

## Using Humour in Advertising Effectively (Paperback)



Filesize: 3.05 MB

### **Reviews**

*Absolutely essential study pdf. It is one of the most incredible ebook i actually have go through. Its been printed in an exceedingly basic way and it is merely soon after i finished reading through this ebook where basically altered me, affect the way i think.*

*(Darby Ryan)*

## USING HUMOUR IN ADVERTISING EFFECTIVELY (PAPERBACK)

DOWNLOAD



GRIN Verlag GmbH, United States, 2014. Paperback. Book Condition: New. Auflage.. 254 x 178 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Seminar paper from the year 2011 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1.1, Central Queensland University, course: Advertising Design Communication, language: English, comment: Grade has been converted from Australian (29/30) to German (1.1), abstract: Advertising is all about getting attention. One of the best ways of getting attention through advertising is adding humour. When employed correctly, the power of humour is undeniable. Professional Advertising (N/A) believes that [t]he best ways to get attention with advertising are with strong visuals, sex, powerful headlines, and humour. From all the types of advertising appeals, such as Emotional, Rational, Sex, Scarcity and Humour, [h]umour can be an excellent tool to catch the viewer s attention and help in achieving instant recall which can work well for the sale of the product. Humour can be used effectively when it is related to some benefit that the customer can derive without which the joke might overpower the message (Ashwini, 2009). Humour is most effective when it is used to reinforce an existing message, rather than simply adding to it. Catanescu Tom (2001) maintain that [a]s previous research has revealed. [their] study shows that humour is used more frequently in television commercials than print advertisements and so it is with this acumen that generates the focus on television commercials. What humour achieves exactly can differ from one advertiser to the next, but its primary function seems to be about getting attention, regardless if it is good or bad attention. According to a 1993 Journal of Marketing study that examined multinational effects of humour on advertising, humour is more likely to enhance recall, evaluation, and purchase intention...



[Read Using Humour in Advertising Effectively \(Paperback\) Online](#)



[Download PDF Using Humour in Advertising Effectively \(Paperback\)](#)

## You May Also Like



### **Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English] (Paperback)**

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

[Save ePub »](#)



### **Programming in D: Tutorial and Reference (Paperback)**

Ali Cehreli, 2015. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The main aim of this book is to teach D to readers who are...

[Save ePub »](#)



### **Strengerer Datenschutz (Paperback)**

GBI-Genios Verlag, United States, 2015. Paperback. Book Condition: New. 254 x 178 mm. Language: German . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Internetuser atmen auf, der Online-Handel kommt ins Schwitzen. Der Entwurf einer EU-weiten...

[Save ePub »](#)



### **A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half (Paperback)**

Createspace, United States, 2014. Paperback. Book Condition: New. 251 x 178 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The ultimate learn-by-doing approachWritten for beginners, useful for experienced developers who want to...

[Save ePub »](#)



### **The Frog Tells Her Side of the Story: Hey God, I m Having an Awful Vacation in Egypt Thanks to Moses! (Hardback)**

Broadman Holman Publishers, United States, 2013. Hardback. Book Condition: New. Cory Jones (illustrator). 231 x 178 mm. Language: English . Brand New Book. Oh sure, we ll all heard the story of Moses and the...

[Save ePub »](#)

**In Nature s Realm, Op.91 / B.168: Study Score (Paperback)**

Petrucci Library Press, United States, 2015. Paperback. Book Condition: New. 244 x 170 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Composed in 1891, V P irod (In Nature s Realm) is

[Read Book »](#)

**To Thine Own Self (Paperback)**

Dog Ear Publishing, United States, 2011. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Carefree and self assured Carolyn loves her life. Her uncle runs

[Read Book »](#)

**THE Key to My Children Series: Evan s Eyebrows Say Yes (Paperback)**

AUTHORHOUSE, United States, 2006. Paperback. Book Condition: New. 274 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.THE KEY TO MY CHILDREN SERIES: EVAN S EYEBROWS SAY YES is about

[Read Book »](#)

**Hussite Overture, Op. 67 / B. 132: Study Score (Paperback)**

Petrucci Library Press, United States, 2013. Paperback. Book Condition: New. 244 x 170 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Comissioned by the Committee for the Completion of the National Theatre,

[Read Book »](#)

**Patent Ease: How to Write You Own Patent Application (Paperback)**

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Patent Ease! The new How to write your own Patent book for beginners!

[Read Book »](#)