

Abstract

The book the reaction of teenage girls to TV advertisements looks at the language of persuasion in television adverts and looks at how the teenage girls react to it. The adverts do more than just sell the products they seek to market to the consumers. The characters depicted in adverts are usually shown as affluent people living in ideal environments. Companies always use models who appear flawless to teenage girls. The teenage girls who view these adverts therefore end up wanting to be like the characters of the adverts both in looks and in lifestyle. This book examines words and images used in adverts and how instead of just selling the product being advertised, they also cause the teenage girl to react in other ways to the advert that may have not been anticipated by the copywriter.