



Pictures, music, speech and writing

Catharina Kern

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Essay from the year 2005 in the subject American Studies - Linguistics, grade: keine, University of Bayreuth, course: English Advertising Texts , 0 entries in the bibliography, language: English, abstract: There are three different means of communication which are used in ads: music, pictures and language. All of these modes can be further divided into sub-modes. The following text examines the effect of various combinations of modes in ads and of three sub-modes of language: song, speech and writing.

It is important to mention the problem that analysts have with analysing ads. As pictures and music are the essence of many ads and do help creating a mood or persuading, analysis has to take these modes into account. This is very difficult to handle because the mode of analysis is language and therefore different to the mode of most ads. Especially with television ads it is impossible to reproduce the sound, the moving pictures and the different combinations of speech on paper. Because of the importance of music and pictures in ads this text also considers their effect on language.

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