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# **Classroom Magic: Teaching Figurative Language with Commercials**

# Figurative Language In Television Commercials

**Daniel J. Dieterich**



## **Figurative Language In Television Commercials:**

Phraseology in Multilingual Society Elena Arsenteva, 2014-03-17 This unique volume showcases the best presentations of the international conference Phraseology in Multilingual Society held at Kazan Federal University Russia in August 2013 The twenty seven essays included here represent different research efforts by specialists in phraseology from around the world The book reflects numerous different aspects of phraseological research including those from semantic pragmatic and comparative fields of study Furthermore the volume also presents an investigation of some practical problems of paremiology and phraseography

**Multimodal Metaphor** Charles J. Forceville, Eduardo Urios-Aparisi, 2009-09-04 Metaphor studies has over the past 30 years become a discipline in its own right mainly because of the cognitive linguistic claim that metaphors characterize thought not just language But most metaphor scholars hitherto focus exclusively on its purely verbal expressions Since both persuasive and narrative discourses in contemporary society increasingly draw on modalities other than language alone sustained research into a broader range of manifestations of metaphor is imperative This volume is the first book length study to investigate multimodal occurrences of metaphor and is of interest to scholars interested in metaphor as well as in multimodal discourse Each chapter investigates metaphors whose identification and interpretation depend on the co presence of at least two of the following modalities language visuals gestures sound music On the basis of case studies in a variety of discourse genres advertising cartoons films comics conversation music amply represented in photographs logos drawings film stills and musical scores the contributors demonstrate that and how metaphor can occur multimodally providing ideas and methodological angles enabling further theorizing and testing in this rapidly expanding field Covering creative as well as conceptual metaphors and where appropriate evaluating cultural factors governing metaphor interpretation the contributors provide a wealth of material for studying the conceptual and rhetorical force of metaphor in contemporary society

**Handbook of Research on Teaching Literacy Through the Communicative and Visual Arts** James Flood, Shirley Brice Heath, Diane Lapp, 2011 The Handbook of Research on Teaching Literacy Through the Communicative and Visual Arts a comprehensive overview of research on this topic extends conceptualizations of literacy to include all of the communicative arts reading writing speaking listening viewing and the visual arts of drama dance film art video and computer technology

*Research in Education* ,1974

**Proceedings** Chicago (Ill.). Board of Education, 1973-04

**Styles for Writing** Gerald Henry Levin, 1972 *Resources in Education* ,1974 Advertising, Promotion & Supplemental Aspects of Integrated Marketing Communications Terence A. Shimp, 2000 Alberta Authorized Resource 2003 2009 *The St. Martin's Handbook* Andrea A. Lunsford, 2015-01-16 Andrea Lunsford's comprehensive advice in The St Martin's Handbook Eighth Edition supports students as they move from informal social writing to both effective academic writing and to writing that can change the world Based on Andrea's groundbreaking research on the literacy revolution this teachable handbook shows students how to reflect on the writing skills they already have and put them to use both in

traditional academic work and in multimodal projects like blog posts websites and presentations Integrated advice on U S academic genres and language follows best practices for helping students from both international and native speaker backgrounds improve their understanding of academic English Throughout The St Martin s Handbook Andrea Lunsford encourages all of today s students to learn everything they need to communicate effectively with the diverse people sharing their classrooms workspaces and civic lives      Modern Essays on Writing and Style Paul Charles Wermuth,1964

Teaching about Doublespeak Daniel J. Dieterich,1976      *Go Figure! New Directions in Advertising Rhetoric* Edward F. McQuarrie,Barbara J. Phillips,2008 This cutting edge work assembles the most current and authoritative new perspectives on the scholarship of advertising rhetoric under the editorial direction of two respected figures in the field      **New Directions in English Series** ,1969      Harvard Business Review Library: General management. 17 v ,1968      *Readers and Writers in Primary Grades* Martha Combs,2006 Readers and Writers in Primary Grades is organized around strategies that benefit elementary school teachers in their efforts to be responsive to the developmental literacy needs of young children Integrating theory and practice these strategies offer a balanced look at appropriate literacy activities for K 3 classrooms Chapter topics include reading aloud to children shared reading shared and interactive writing guided and independent reading guided and independent writing literature study developing phonological awareness and a strong phonics base integrating phonics and structure and linking children s learning experiences with a balanced literacy program      Current Index to Journals in Education ,1991      *Tools, Treasures, & Measures for Middle Grade Success* Imogene Forte,Sandra Schurr,1994 Designed to serve as a hands on companion to The definitive middle school guide      **Current Index to Journals in Education, Semin-Annual Cumulation, January-June, 1977** Educational Resources Information Center Staff,1977-09      *Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications* Terence A. Shimp,1997 The fifth edition of Terence Shimp s market leading Advertising Promotion and Supplemental Aspects of Integrated Marketing Communications fully integrates all aspects of marketing communication providing a more complete treatment of sales promotion point of purchase communications and advertising media selection than any text on the market Thoroughly revised and updated this new edition is more useful current and student friendly than ever      **Thesaurus of ERIC Descriptors** ,1975

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