

Lingua e trad. Inglese 2

Week 3:

- Advertising as a form of communication
- Formal strategies

Remember: next class on Nov 28

Advertising is the **structured** and **composed nonpersonal** communication of information, usually **paid for** and usually **persuasive** in nature, about products (goods, services, and ideas) by identified sponsors through various media.

- A type of communication
- Directed to groups of people
- Non-personal (mass)
- Paid for
- Persuasive
- Sponsor is identified
- A medium

Media Types

- Traditional media
- Addressable media
- Interactive media
- WOM word-of-mouth
- Non-traditional media



COMMUNICATION

the elements of the advertising communication process is derived from the basic human communication process:

SENDER – MESSAGE – RECEIVER

> SENDER - RECEIVER

- ADDRESSER – ADDRESSEE
- WRITER – READER / NARRATOR -
NARRATEE
- PRODUCER – CONSUMER

texts are cooperatively generated
by the addressee

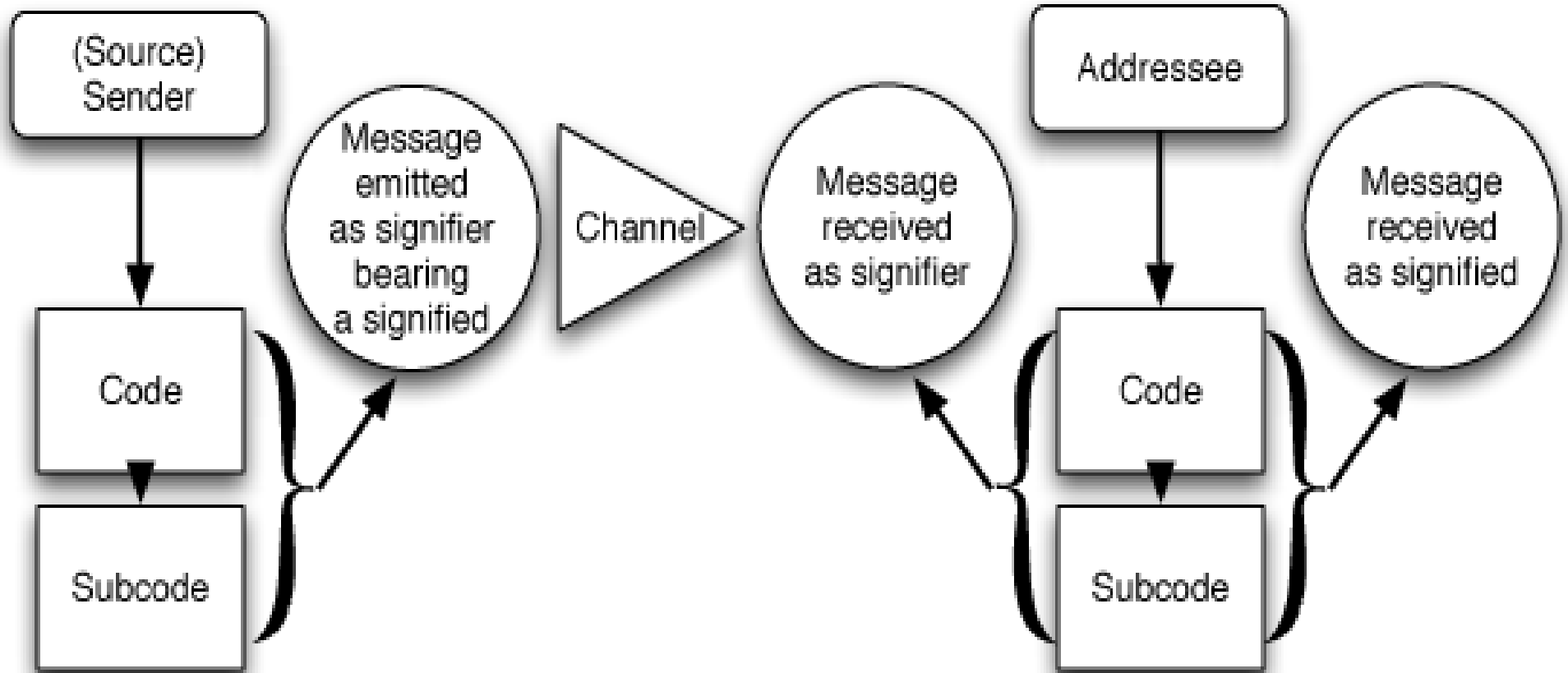
Marcel Duchamp, *Bicycle Wheel*, (1951 – Moma, N. Y.)

