

# 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

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**Advertising Language Advertising Language:**

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