

Limbaș și discurs în publicitate

Title: Language and discourse in advertising

Abstract: According to Bernard Cathelat advertising develops three kinds of "supra-language": The commercial supra-language has an informative and persuasive function, trying to persuade the consumers to buy certain brands. The social supra-language promotes cultural events and pro-social behaviors. The ideological supra-language appears in the field of political marketing. The discourse of advertising has a mixed structure based upon two kinds of signs: verbal and iconic ones. The symbols used by advertising confer to products and brands a two-sided "personality": an objective and a symbolical one.

Keywords: advertising, discourse, supra-language, society, symbol