

Reading list:

De Mooij, M. 2004. "Translating Advertising. Painting the Tip of an Iceberg" in *The Translator*: 10(2) 179-198. (PDF)

Munday, J. 2004. "Advertising: Some Challenges to Translation Theory" in *The Translator*: 10(2) 199-216 (PDF)

Fabris, G. 1992. *La pubblicità Teorie e Prassi*. Milano, Franco Angeli (p. 585-616) (PDF)

Cook, J. 2001. *The Discourse of Advertising* (II ed). New York, Routledge (p.1-17)
<http://www.slideshare.net/afvh/discourse-of-advertising-the-by-guy-cook>

Maroto, J 2007. "Multiple dimensions of international advertising" MuTra 2007 – LSP Translation Scenarios: Conference Proceedings, online:
http://www.euroconferences.info/proceedings/2007_Proceedings/2007_Maroto_Jesus.pdf

Sandrini, P. 2005. "Website Localization and Translation" MuTra 2005 – Challenges of Multidimensional Translation: Conference Proceedings
http://www.euroconferences.info/proceedings/2005_Proceedings/2005_Sandrini_Peter.pdf

Chuansheng H. & Yunnan X. "Brand Name Translation in China: an Overview of Practice and Theory" in *Babel* 49(2) 131-148. (usate il link seguente)
http://www.google.it/url?sa=t&rct=j&q=&esrc=s&source=web&cd=3&ved=0CDsQFjAC&url=http%3A%2F%2Fshare.edu.sina.com.cn%2Fdownload.php%3Ffileid%3D5474799&ei=zrETU-ilOMjNygOZxYHYAg&usg=AFQjCNEfhI6Flz4ZISNTqZ8f4RI8UI306A&sig2=ycnn_uQ1Hmf9IjJ6Vy7gsw&bvm=bv.62286460,d.bGQ

Torresi, I. 2010 *Translating Promotional and Advertising Texts*, Manchester, St. Jerome Publishing (we based a lot of our lessons on this book, so read it through carefully, leaving aside CVs and Cover letters)

Goddard, A. 1998 *The Language of Advertising* New York, Routledge (pagg. 5-26 and 69-71)
<http://www.slideshare.net/afvh/language-of-advertising-by-angela-goddard>

Arens, W. "What is advertising today" Online: http://www.aef.com/pdf/arens_ch01.pdf

McQuarrie E. F. & D.G. Mick (1996) "Figures of Rhetoric in Adv. Language" *The Journal of Consumer Research* 22(4) 424-438 (PDF)

Read carefully all the slides!!!!