

语言理论与实践

工作论文

Textual Metafunctional Analysis of a Piece of Advertisement

Abstract: Textual metafunction is realized mainly through the systems of Theme structure, information structure and devices of cohesion. This paper presents an analysis of a piece of advertisement from the prospective of textual metafunction. The specific analysis is based on the Theme structure and the devices of cohesion throughout this advertisement. The features of advertisements are discussed briefly combined with the analysis of the Textual organization of this advertisement.

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