

## ANTICANCER A NEW WAY OF LIFE

HOPE'S NEW METHOD OF FENCING: OR, THE TRUE AND SOLID ART OF FIGHTING WITH THE BACK-SWORD, SHEERING-SWORD, SMALL-SWORD, AND SWORD AND PISTOL; FREED FROM THE ERRORS OF THE SCHOOLS A NEW METHOD OF MEASURING HEIGHTS BY MEANS OF THE BAROMETER MIND THE BUILDER CHRISTIAN LITERATURE AND REVIEW OF THE CHURCHES BALLOU'S DOLLAR MONTHLY MAGAZINE THE BOOKMAN THE ANGLICAN PULPIT LIBRARY THE ENCYCLOPEDIA OF ASTROLOGY: GAIN WISDOM AND UNDERSTANDING WITH THIS GUIDE TO THE CONSTELLATIONS THE STAMPED ENVELOPES, WRAPPERS AND SHEETS OF THE UNITED STATES THE ACADEMY THE CHRONICLE THE LANGUAGE OF PERSUASION IN ADVERTISING. A CORPUS-BASED CRITICAL DISCOURSE ANALYSIS THE EDINBURGH REVIEW PRACTICAL ITALIAN VOCAL METHOD THE ELECTRICAL ENGINEER THE SHORTHAND COLLECTION IN THE FREE REFERENCE LIBRARY A SHAKER'S ANSWER TO THE OFT-REPEATED QUESTION, "WHAT WOULD BECOME OF THE WORLD IF ALL SHOULD BECOME SHAKERS?" THE PHARMACIST COSMOPOLITAN SIR WILLIAM HOPE GROVE KARL GILBERT SARAH CHRISTENSEN FU JOHN KERR TIFFANY SEDA EVIRGEN NICOLA VACCAI MANCHESTER PUBLIC LIBRARIES (MANCHESTER, ENGLAND) RICHARD W. PELHAM

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IN THE LATEST INSTALLMENT OF THE BESTSELLING ELEMENT ENCYCLOPEDIA SERIES AUTHOR SARAH CHRISTENSEN FU EXAMINES THE LONG HISTORY OF ASTROLOGY THROUGHOUT HISTORY AND ACROSS

