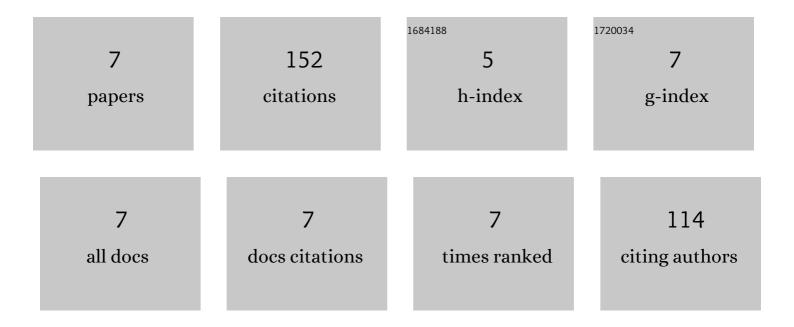
Luuk Lagerwerf

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11137253/publications.pdf Version: 2024-02-01



LILIK LACEDWERE

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