

1. Record Nr.	UNINA9910370049603321
Autore	Hornikx Jos <1979->
Titolo	Foreign Languages in Advertising : Linguistic and Marketing Perspectives // by Jos Hornikx, Frank van Meurs
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2020
ISBN	3-030-31691-2
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (263 pages) : illustrations
Disciplina	659.1014 658.8
Soggetti	Sociolinguistics Applied linguistics Psycholinguistics Multilingualism Marketing Globalization Markets Applied Linguistics Emerging Markets/Globalization
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	PART I: Introduction and Theoretical Backgrounds -- 1. Introduction -- 2. Theoretical Perspectives -- PART II: Foreign Language Strategies -- 3. Foreign Language Display -- 4. English as a Global Language -- 5. Ethnic Language -- PART III: Complexities and Conclusions -- 6. Extensions and Complexities -- 7. Conclusions and Implications.
Sommario/riassunto	"An impressive integration of research in the use of foreign, or multiple, languages in marketing communications. This work is essential reading for scholars who are interested in conducting research in the area. It provides a global view of the field, including the major conceptual frameworks and empirical findings to date." -- David Luna, University of Central Florida, USA This book presents a comprehensive account of the use and effects of foreign languages in advertising. Based on consumer culture positioning strategies in

marketing, three language strategies are presented: foreign language display to express foreignness, English to highlight globalness, and local language to appeal to ethnicity (for instance, Spanish for Hispanics in the USA). The book takes a multidisciplinary approach, integrating insights from both marketing and linguistics, presenting both theoretical perspectives (e.g., Communication Accommodation Theory, Conceptual Feature Model, Country-of-origin effect, Markedness Model, Revised Hierarchical Model) and empirical evidence from content analyses and experimental studies. The authors demonstrate that three concepts are key to understanding foreign languages in advertising: language attitudes, language-product congruence, and comprehension. The book will appeal to students and researchers in the fields of sociolinguistics, applied linguistics, psycholinguistics, marketing and advertising. Jos Hornikx is Associate Professor in the Department of Language and Communication and the Centre for Language Studies, Radboud University Nijmegen, Netherlands. Frank van Meurs is Assistant Professor in the Department of Language and Communication and the Centre for Language Studies, Radboud University Nijmegen, Netherlands.
