

FACOLTÀ DI STUDI UMANISTICI



Lingue e Comunicazione

Lingue e culture per la mediazione linguistica

Lingua Inglese 2

LESSON 8

Prof.ssa Olga Denti

a.a. 2025-2026

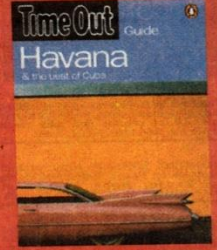
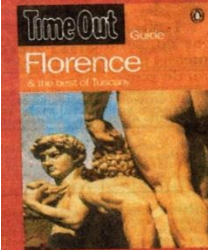


Advertising

Tahiti, Cape Town and Sydney
are three reasons to take
an around the world cruise.
January, February and March
are three more.



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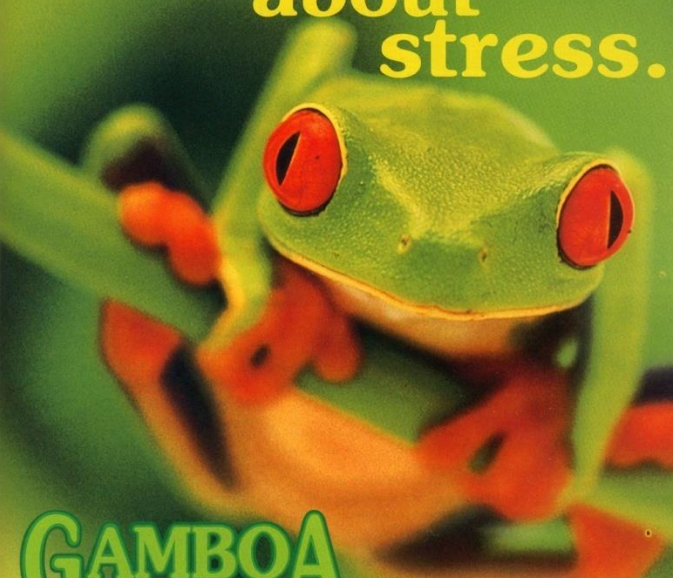


Time Out

Advertising



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about
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* based on a double occupancy. Certain restrictions apply.



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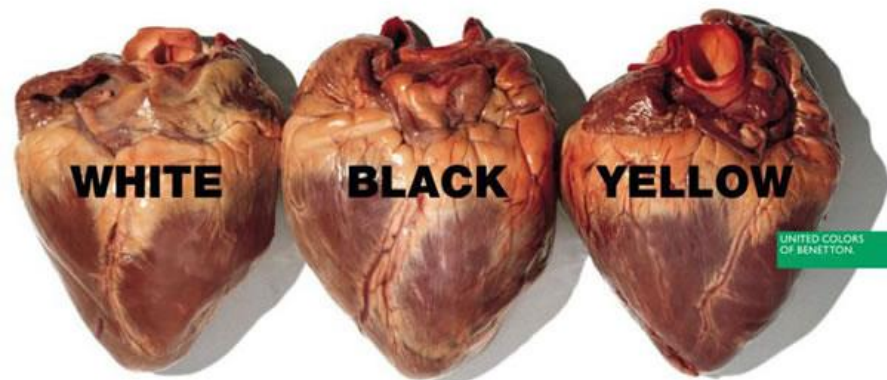
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OF BENETTON.



