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Language, Advertising and Power (Critical Language Awareness)

Stella Granville

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Language, Advertising and Power (Critical Language Awareness) Stella Granville
The aim of this book is to make the student more sensitive to the features of language used in advertisements and to become more discriminating about the often emotive language used by the advertisers. It sets out to show how the power of advertising lies in its manipulation of language and image. The book also includes student-driven activities and advice to teachers on how to use the activities.

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