

Aspects of manipulating structure interpretation in print advertising

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Abstract

People construct structures out of words that are not only aimed to make sense but also to serve more specific purposes. They chose from the multitude of available structures those that will determine a specific interpretation to ensure the achievement of their objective, thus clearly manipulating meaning. Moreover, any linguistic choice will determine a linguistic interpretation which will reveal a way of thinking, a view of how the world is organized.

In advertising, where persuasion is the key to buying, appropriate linguistic choices can make the difference between success and failure. Although shorter than any other discourse type, and probably for this very reason, advertisements will make use of any technique that will allow them to somehow.