

ADVERTISING DISCOURSE – (SUB)CULTURE CREATOR AND VEHICLE

ABSTRACT

In modern society advertising is an economic and commercial instrument, but more than that, it is a socio-cultural phenomenon. The sociological research conducted in recent years, revealed the roles of advertising as creator of cultural values or promoter of them. Advertising as a phenomenon is essentially an economic act but arises from cultural roots in order to sell a product, to influence sales, to bring profit to manufacturing company. More than that, advertising is an indicator of everyday life not only because exposes needs and products, but because the simultaneous use of more channels and means of communication, draws its strength from the immediate reality elements without neglecting the past.

The fundamental idea of the present research is that advertising discourse is an agent of transmission of cultural patterns, along with family, school, church and lately seems to be a social and cultural mirror. The interest for such a subject is motivated, principally, by the lack of detailed research to cover this topic in Romanian literature. Interdisciplinary nature of such research themes motivated the restriction of analysis perspective to areas like semiotics and marketing without missing sociological, linguistic or anthropologic reflections.

Starting from the assumption that advertising is a cultural vehicle, in this paper are identified a few of the ways through which aspects of the culture of a society are transmitted by techniques that advertisers use in order to circulate cultural elements meant to "seduce" consumer, so advertising arrives to sell culture. Wishing an extensive analysis the research has focused, primarily, on the channels through which the advertising message is sent to reach the public. Therefore, the content organization and the corpus analyzed were selected in accordance with the channel through which advertising media are promoted: magazines, radio, TV, internet, cinema.

In this respect, the present research is divided into seven chapters: *I. Culture and advertising, II. Advertising on magazines, III. Advertising on radio, IV. Advertising on Tv, Advertising on Internet, V., VI. Cinema advertising, VII. Translation and adaptation of the advertising message* followed by Final considerations and a list of References. The corpus used summarizes a number of more than 250 works from the local area and international advertising, suggestive for the main theme of the thesis.

The most comprehensive part of the thesis is dedicated to the presentation of semiotic resources involved in the dissemination of advertising messages on multiple channels and features through which an ad is manifested as social and cultural reality which depicts, recommends and fixes values.

The description is based on a corpus of varied advertising productions: magazine advertisements, radio broadcasts, videos on television, Internet advertising productions advertising creations for the public who attend cinemas. As communicative reality, advertising messages create, distribute and maintain cultural values. Observing the function of cultural agent that advertising has, were determined the identification and presentation of semiotic resources and ways in which every channel of distribution has to be analyzed.

In the first chapter, "Advertising and culture" are presented the fundamental concepts and reflections expressed by specialists that examined the links between advertising and mass culture and are described the channels used to distribute advertisements. Due to the fact that advertising messages are considered important in the society that produce them, in subsection *The influence of advertisements on daily speech* were identified some examples of words used in commercials and borrowed in daily speech, interpreted as a great evidence of the of advertising discourse influence on the behavior of individuals.

Chapter II, "Advertising on magazine" is dedicated to some semiotic characteristics of print media and television advertising, with restriction to magazines. The first part of the chapter, "Advertising in magazines - Structure of advertisement" includes general information about the history of Romanian magazines and are identified the main component inventory of advertisement. In the second part, "New directions in the study of advertising" are portrayed the main research directions in semiotics of advertising, the insistence on the contributions of the most important reflections of textual and visual semiotics (R. Barthes, G. Péninou, AJ Greimas , MAGARINOS of Morentin, U. Eco, JM Floch). It is also described how visual enunciation employed in advertising posters printed in magazines, by reference to advertising to promote perfume creations.

The third part, "Towards an analysis of visual language" emphasizes the importance of image in print advertising with the presentation of the great contribution of Gestalt school. The meaning of an advertisement is not given only by the plastic or the rhetoric level, but verbal interaction with visual and proper interpretation of the advertising message involves semiotic description of both plans to see how it develops advertising meanings through the interference of the two plans. The theory is followed by a case study applied on 14 advertisement selected from three magazines: *Cosmopolitan*, *Marie Claire*, *Instyle* in order to determinate the implications of the report advertising-image-culture.

Chapter III, "Advertising on Radio" pays attention to advertising messages promoted in this kind of environment in order to identify the main means of achieving them, and the impact they play in a society skeptical of the veracity of verbal. The premise for this analysis is the observation that advertising radio seems to be rather taken from television advertising without being adapted according to the particularities of that communication channel (radio). In this chapter are mentioned the typology of listeners of radio, elements of creation in radio advertising, how the absence of imagine is refilled, what techniques are used and the importance of paraverbal elements in the efficient transmission of advertisement.

The next chapter, "Advertising on Tv" restricts the description to ATL advertising, - above the line advertising – meaning all forms of advertising sent through traditional communication channels: newspapers, radio, television and cinema, using, for example, commercials broadcasted on local public space. Were also considered advertisements that promote products and services related to the topics taboo or, on the contrary, the taboo deliberately use to sell a product. The purpose of the description was to see how the socio-cultural behavior is influenced by advertising. The analysis exposure is completed by the analysis of gender stereotypes present in TV commercials.

