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Semiotics and Shock Advertisement

By Corinna Colette Vellnagel

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...



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