

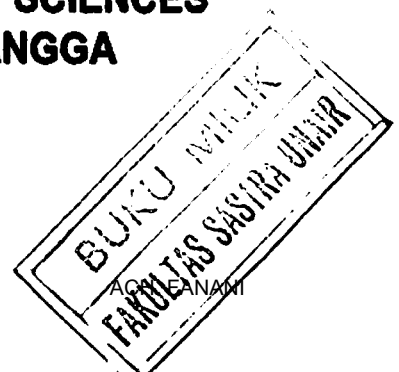
**THE USE OF DIRECTIVE SENTENCES
IN PRESS ADVERTISING
(A SEMANTIC STUDY)**



BY :

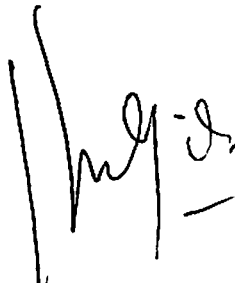
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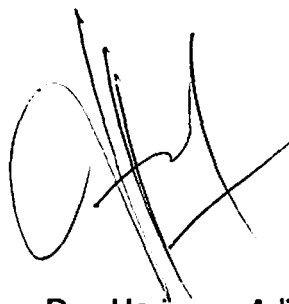
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