

# contents

*Acknowledgements* xi

*Introduction* 1

**Unit one: What is an advertisement?** 5

**Unit two: Attention-seeking devices** 9

Image 10

Verbal Text 13

Layout 16

**Unit three: Writers, readers and texts** 23

Writer and Narrator 24

Narratee 26

**Unit four: How does that sound?** 31

Functions 35

Varieties of Speech and Writing 37

Presupposition 38

User Friendliness 39

'Reality' 41

Stereotyping 45

**Unit five: Nautical but nice: intertextuality** 51

**Unit six: Cultural variations** 59

Brand Names 60

**Unit seven: Tricks of the trade** 71

To Compare or not to Compare 71

Buzz and Spin 73

You've Made it to the Top 74

Coming Off the Page 76

**Unit eight: Picture me this** 79

Symbols 81

## **Unit nine: Language on the move**

**87**

- Webpages and paper pages 92
- Commercial advertising 94
- Adbusting 95
- What goes around, comes around 96

- Commentaries on Activities* 101
- Index of terms* 125
- Further reading* 129
- References* 131