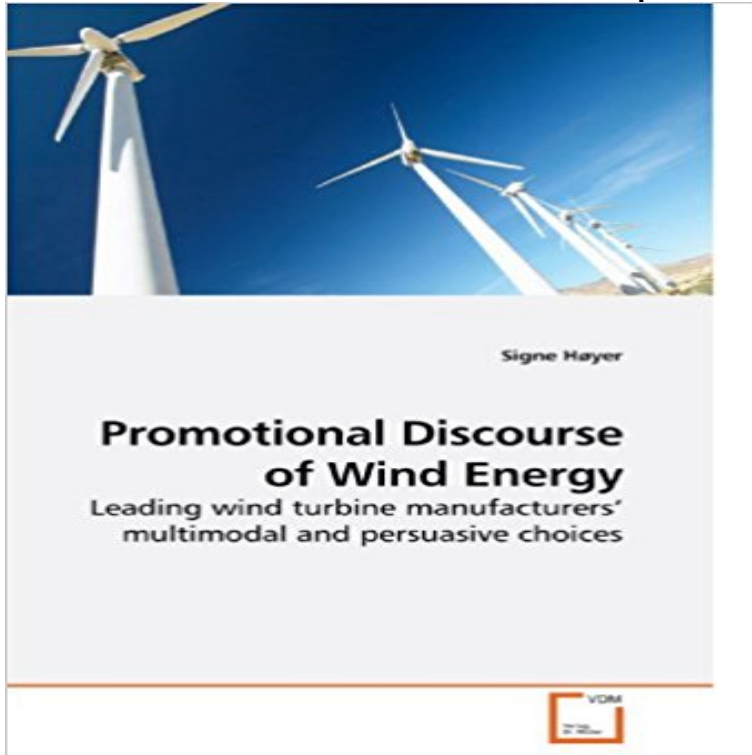


## Promotional Discourse of Wind Energy: Leading wind turbine manufacturers? multimodal and persuasive choices



In recent years, an increased global awareness of the world's energy challenge has fostered a corresponding global demand for producers of alternative energy resources to become effective promoters of their products? and brand's benefits. Despite the topic's relevant nature, however, little research has so far set out to explore the specific discursive and promotional means by which alternative energy resources are promoted today. With special focus on three of the world's leading wind turbine manufacturer's promotional discourse of wind energy, this book therefore investigates how Vestas, Suzlon and General Electric promote wind energy and their brands through multimodal and persuasive means in webmercials on the Internet. In doing so, it proposes that an interrelatedness of the fields of multimodality and persuasion has significant consequences for the promotion of wind energy in the three types of webmercials. The study is considered relevant for students of communications and discourse fields and professionals who wish to become literates of promotional discourse related to the world's energy challenge.

Welcome to the blog of Joan le Grande. I'm changing the blog to english so forgive me the dutch articles before. I already translated a few, keeping it up! Anyway, stay tuned for lifestyle articles and reviews about games or other nerdy stuff. Enjoy! Categories Comics Games Playstation 4 Wii U Lifestyle Posted by Joan le Grande in Games, Playstation 4 Leave a comment Tagsexperience, first look, Games, Playstation 4, Playstation VR review, ps4 VR review, virtual reality YES YES YES. I'm super hyped about the VR, but you obviously knew that already because of my last blogpost. There were a few hiccups because I ordered it online and I was working during the time it came. I stressed, freaked, jumped and finally gave up on the thought I got to play on the day it came out. But luck was on my side and when I got home, 20 minutes later the VR glasses arrived! In this post I will take you with me on my first experience with virtual reality. Was it as awesome as I hoped? Or is nauseating and not really my cup of tea? Read and find out!

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