

Semiotic Strategies of Advertising

Abstracts

“Semiotics in the mix of marketing researches” Lucia Santaella
Marketing determines the set of operations which involve the life of commodities, from the planning of its production to the moment when, supported by advertising strategies, it is finally purchased by the consumer. To fulfil its role, marketing has to incorporate not only a mix of services, prices, communication, and distribution, but also a mix of researches. These researches embrace qualitative research, mainly in the form of focus groups, ethnographic research, neuroscience and consuming behaviour. The aim of this paper is to discuss the relevance of semiotic analysis of advertising campaigns and products in the context of this mix of researches. Semiotic analysis is not meant to substitute the other types of research but to function as a complement to them. **

“Adding values: A semiotic strategy of advertising” Winfried Nöth
A major goal of an advertising campaign is to increase, in the consumers' minds, the value of the product for sale. Since advertising campaigns have no influence on the real values of the products which they present, their strategies of increasing the values to the product are semiotic ones. Iconic, indexical, and symbolic signs of values are presented next to the product with the purpose of creating associations between the product and these values in the consumers' minds. The goal of such associations is the transfer of semiotic values to the ones of the product for sale.

Bio Notes

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