## THE GLOBE

MASTER S THESIS FROM THE YEAR 2020 IN THE SUBJECT ENGLISH LANGUAGE AND LITERATURE STUDIES LINGUISTICS GRADE 10 JUSTUS LIEBIG UNIVERSITY GIESSEN LANGUAGE ENGLISH ABSTRACT THE THESIS AT HAND PUTS A SPECIAL EMPHASIS ON THE USE OF PERSUASIVE LANGUAGE IN ONLINE NATIVE ADVERTISEMENTS FROM THE NEW YORK TIMES AFTER CAREFUL EXAMINATION THE CORPUS WILL BE COMPILED OF THREE NATIVE ADVERTISEMENTS FROM THE FIELD OF TECHNOLOGY BY THE SPONSORS INTEL DROPBOX AND SLACK THE LIMITATION TO THESE NATIVE ADVERTISEMENTS AND PERSUASIVE LINGUISTIC DEVICES AND TECHNIQUES WAS NECESSARY WITH REGARD TO THE SCOPE OF THIS THESIS AS NO LINGUISTIC ANALYSIS OF NATIVE ADVERTISEMENTS COULD BE FOUND THERE ALSO WAS NO REFERENCE TO FOLLOW THEREFORE THE THESIS AT HAND LAYS THE FOUNDATION FOR FURTHER RESEARCH IN THIS AREA THE AIM IS TO CONDUCT A CORPUS BASED CRITICAL DISCOURSE ANALYSIS IN ORDER TO INVESTIGATE AND ANSWER TWO MAIN QUESTIONS 1 DO ONLINE NATIVE ADVERTISEMENTS MAKE USE OF THE SAME PERSUASION METHODS AS PREVIOUSLY RESEARCHED FOR OTHER ADVERTISING TYPES 2 WHAT ARE THE MOST PROMINENT PERSUASIVE LINGUISTIC DEVICES AND TECHNIQUES IN THE ONLINE NATIVE ADVERTISEMENTS FROM THE NEW YORK TIMES IN ADDITION TO THE CDA THE CORPUS BASED APPROACH IS EXPECTED TO PROVIDE QUANTITATIVE EVIDENCE OF THE EXISTENCE OF DISCOURSE AND TO IDENTIFY REPETITIVE LINGUISTIC PATTERNS OF PERSUASIVE LANGUAGE USE IN NATIVE ADVERTISING THE THESIS WILL BE STRUCTURED AS FOLLOWS FIRST THE THEORETICAL FRAMEWORK PROVIDES GENERAL INFORMATION ABOUT THE FUNCTIONS AND CHARACTERISTICS OF ADVERTISING WHILE FURTHER FOCUSING ON NATIVE ADVERTISEMENT AND THE LANGUAGE OF ADVERTISING IT CONTINUES WITH EXPLAINING THE CONCEPT OF PERSUASIVE LANGUAGE ON THE BASIS OF ETHOS LOGOS AND PATHOS AND INTRODUCES SOME POWERFUL PERSUASIVE TECHNIQUES IN ADVERTISEMENT FURTHER LINGUISTIC DEVICES OF PERSUASIVE LANGUAGE ON THE PHONETIC LEXICAL MORPHOLOGICAL AND SYNTACTIC LEVEL WILL BE DEFINED ADDITIONALLY THE CONCEPT OF CRITICAL DISCOURSE ANALYSIS WILL BE EXPLAINED IN DETAIL AS THE THESIS AT HAND FOLLOWS THE CDA FRAMEWORK OF FAIRCLOUGH THE DATA COLLECTION METHOD AND DATA ANALYSIS PROCEDURE WILL BE OUTLINED IN CHAPTER 3 THIS IS FOLLOWED BY AN ANALYSIS OF THREE ONLINE NATIVE ADVERTISEMENTS FROM THE PUBLISHER THE NEW YORK TIMES AFTER THE ANALYSIS THE RESULTS WILL BE PRESENTED AND EVALUATED IN ORDER TO ASSESS THE HYPOTHESIS FINALLY THE CONCLUSION PROVIDES A SUMMARY OF THE FINDINGS AND SUGGESTS FURTHER RESEARCH OPPORTUNITIES

THANK YOU VERY MUCH FOR **WAY OF LIFE**. MAYBE YOU PEOPLE HAVE LOOK NUMEROUS READING **ANTICANCER A NEW** HAVE KNOWLEDGE THAT, TIMES FOR THEIR FAVORITE

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YOU CAN ADJUST THE FONT SIZE TO SUIT YOUR READING COMFORT, MAKING IT EASIER

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## CAPABILITIES

TEXT-TO-SPEECH FEATURES CAN CONVERT WRITTEN TEXT INTO AUDIO, PROVIDING AN ALTERNATIVE WAY TO ENJOY BOOKS.

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## ROLE IN EDUCATION

AS EDUCATIONAL RESOURCES

BECOME MORE DIGITIZED, FREE EBOOK SITES WILL PLAY AN INCREASINGLY VITAL ROLE IN LEARNING.

## CONCLUSION

IN SUMMARY, FREE EBOOK SITES OFFER AN INCREDIBLE OPPORTUNITY TO ACCESS A WIDE RANGE OF BOOKS WITHOUT THE FINANCIAL BURDEN. THEY ARE INVALUABLE RESOURCES FOR READERS OF ALL AGES AND INTERESTS, PROVIDING EDUCATIONAL MATERIALS, ENTERTAINMENT, AND ACCESSIBILITY FEATURES. SO WHY NOT EXPLORE THESE SITES AND DISCOVER THE WEALTH OF KNOWLEDGE THEY OFFER?

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DO FREE EBOOK SITES OFFER AUDIOBOOKS? MANY FREE EBOOK SITES OFFER AUDIOBOOKS, WHICH ARE PERFECT FOR THOSE WHO PREFER LISTENING TO THEIR BOOKS. HOW CAN I SUPPORT AUTHORS IF I USE FREE EBOOK SITES? YOU CAN SUPPORT AUTHORS BY PURCHASING THEIR BOOKS WHEN POSSIBLE, LEAVING REVIEWS, AND SHARING THEIR WORK WITH OTHERS.

