

Humour in Advertising

1. Humour is generally used to evoke the recipients' attention
2. There are several theories about the effect of ad humour on the recipient
3. Advertisers use several different linguistic features to incorporate humour, e.g. puns, metaphors and other semantic and syntactic features
4. Empiric studies have not brought up consistent results for ad humour research

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Alan Alexander Milne – Winnie The Pooh

1. Milne is undoubtedly best known for his children's books "Winnie-the-Pooh" and "The House at Pooh Corner". Remarkably, though, he also was a gifted author of mystery novels and plays.
2. The motivation to write "Winnie-the-Pooh" and its successors obviously originated from Milne's experiences during World War I.
3. The stories starring Milne's only child, Christopher Robin, and his soft toy animals became the basis for many non-fictional books dealing with topics as diverse as philosophy, economics and mythology.
4. "Winnie-the-Pooh" has not only become one of the world's most famous children's books but also an industry in itself – unfortunately not for the benefit of everybody.

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Professional Telephone Discourse

1. Professional discourse can be defined as discourse in professional or institutional settings and analysed through Conversation Analysis (CA), which differs from Discourse Analysis (DA).
2. Telephone discourse, especially in a professional context, is mainly directed towards a common goal both communicators want to reach. Negotiating activity is a crucial concept for the success of problem solving processes in technical telephone discourses. However, it appears to be much more ad hoc activity than in other professional contexts.

Literature

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