

Language of advertising

General

Language emphasizes the uniqueness of the product

Colloquial and simple rather than formal and complex
which allows for quick viewing

Feelings and emotion can be expressed through language-
used as an expressive function

Stylistic language

- Headline- arouses the customers attention.
- illustration- can show the product in use and strengthens the concept of the advert.
- Body copy- text to illustrate what the product does.

Signature line/slogan- the brand message, gets a certain message across

Advertising Language Advertising Language

Sebastian Brünink



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