



Evaluation in Advertising Reception: A Socio-Cognitive and Linguistic Perspective

Stella Bullo

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Placed within the context of reception studies, this book examines the persuasive potential of advertisements that rely on re-contextualising shared cultural knowledge. The study focuses on three advertisements that cite well-known paintings and investigates the socio-cognitive resources triggered in the interpretive process. Bullo uncovers the way in which the attitudinal disposition and cognitive mechanisms involved are actualised in linguistic structures by proposing a new integrated framework for the study of sense-making discourse. The book concludes with a discussion of the important implications of such a typology, making it an significant addition to both socio-cognitive discourse analysis as well as to the research of advertising practices.

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