


[DOWNLOAD](#)


Sold on Language: How Advertisers Talk to You and What This Says About You

By Julie Sedivy

Wiley. Paperback. Book Condition: New. Paperback. 336 pages. Dimensions: 9.0in. x 6.0in. x 0.8in. As citizens of capitalist, free-market societies, we tend to celebrate choice and competition. However, in the 21st century, as we have gained more and more choices, we have also become greater targets for persuasive messages from advertisers who want to make those choices for us. In *Sold on Language*, noted language scientists Julie Sedivy and Greg Carlson examine how rampant competition shapes the ways in which commercial and political advertisers speak to us. In an environment saturated with information, advertising messages attempt to compress as much persuasive power into as small a linguistic space as possible. These messages, the authors reveal, might take the form of a brand name whose sound evokes a certain impression, a turn of phrase that gently applies peer pressure, or a subtle accent that zeroes in on a target audience. As more and more techniques of persuasion are aimed squarely at the corner of our mind which automatically takes in information without conscious thought or deliberation, does endless choice actually mean the end of true choice? *Sold on Language* offers thought-provoking insights into the choices we make as consumers and citizens and...



[READ ONLINE](#)
[4.17 MB]

Reviews

This book may be really worth a read through, and a lot better than other. It is really basic but excitement inside the 50 % in the pdf. I realized this pdf from my dad and i encouraged this publication to learn.

-- **Curtis Bartell**

The book is straightforward in study better to comprehend. It is really simplistic but unexpected situations in the fifty percent of the ebook. Its been written in an exceptionally simple way which is simply after i finished reading through this ebook in which basically altered me, affect the way i really believe.

-- **Letha Corwin**