

READING ADVERTISEMENTS WITH A PSYCHOLINGUISTIC LENS

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ABSTRACT

This study is designed to investigate and discuss about the psycholinguistic procedures occurring in the process of reading advertisements. In effect, this study is proposed to shed light on how the consumers read advertisements in terms of psycholinguistic perspective. To reach the aim of this study, some of the main subjects, topics, points, and theories which can be related to the goal of article are introduced, explained, and discussed. Afterword, they are followed by a precise discussion and conclusion.

Overall, this study attempts to identify the process of reading advertisements from the psycholinguistic point of view. For the most part, this article detects and reveals the psycholinguistic procedures which are crucial and indispensable in the process of reading advertisements, or to be more exact, it tries to clarify how the audience or consumers interpret and deal with the advertisements while reading them.

KEYWORDS: Advertisements, Reading Advertisements, Psycholinguistic, Advertising Language, Psychology

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