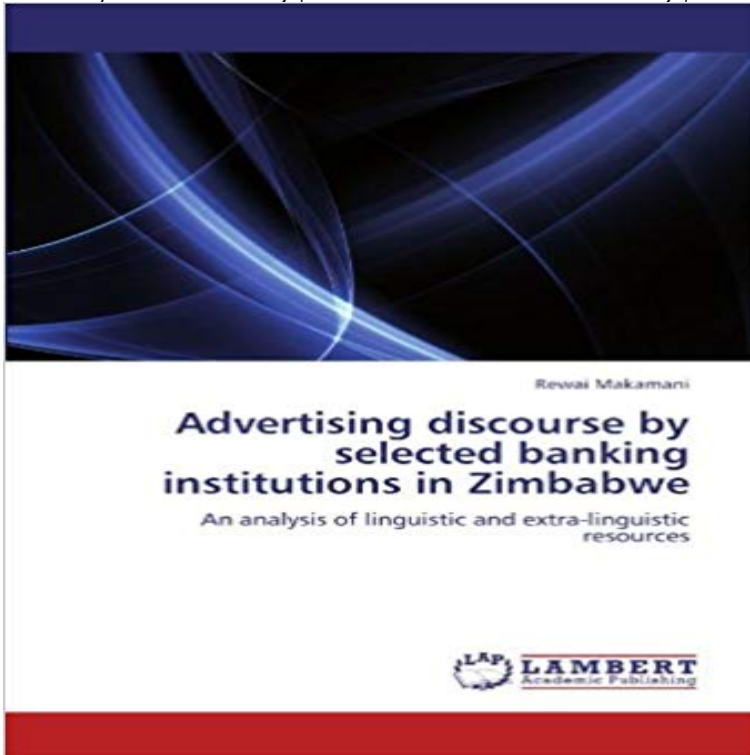


Advertising discourse by selected banking institutions in Zimbabwe: An analysis of linguistic and extra-linguistic resources



This book brings fresh insights into the interface between linguistics and banking advertising discourse. Despite its importance, this critical area has, for a very long time, been neglected and yet revelations of linguistic and extra-linguistic strategies employed in the crafting of banking advertising messages is fodder for professionals, researchers and learners in the fields of linguistics, communication and marketing. Such knowledge helps them not only to realize the importance of knowledge of linguistics in creating advertising messages, but to figure out best practices of developing such messages in keeping with ethical considerations, interests and competencies of target audiences to decipher such messages.

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