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Persuasive signs : the semiotics of advertising / by Ron Beasley, Marcel Danesi. HF 5823 B3725 2002 Advertising & promotion : an integrated marketing communications perspective / George E. Belch, Michael A. Belch, Michael A. Guolla.

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This is a great book on the study of semiotics (Semiotics is the study of how humans make and use signs in communication.) as it is applied to advertising. And unlike a lot of academic books...the emphasis is on applied semiotics. The authors spend lots of time applying the principles to actual ads, many which are classics.

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Using both verbal and nonverbal techniques to make its messages as persuasive as possible, advertising has become an integral component of modern-day social discourse designed to influence attitudes and lifestyle behaviors by covertly suggesting how we can best satisfy our innermost urges and aspirations through consumption.

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persuasive as possible, advertising has become an integral component of modern-day social discourse designed to influence attitudes and lifestyle behaviours by covertly suggesting how we can best satisfy our innermost urges and aspirations through consumption.

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Persuasive Signs: The Semiotics of Advertising (Approaches to Applied Semiotics [AAS]) Hardcover - 9 Oct 2002 by Ron Beasley (Author)

Persuasive Signs: The Semiotics of Advertising (Approaches ...

Persuasive Signs: The Semiotics of Advertising Hardcover - Dec 1 2012 by Ron Beasley (Author), Marcel Danesi (Contributor)

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To this end, it is argued that semiotics allows for the practical distinction of persuasion from manipulation in marketing communication. Because signs are as volatile as they are powerful, understanding the semiotic structure of the communication is crucial: some message will almost surely be transmitted in a powerful way, whether it is the one that was intended or not.

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SEMIOTICS AND PERSUASION IN MARKETING COMMUNICATION

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Within the discourse analysis, semiotics identifies how signs are used to represent something. In the discourse of advertising it can be a wish, a need, a desire or a worry to be solved, for instance.

Persuasive signs: The semiotics of advertising

The field of semiotics, too, has been extremely active in stimulating interest among semioticians, advertisers, and the public at large in the various signifying aspects of advertising. So, another semiotic work on this [over-studied] topic would seem to be needless, if not irrelevant, to increasing our understanding of advertising as a form of persuasive rhetoric.

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Persuasive signs : the semiotics of
advertising Ron Beasley, Marcel Danesi
Published in 2002 in Berlin by Mouton de
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