

Semiotics and Shock Advertisement



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Reviews

This pdf is indeed gripping and interesting. It is definitely simplistic but shocks within the 50 percent of your book. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Michael Spinka)

SEMIOTICS AND SHOCK ADVERTISEMENT

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Grin Verlag Feb 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x4 mm. This item is printed on demand - Print on Demand Titel. - Essay from the year 2011 in the subject Communications - Public Relations, Advertising, Marketing, printed single-sided, grade: Excellent, The University of Surrey (Department of English), course: Language of Advertising, language: English, abstract: There is advertisement and there is advertisement: Most ads have the intention to make people aware of a product, service or concept followed by the purchase and therefore support the free-market economy (Reschke: 1998, p. 1); but there are ads whose main aim is to inform people, more precisely to call their attention to a certain topic. Consequently, advertisements cause different reactions: Some ads make people smile or even giggle; some just communicate plain information; whilst others make people think and reflect; and again others literally shock people. Advertising campaigns such as the WWF 9/11 one, the Get unhooked ads or Antonio Federici's banned campaign (q.v. Appendix 1-3) are only three examples on the list of campaigns banned in the 21st century due to unethical content. Those offensive advertisements include messages that transgress laws and customs (e.g. anti-human rights), breach a moral or social code (e.g. profanity, vulgarity) or outrage the moral or physical senses (e.g. gratuitous use of violence, use of disgusting images) (Chan et al.: 2007, p. 608). Researchers found out that adverts, which are incongruent with social norms attract attention and are more likely to be retained in memory (Gulas and Weinberger: 2006, p. 173). Attracting interest can be done on different ways: by either using attention attracting pictures, sounds, signs or just simple words and phrases. 60 pp. Englisch.

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