

Headline as a persuasive tool in publicistic discourse



Filesize: 9.09 MB

Reviews

This ebook is very gripping and intriguing. I have got read through and i also am confident that i will gonna read through yet again again down the road. Its been written in an extremely straightforward way and it is merely right after i finished reading this book through which actually altered me, alter the way i really believe.

(Noble Hagenes)

HEADLINE AS A PERSUASIVE TOOL IN PUBLICISTIC DISCOURSE

[DOWNLOAD PDF](#)

GRIN Verlag Aug 2009, 2009. Taschenbuch. Book Condition: Neu. 212x147x18 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2008 in the subject English Language and Literature Studies - Linguistics, grade: 8 ECTS (out of 10), University of Groningen, course: M.A. 'Euroculture: Europe in the Wider World', language: English, abstract: In this paper the headline of English-speaking newspapers and magazines has been studied as an independent and effective persuasive element of a text. In this paper I want to discuss, how susceptible are we to linguistic style How profoundly can the impact of a message be enhanced by the manner in which it is written, assuming that one and the same thought can be expressed with different stylistic tools The choice of words reflects not only differences in evaluations (positive or negative) or in emotions - it is also able to thrust reader s attitude to the core of a message and to direct and control one s perception and comprehension. The paper claims that language can be a very powerful and persuasive tool which draws the readers attention, being operated by skilful editors in a newspaper or magazine headline. In this regard, the purpose of the paper is to address and answer the research question: How persuasion is realized linguistically across the English-speaking newspaper and magazine headlines The study of headline as a powerful and persuasive linguistic tool can be applicable to multiple spheres of public life and to various media of information (e.g.: political campaigns, slogans, advertising, publication of new directives issued by the European Commission, etc.). It is interesting to observe, what kind of stylistic devices and persuasive techniques news editors apply in headlines during the election campaigns in France (in 2007), in order to create public opinion...

[Read Headline as a persuasive tool in publicistic discourse Online](#)[Download PDF Headline as a persuasive tool in publicistic discourse](#)

Other Kindle Books



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

[Read Book »](#)



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

[Read Book »](#)



Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English] (Paperback)

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

[Read Book »](#)



Children s Educational Book Junior Leonardo Da Vinci : An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English] (Paperback)

Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

[Read Book »](#)



Read Write Inc. Phonics: Orange Set 4 Storybook 2 I Think I Want to be a Bee (Paperback)

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 209 x 149 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read...

[Read Book »](#)