

Find PDF

## 1.COMENTARIO PRAGMÁTICO DE TEXTOS PUBLICITARIOS.



ARCO-LIBROS, 2000. Condition: Nuevo. La publicidad es un género que utiliza todos los recursos comunicativos, todos los canales, todos los lenguajes. subordinados a una finalidad perlocutiva: hacer que el destinatario adopte una determinada dirección en su forma de pensar o de comportarse. El texto publicitario es el mensaje retórico por excelencia de nuestro tiempo. Como del hilo de la publicidad cuelgan enormes intereses económicos, políticos, morales. la confección de un simple anuncio conlleva un profundo análisis de todas las instancias..

**Download PDF 1.Comentario pragmático de textos publicitarios.**

- Authored by Guitierrez Ordóñez, Salvador
- Released at 2000



Filesize: 7.84 MB

### Reviews

*This book is really gripping and interesting. Of course, it is actually perform, still an interesting and amazing literature. You will not truly feel monotony at whenever you want of your time (that's what catalogues are for concerning when you request me).*

-- **Claud Schaden**

*These types of publication is the ideal ebook readily available. It can be loaded with wisdom and knowledge Its been developed in an extremely simple way and it is just following i finished reading through this publication in which actually altered me, affect the way i believe.*

-- **Ms. Lura Jenkins**

*A whole new electronic book with an all new perspective. It is one of the most incredible book we have read. Your way of life span will likely be convert when you comprehensive reading this article book.*

-- **Spencer Fay**