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In Sold on Language, noted language scientists Julie Sedivy and Greg Carlson examine how rampant competition shapes the ways in which commercial and political advertisers speak to us. In an environment saturated with information, advertising messages attempt to compress as much persuasive power into as small a linguistic space as possible.

Sold on Language: How Advertisers Talk to You and What

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About *Sold on Language* Language is harvested for its most persuasive elements by those who seek to influence our choices, whether in commercial or political spheres.

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