

Publicitate și cultură un studiu despre dimensiunea culturală a publicității

Title: Advertising and culture -a study concerning the cultural dimension of advertising

Abstract: Society and advertising are complementary elements: the society determines advertising to get a particular format, to convey certain ideas and current concepts of the culture they generates, and advertising itself is able to establish new types of behavior, ways of thinking which also will be transformed into cultural elements, presented later in commercials. It is a continuous circuit. By consuming the product, we actually consume our own image. This study is an analysis of the advertising phenomenon, using the most common concept in the world of advertising: the house cleaning product, in this case Ajax. Since the making of the product to date, ads can clearly highlight the society as it is, its development, its needs and changes occurring over the years, both by the ideas transmitted and the techniques used in creating the commercials.

Keywords: Advertising, Ajax, Culture, Indicator, Commercial spot, Society