The Language of Advertising in Women's Magazines in Jordan

By

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Abstract

This study aimed to gain an understanding of the relationship between the linguistic theory of text analysis and advertising. Thus, it aimed to make a little contribution to linguistic theory by examining 70 advertisements written in Standard Arabic and published in two monthly women's magazines in Jordan, The Woman: Half of the Society and for the Whole of the Society and Eastern Women. The study showed some of the lexical, syntactic, stylistic, foreign language influence, cohesive, and cultural aspects of the language as appeared in advertisement's texts in Jordan. The study, also, showed some characteristics, types, and strategies of the advertisements and their relation to discourse analysis and discourse text. Finally, it showed that the advertiser may resort to the various components of language and culture to make his or her message strong and effective.