



Phraseologische Modifikation in Der Spanischen Werbung (German Edition)

Julia Messerer

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Magisterarbeit aus dem Jahr 2012 im Fachbereich Romanistik - Spanische Sprache, Literatur, Landeskunde, Note: 1,0, Ludwig-Maximilians-Universität München (Institut für romanische Philologie), Sprache: Deutsch, Abstract: Die theoretische Teil befasst sich mit den Definitionen von Werbung, Phraseologie und Modifikation. Der praktische Teil besteht aus 15 Beispielen, die anhand der im theoretischen Teil gewonnenen Erkenntnisse analysiert werden.

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