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The Discourse of Advertising is a scholarly
yet very accessible exploration of the
linguistic and semiotic elements of, and
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such this book provides an excellent point

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The Discourse of Advertising explores the

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The discourse of advertising by Cook, Guy
An excellent introductory tool not only to the field of advertising but also to the larger field of discursive studies in general, provided that instructors complete it with examples of ads particularly meaningful for their students..

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