

SCHOOL-SCOUT:	Englisch
Thema:	The Press
TMD: 2518	
Kurzvorstellung des Materials:	<ul style="list-style-type: none"> • Quality and popular press: examples of British papers, differences between popular and quality papers, intentions and effects • Analysis of a newspaper article: analytic aspects (morphology, graphology, syntax, semantics, phonology, composition) and their effects/intentions • Headlines: different types of headlines in popular and quality press, intentions and examples • Letters to the editor • Advertising: history of advertising, advertising strategies and types, sentence types and their effects, stylistic devices (and examples) that are used in adverts
Information zum Dokument	Ca. 7 Seiten, Größe ca. 45 KByte
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