

Luuk Lagerwerf

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11137253/publications.pdf>

Version: 2024-02-01

7
papers

152
citations

1684188
5
h-index

1720034
7
g-index

7
all docs

7
docs citations

7
times ranked

114
citing authors

#	ARTICLE	IF	CITATIONS
1	Openness in Metaphorical and Straightforward Advertisements: Appreciation Effects. <i>Journal of Advertising</i> , 2008, 37, 19-30.	6.6	47
2	Irony and sarcasm in advertisements: Effects of relevant inappropriateness. <i>Journal of Pragmatics</i> , 2007, 39, 1702-1721.	1.5	41
3	Processing visual rhetoric in advertisements: Interpretations determined by verbal anchoring and visual structure. <i>Journal of Pragmatics</i> , 2012, 44, 1836-1852.	1.5	32
4	Deliberate ambiguity in slogans: recognition and appreciation. <i>Information Design Journal</i> , 2002, 3, 244-260.	0.0	15
5	Advance Organizers in Advisory Reports. <i>Written Communication</i> , 2008, 25, 53-75.	1.3	8
6	Immediate Attention for Public Speech. <i>Journal of Language and Social Psychology</i> , 2015, 34, 273-299.	2.3	6
7	Incongruity in News Headings. <i>Journalism Practice</i> , 2016, 10, 782-804.	2.2	3