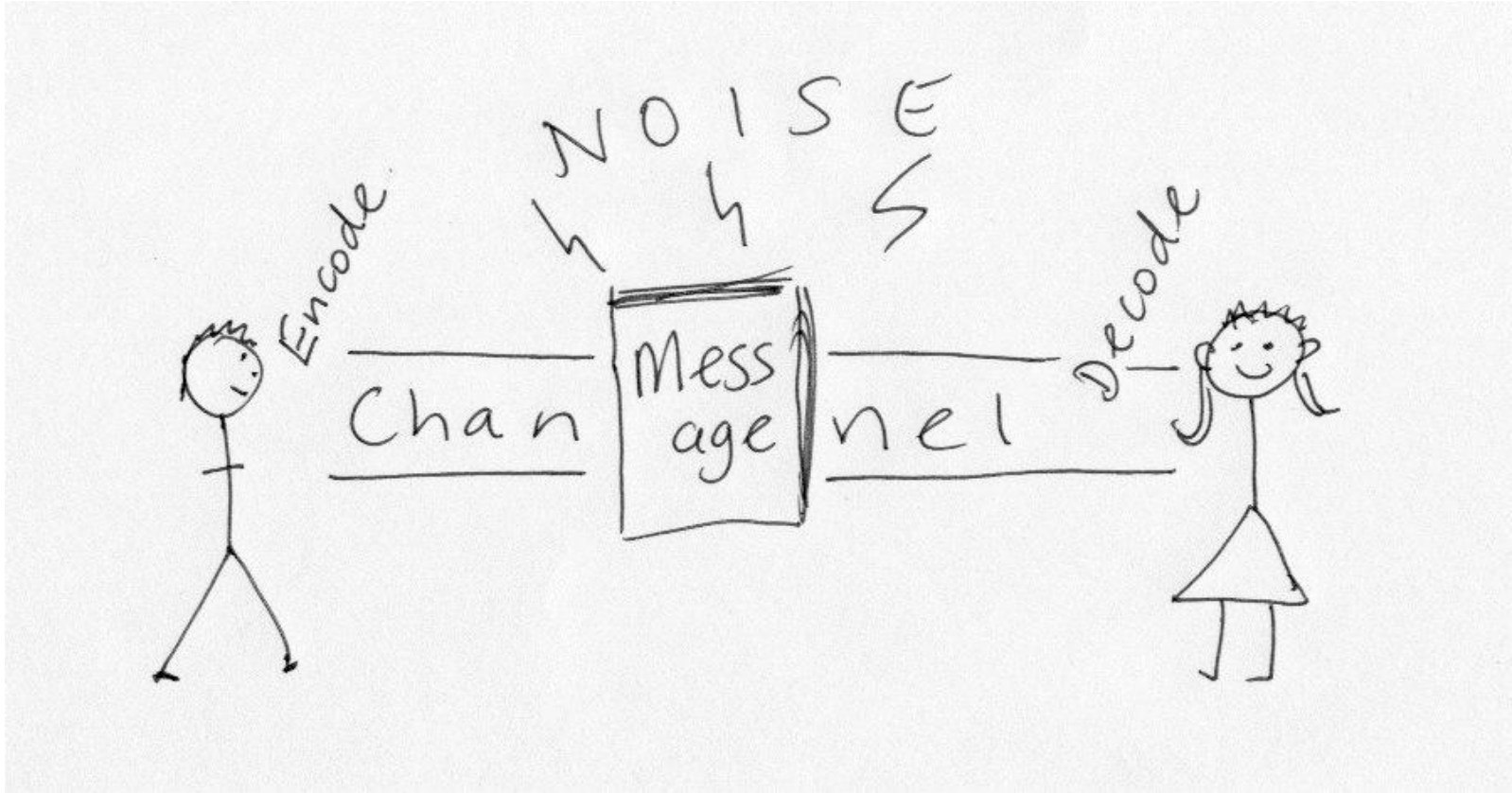


the receiver must have a competence to understand the message and the sender must do her best to activate it

(surfer – mountain dweller)

From Umberto Eco, *Apocalypse Postponed*, 1994





“message” = “text”

a network of different messages
depending on different codes and
working on different levels of
significations

the author foresees a model
of the possible reader

every type of text selects a model of possible reader through the choice of

- a specific linguistic code
- a certain literary style
- specific indices

...some bros at the party...

