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Paula Pérez Sobrino, Jeannette Littlemore, Samantha Ford
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Unpacking Creativity

Figurative communication (the use of metaphor, metonymy, hyperbole and irony) provides economy of expression, clarity, persuasiveness, politeness, evaluation, and communication of emotions. However, it also increases the potential for misunderstanding in situations when people lack shared background knowledge. This book combines theoretical frameworks with empirical studies that measure the effectiveness of different approaches to the use of figurative language in advertisements, to show how to maximise the benefits of creative metaphor and metonymy in global advertising. It highlights how subtle differences in colour, layout, and combinations of different kinds of figurative language affect the reception and appreciation of creative advertising, shedding new light on the nature of figurative communication itself. With a balance between theory, experiments and practical case studies, this book is accessible for academics in linguistics and communication studies, as well as advertising and marketing professionals.

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Unpacking Creativity

*The Power of Figurative Communication
in Advertising*

Paula Pérez Sobrino

University of La Rioja

Jeannette Littlemore

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University of Birmingham



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For María Ángeles, Cecilia, Dan, Joe, Oscar and Thomas

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