In the fifth chapter, "Advertising on Internet" are described the advertising features in the virtual environment. The first part, "Traditional advertising / Online advertising" identifies the semiotic distinctions between traditional advertising and advertising in the online space. After an overview of the type of users encountered on this space, in subsection "Forms of online advertising" are detailed forms of advertising present in the electronic environment, the greatest attention being given to the publicity through the website and e-mail. The next

section, "Endless offers: Groupon site" synthesizes the speech peculiarities encountered on the sites that promote reductions. In this section are presented structural particularities of advertising information shown on this type of space, the consumption behavior of users, and the dominant language used by this species of advertising discourse. In the last part, "The web page as hypertext - Murfatlar tradition" presents a case study meant to signal advertising techniques by which the product promoted (a wine) becomes an element of mass culture.

Chapter VI, "Advertising on cinema", evaluates Romanian cinema history and characteristics of cinema advertising and marketing modern directions in cinema advertising.

The last chapter, "The translation / adaptation of the advertising message," summarizes some of the dominant theories on the importance of translation and isolate functional-symbolic aspects of translation advertisements. Support illustration is composed mainly of broadcast television and video analysis in order to identify difficulties that may arise in the process of intercultural transfer of advertisements.

Depending on which media channel is thought the advertisement, there are some elements in this paper that were analyzed with attention. Regarding advertising in magazines, visual element prevails, so photography is central. Romanian commercials on magazines for women emphasizes the importance of symbols in advertising discourse. The image is a polysemic language that is designed to attract consumer attention, create a brand identity. The significance of photography in advertising is therefore intentional and must be interpreted accordingly.

For radio advertising important is the informative connotative dimension. Often resort to figurative language to highlight a number of myths, values, cultural codes existing in the Romanian social space. As a means of mass communication, radio, develops an important dimension: a cultural one.

If print and television ads use images and graphics, radio advertising has the task to "weave" image in the minds of the receiver by means of different techniques: proper music / sound effects, humor, dialogue, transmitting emotions thread narrative proper breaks, internal consistency, direct address, simplicity of expression, clarity, fluency, tone, vocal, etc. scenario attractive.

Advertising on Tv is currently one of the most effective means of making known a product / service. The advertising message is made not only to inform, the final stake being to determine a category of people to purchase that product / service and television has the advantage of being an effective channel to communicate a message to a large mass viewers. However, a more detailed analysis of TV commercials in the local area, shows that advertising is more than a way to make known and to sell, it becomes, a content that transmits a manifestation of contemporary culture. Marketing communication reflects apparently specific values of a society, provides information about behavioral traits of those who make, beliefs, way of life, their understanding of the world and reporting to others.

Online shopping space is presented as an option to many possibilities promotional website is the most popular method of making known a product / service to a large number of people. Here again abandoned cultural elements, on the contrary, they are inserted at the visual, auditory, cyberspace often appeal to kinesthetic sensations and faithful imitation of reality.

As forms of online advertising, it was found that current trends are moving toward two directions: publicity and advertising through websites via mailbox. The website may take the form of banner advertising (static, animated, interactive), interstitial (inline, pop-ups, pop-unders), superstitions, or those that use rich media technologies such as advertising floating (flying ads, advertising cursors, scrolling ads), shoshkeles, advertorials.

A film is, however, more than a commodity - it is a cultural product which is assigned an economic dimension and turns it into promoted content. Posters that promote films are more than a way to make advertising, it becomes a way in which their diachronic analysis can provide information about the extent to which cinematographic art reached a certain company, but interest is given in the that company, how much is invested in promotion, what topics of interest have the members of that community, how often they go to the cinema, the economic level, what kind of taboo subjects are closed between national border - a visual level monograph social / economic / cultural country.

Cultural barriers are removed through the process of translation. Work to translate a text, regardless of its nature, is a complex process requiring a range of skills from the translator. Important observations can be outlined from the analysis of the ways in which Romanian culture "receives" an advertisement dressed in a new garment or how are transferred internationally Romanian advertising using translation operation.

The advertisement requires a different approach when it undergoes the process of translation. In this case you should take into account what the researchers called "the country origin effect", the impact that that message will have in the new society they get. Translating an advertising message is not just about translating verbal contained therein, but paying attention to non-verbal communication elements (pauses, tone, image, music), their translation to avoid changing the original meaning totally.

Due to its versatility, ad text should be framed within specialized translation but currently, studies that support this direction are very few in number. It notes, however, tend to promote local products and advertising its intention to build advertising around key concepts such as traditional, natural, healthy, authentic etc.

Multiple faces that advertising may act in modern society demonstrates its innovative nature, a great source of endless analysis both for linguists and anthropologists, semioticians and marketing researchers and those interested in science communication, science translation etc.

The main conclusion of this paper is that advertising as a social phenomenon can not be related only to a certain area of consumer existence, but looking for their place in society, as part of economy, culture, psyche, semiotic social organization and customs of the community. Advertising differs from one culture to another, and this variation is shaped by the core values and socio-cultural practices between advertising and culture up to a dynamic relationship of interpenetration.