

<<广告英语的多维度分析>>

图书基本信息

书名：<<广告英语的多维度分析>>

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内容概要

广告作为一种特殊的交际形式不仅能对消费者的观念、态度及行为产生一定影响，作为一种文化载体，它还会在某种程度上反映人们社会文化价值观的取向及变化趋势。

近年来，越来越多的学者把广告作为语言、文化及社会学领域里的重要研究对象。

本论文集摘选了四篇优秀的硕士论文，分别采用互文性理论、关联理论、性别研究理论及体裁分析理论等，从不同角度多方位地对英语广告交际语言进行了尝试性研究。

该书可供各大专院校作为教材使用，也可供从事相关工作的人员作为参考用书使用。

通过不同的研究视角，本论文集从互文性理论、关联理论、性别研究理论及体裁理论等不同角度对英语广告语言进行了探讨。

我们衷心希望在一定程度上丰富英语广告交际方面的研究，并为相关从业者和特殊用途英语教学提供一点参考。

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