



Advertising Language: A Pragmatic Approach to Advertisements in Britain and Japan

By Keiko Tanaka

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Keiko Tanaka offers an analysis of the linguistic devices that are used in advertisements, looking at the strategems which advertisers employ to gain and retain the attention of their audience. Using relevance theory as a framework, she sets out its key aspects and applies them to the language of written advertising in Britain and Japan. Particular emphasis is placed on 'covert communication', puns and metaphors, and the book contains a unique chapter on images of women in Japanese advertising. It is fully illustrated throughout with recent contrasting advertisements drawn from the two countries.

The book provides a compelling analysis of the language of advertising, and an exploration of Relevance Theory that will be of interest to scholars in many fields.

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Editorial Review

Review

'... this study illustrates the new perspectives that relevance theory may open (or at least may help to rediscover) in the area of advertising language. At the same time it offers a useful comparison between Japanese and British advertising, showing that there are a number of differences, but that on the whole they have more in common than might perhaps have been expected.' - *Pragmatics*

'The book is relevant to a wide range of disciplines, including anthropology, sociology, linguistics, literary criticism and media studies.' - *Linguistics and Behavior Abstracts*

About the Author

Keiko Tanaka is a Lecturer in Japanese Studies at the Cardiff Center for Japanese Studies, Hertford College, University of Oxford.

Users Review

From reader reviews:

Louis McCarthy:

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