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# Pragmatics Of Persuasive Discourse In Spanish Television Advertising Publications In Linguistics Volume 137

**persuasion and context: the pragmatics of academic ...** - appropriate professional persona is an important aspect of persuasive writing. its role in establishing and maintaining contact between the writer and the reader and between the writer and the message also makes it a central pragmatic concept. based on a textual analysis of 28 research articles in four academic disciplines, this paper seeks to show how the appropriate use of metadiscourse ... **a pragmatics analysis of persuasive expressions of ...** - a pragmatics analysis of persuasive expressions of advertisement of the jakarta post february 10-16 2014 by pria adi byantara a320100067 priaadi@rocketmail **pragmatics in persuasive discourse of spanish television ...** - a/456159 pragmatics in persuasive discourse of spanish television advertising karol j. hardin sil international and the university of texas at arlington **the persuasive power of person deixis in political ...** - it adopts the general framework of pragmatics to scrutinize president obama's manipulation of the deictic entity "we" for persuasive ends. this study adopts a triangulation of quantitative and qualitative methods to analyze obama's use of the pronoun "we": the quantitative research is based on the use of a statistical approach to get empirical data. the statistical approach ... **deixis as a reference to an alleged shared situation in ...** - deixis as a reference to an alleged shared situation in persuasive discourse miguel Ángel campos pardillos universidad de alicante abstract frequent attention has been paid to deixis within the paradigm of pragmatics, especially concerning its implications in discourse analysis. the present paper attempts to explain the presence of indexicals in monological utterances in mass persuasive ... **persuasive writing in children, adolescents, and adults: a ...** - instruction in persuasive writing that involves the speech- language pathologist and classroom teacher focusing on selected aspects of syntax, semantics, and pragmatics. **a study of pragmatic transfer in persuasion strategies by ...** - pragmatic transfer in persuasion strategies by chinese learners of english. for this reason, for this reason, this paper aims to contribute to the literature of interlanguage pragmatics about **persuasive communication: the case of marketing** - persuasive communication, marketing communication. i will show how and why both i will show how and why both marketing and pragmatics can benefit from using marketing as a domain of investigation **persuasion and pragmatics: an empirical test of the guru ...** - persuasion and pragmatics 3 persuasion and pragmatics: an empirical test of the guru effect model "it's funny. all you have to do is say something nobody understands and they'll do practically **spoken persuasive discourse of adults with traumatic brain ...** - spoken persuasive discourse of adults with traumatic brain injury (tbi) a thesis submitted in partial fulfillment of the requirements for the degree of master of **ideology and the persuasive use of presupposition1** - antwerp: international pragmatics association, 1999, pp. 492-509. ideology and the persuasive use of 1presupposition marina sbisà 1. foreword pragmatic presuppositions have been defined as ... **pragmatics and rhetoric for discourse analysis: some ...** - 1 pragmatics and rhetoric for discourse analysis: some conceptual remarks jesus m. larrazabal and kepa korta\* {ylp|laanj, kkorta}@scu institute for logic, cognition, language and information (ilcli) **persuasion in international journals: pragmatic analysis** - persuasive in written texts especially in international journals is very interesting to be analyzed. the objectives of the research are to classify the persuasive strategies and to describe hedging strategies applied in persuasive sentences used by native and non-native english author in international journals. the type of the research is descriptive qualitative. the data collecting method ... **discourse implicature, quintilian and the lucidity ...** - rhetoric, pragmatics, implicature, quintilian, lucidity introduction is there a role for classical rhetoric in modern linguistic studies and, in particular, in the field of pragmatics? more specifically, can pragmatics benefit from "borrowing" from rhetoric? this is the underlying question that will be addressed in this article. by taking a concept, in this case implicature, and exploring ...

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