Typically
Typographic

This dissertation provides insight into the effects of typographic layout on advertising-based persuasion. Based on six experimental studies, this dissertation answers questions such as “Can typographic layout affect the readability and appreciation of product advertisements?”; “Can typographic layout affect persuasion?” and “How does typographic layout affect the processing of product advertisements?”.

Femke Straatsma

Typically typographic

The effects of typographic layout on the processing of print advertisements

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