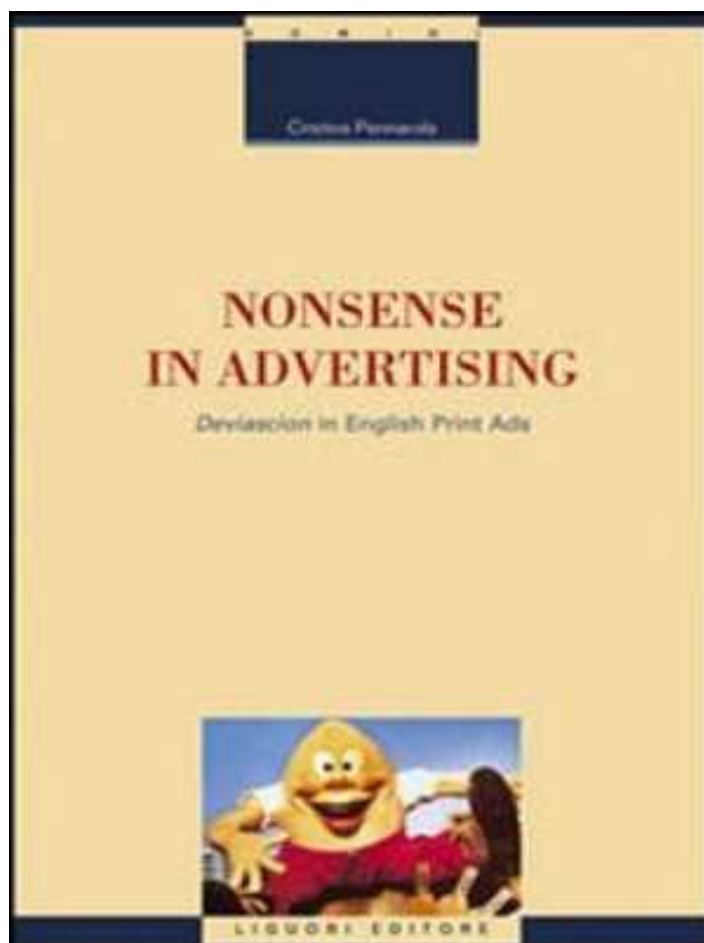


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Nonsense in advertising. «Deviascion» in english print ads PDF

Cristina Pennarola



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DESCRIZIONE

The creative and deviant use of language in ads has been analysed in the light of the nonsense strategies enlivening the curiously displaced reality of 'topsy-turvydom', best illustrated by Carroll's and Lear's fictional worlds. Despite differences in scope and aim, both advertising and nonsense appear to deliberately exploit deviation from the norm as a means of engaging the recipients' attention and also convey an ambiguous message which oscillates between jocular and subversion. Play invests all the levels of language: graphic, phonetic, lexical, grammatical, semantic, and rhetorical. The mocking or playful reversal of 'normal' life together with the blend of reality and fantasy observed in nonsense texts can be found in the utopian facsimiles of dayliness in ads; the unconventional attitude which can be detected in both genres represents a humanistic attempt at bursting the bubbles of hierarchy and breaking away from the seriousness and dogmatism in institutional discourses.

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