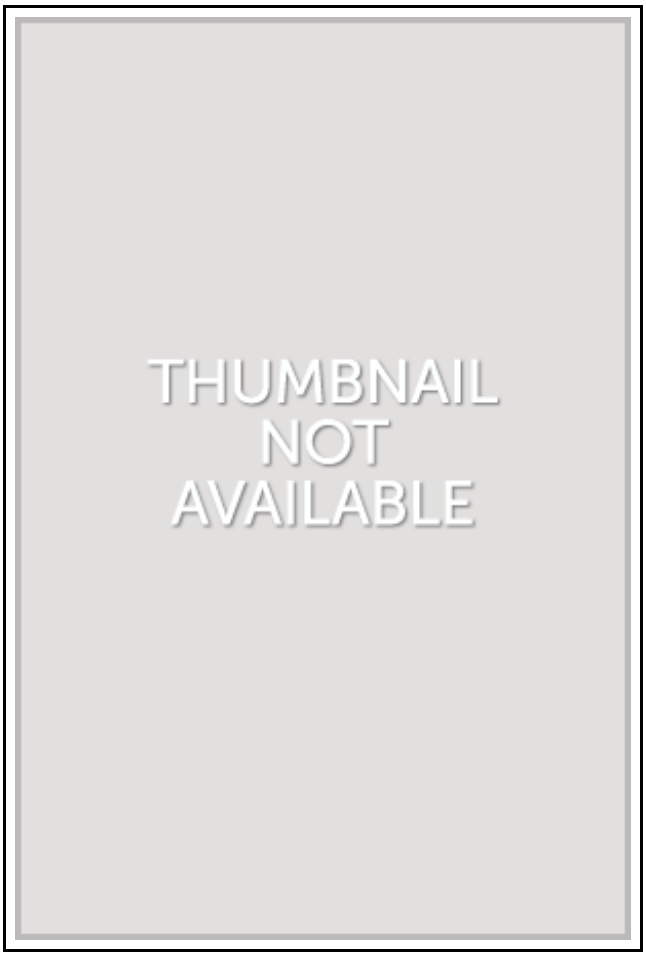
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Summer Institute of Linguistics, Academic Publications. Paperback. Book Condition: New. Paperback. 234 pages. Dimensions: 8.8in. x 5.6in. x 0.6in.This investigation analyzes pragmatic ways in which Spanish is used to achieve persuasion in television advertising. The author applies pragmatic models to commercials for products and services from three countries--Chile, Spain, and the United States. She addresses the questions: (1) Which pragmatic divides occur most frequently (2) How are these devices linguistically coded (3) Are any differences evident between regional varieties of Spanish and (4) How are pragmalinguistic features of television advertising used to effect persuasion The most representative variables include speech acts, indexicals, politeness, implicatures, violations of Grices Maxims, and speaker considerations. The study contributes to the cross-linguistic understanding of pragmatics and of persuasion in Spanish by (1) offering a procedure that may be replicated; (2) addressing multiple pragmatic categories; and (3) examining the relationship between pragmatic strategies and persuasion among Spanish speakers. Given the vital role of the media in society, Spanish television advertising reflects the pragmatic communication of persuasion by and to Spanish speakers. Pragmtica de Discurso Persuasivo de Publicidad de Television en Espaol Esta investigacin analiza las maneras pragmticas en las cuales se usa el espaol para persuadir en la publicidad de televisin y contribuye al entendimiento ling stico de pragmtica y persuasin en espaol. El libro est escrito en ingls. Table of ContentsList of TablesAcknowledgmentsIntroduction1. 1 Media language1. 2 Goals of this study1. 3 Advertising and persuasive discourse1. 4 OverviewProcedure and Method2. 1 Design of the study2. 2 Method of analysis2. 3 Sample analysis of an adAnalysis and Results3. 1 Introduction3. 2 Pragmatic strategies reflected in the data3. 3 Linguistic realization of strategies in the data3. 4 Distributive patterns3. 5 Summary of analysis and resultsPragmatics and Persuasion4. 1 Introduction4. 2 How pragmatic strategies effect persuasion in the...

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