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The Discourse of Advertising is a scholarly yet very  
accessible exploration of the linguistic and semiotic elements  
of, and techniques employed in, advertising and as such this  
book provides an excellent point of reference to students,  
researchers and commentators interested in this topic.

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The Language of Advertising: Written texts

The Discourse of Advertising explores the language of contemporary advertising. Cook argues that advertisements are always in complex interaction with the texts around them, with music and pictures, and with the people who make and experience them. This second edition addresses contemporary advertising in the context of current changes in

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The Discourse of Advertising Interface (London, England) Interface (Routledge) Interface series, ISSN 0955-730X The Discourse of Advertising, Guy W. D. Cook: Author: Guy Cook: Edition: illustrated, reprint: Publisher: Routledge, 2001: ISBN:

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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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