwood,1929 Advertising Copy, Principles and Practice Lloyd Dallas Herrold, 1926 Business Writing James College Public Relations Quarterly ,1949 Parallelism in Advertisina Copy Ilka Melvin Lee.1920 Kreimendahl, 2003-08-29 Seminar paper from the year 2001 in the subject English Language and Literature Studies Linguistics grade 3 C University of Kassel FB Anglistics course Semiotics of Advertising language English abstract Semiotic analysis is the study of language texts and communication It shows how meanings are constructed and what these meanings are This seminar paper will concentrate on the analysis of parallelism and recurrences in advertising copy To begin with I will give a short explanation of specific terms that are central to the paper and need clarification. In chapter three and four the document will focus on the use of parallelism in spoken as well as in written discourse including a table with the possible constellations of correspondence while the fifth chapter deals with the use of recurrence and parallelism in advertising copy Furthermore I will give several examples and present a few other parallel constructions that occur in advertisements To conclude the term paper discusses the question of paraphrasing and repeating as being patterns of style ending with a summary of the results The expression advertising derives from the medieval Latin verb advertere and means to direct one s attention to Danesi 1995 11 Today advertisements are understood as any type or form of public announcement intended to promote the sale of specific commodities or services ibd They are predominately used for commercial purpose especially for the so called consumer advertising where the intention of the ad is the marketing of a certain product Commercials and advertisements function by means of persuasion the messages are designed in a manner that influences the way the consumer perceives goods a discovery that will help later on to understand the use of parallelism in advertising

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The Enigmatic Realm of Patterns Of Publicity Copy: Unleashing the Language is Inner Magic

In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing short of extraordinary. Within the captivating pages of **Patterns Of Publicity Copy** a literary masterpiece penned with a renowned author, readers attempt a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book is core themes, assess its distinct writing style, and delve into its lasting effect on the hearts and minds of those that partake in its reading experience.

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