The Gödel sentence G is an equation that...

Dear Editor...

*They couldn't go to sleep the night before because some bros at the party next door kept screaming:
"Whooooooo!!! YEAAHHHHH! Whooooooo!"*

The Gödel sentence G is an equation that, formally speaking, asserts some equality between some sums and products of natural numbers, but that can also be informally interpreted as "this G cannot be formally derived under the axioms and rules of inference of T ".

Dear Editor,

*I am 8 years old. Some of my little friends say there is no Santa Claus. Papa says "If you see it in The Sun it's so."
Please tell me the truth, is there a Santa Claus?*

In the process of communication a text is frequently interpreted against the background of codes different from those intended by the author

➤ Othello

texts that aim at pulling the reader along
a predetermined path :

CLOSED

VIACOM



Childhood obesity.
Don't take it lightly.



EAT FRUITS & VEGETABLES
AND BE ACTIVE

Food Stamps can help. Call 1-888-328-3483 to see if you qualify.

4151

VIACOM



I'm lovin' it



my kinda
shoppin'
spree



Dollar  Menu

1152

M G
Kitch
Religious & Classic
Take Out or De
Tel. (909) 594-1



Texts that are not obsessed by the aim
of controlling the receiver's response:

OPEN

the sender is present textually

- as a style (distinguishing not an individual but a group, a historical period, etc.)
- as a role
- as an impersonal operator

As a style

“Ben vestito dèe andar ciascuno, secondo sua conditione e secondo sua età”

“Drink to me only with thine eyes”

As a role

“Consider for example the proceedings that we call “games”. I mean board-games, card-games, ball-games... Look and see whether there is anything common to all...”

As an impersonal operator

“suddenly something terrible happened”

This conjuring up of the ghost of the sender is ordered to a symmetrical conjuring up of the ghost of the addressee
(Kristeva 1970)

Cillit Bang

<http://www.youtube.com/watch?v=Z1NE9Sgoa2I>

Mac

<https://www.youtube.com/watch?v=OYecfV3ubP8>

Whassup

<https://www.youtube.com/watch?v=JJmqCKtJnxM>

(8 years later:

<https://www.youtube.com/watch?v=Qq8Uc5BFogE>)

Visual
Headline
Bodycopy
Brand
Baseline - Tagline
Name of the company

To write a good ad

“a concept + an emotion, expressed in a non-casual fashion”

(key-aspect: deciding on the target group)

Voice - Paralanguage

- Tone of voice can be expressed in many ways

Tone of voice can be expressed in many ways

Tone of voice can be expressed in many ways

> It contributes to create the relationship

What can make an ad interesting?

- > deviation from expectation

 - (foregrounding)

- > compression of meaning

- > representation

“say hello to your child's new bodyguards”

“say hello to your child's new bodyguards”



every figure represents a gap > the
receiver is called to fill in the gap
(Genette 1982)

**Portami il girasole ch'io lo trapianti
nel mio terreno bruciato dal salino,
e mostri tutto il giorno agli azzurri specchianti
del cielo l'ansietà del suo volto giallino.**

Cinque minuti solo cinque vedrai
delle panatine ti innamorerai



AFTERSHAVE € 35.-
Basics for a new home € 6.50

Text 'aid' to 2255 and donate € 1.50

 People in Need
Cordaid

Cordaid (relief organization)

deviation attracts attention

GLOW WITH
COINTREAU



© 2005

THE SPIRIT OF ORANGE INSIDE

www.cointreau.com

Cillit Bang

<http://www.youtube.com/watch?v=Z1NE9Sgoa2I>

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