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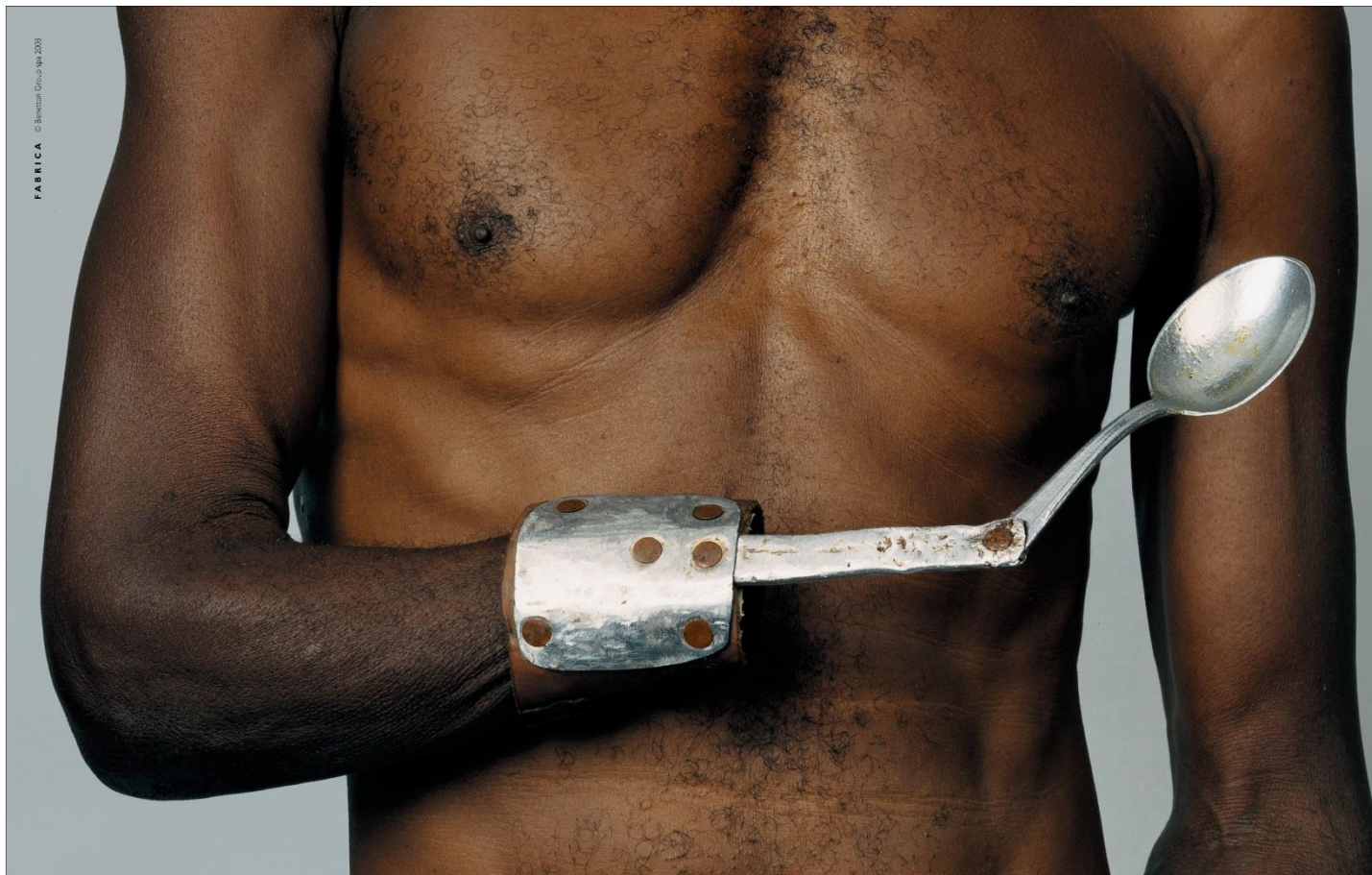
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Food for life



World Food Programme

UNITED COLORS
OF BENETTON.

www.wfp.org
www.benetton.com/food







The animal you can get from observing and using the water is one of the greatest pleasures that Sardinia can offer. These are the reasons why the sea is so important to Sardinians, as well as ancient. The sea has been a part of Sardinian life since the first humans arrived on the island. In the heart of a place so rich in history and culture, it is not surprising that the sea has become a part of the Sardinian identity. It is a place where the sea is not just a source of food, but a source of life.

www.sardegnaicultura.it

Patrimonio culturale
SARDEGNA



Video:

In Sardegna you
live more

Sardegna, a Myth in the
Mediterranean Sea

<https://www.youtube.com/watch?v=UT3R91HL4ro>



The English language and Advertising

Always Coca Cola
Canon you Can
With Vodafone you can
Don't touch my Breil



I'm lovin' it

CARRERA sunglasses
Ermenegildo Zegna Eyewear
Emporio Armani Underwear
Samsonite Footwear
Zurich Because change happenz

Slogans: Most advertisements use a catchphrase or slogan which becomes associated with the product

The English language and advertising

Use of compounds adjectives:

top-quality,

economy-size,

chocolate-flavoured,

feather-light

longer-lasting.

The English language and advertising

Use of high degree adjectives (hyperboles) :

Shining	Extra-shining
luxury	Super luxury
elegant	Incredibly elegant
smooth	

Fantastically smooth

Adjectives are important in advertising for they are used to add prestige and desirability and approval for the consumer/client.

The English language and advertising

Comparisons
to relate the product to a rival or competitor.

In reality, no real comparison is made in advertising.

An advertisement for a detergent may say
"It gets clothes whiter"
but whiter than what?

The English language and advertising

Use of the imperative:

“Relax the Natural Way”

“Win two Nights!”

“Get Ready for Summer!”

“Cruise here!”

“Find out why.....”;

The English language and advertising

Use of repetition: advertisements tend to repeat words or ideas.

Something repeated frequently is easily remembered.

Most often it is the brand name of the product, or some word associated with it.

Summarizing LINGUISTIC DEVICES

- **LANGUAGE FUNCTION:**
referential/informative, emotive/expressive,
conative, phatic, poetic/aesthetic,
metalinguistic
- **THE POETIC FUNCTION:** language and images
- **STYLE:** figurative language - sound & rhyme ->
alliteration, assonance, simile, metaphors,
puns...





PERCHÉ LA FELICITÀ È IL POSTO
DOVE HAI SEMPRE VOGLIA DI TORNARE



PERCHÉ LA FELICITÀ È IL POSTO
DOVE HAI SEMPRE VOGLIA DI TORNARE



Il rituale perfetto

- 1 BOTTIGLIA DI VETRO
- 2 TEMPERATURA IDEALE: 3°C
- 3 BICCHIERE COCA-COLA
- 4 TRE CUBETTI DI GHIACCIO
- 5 UNA FETTA DI LIMONE



Spread virtual happiness.
Share a virtual **Coke**.

Type a name to create your own custom bottle.



C'è il tuo nome sulla bottiglia Coca-Cola?



Share a
Coke. with...





MARILYN
MI HA BACIATA

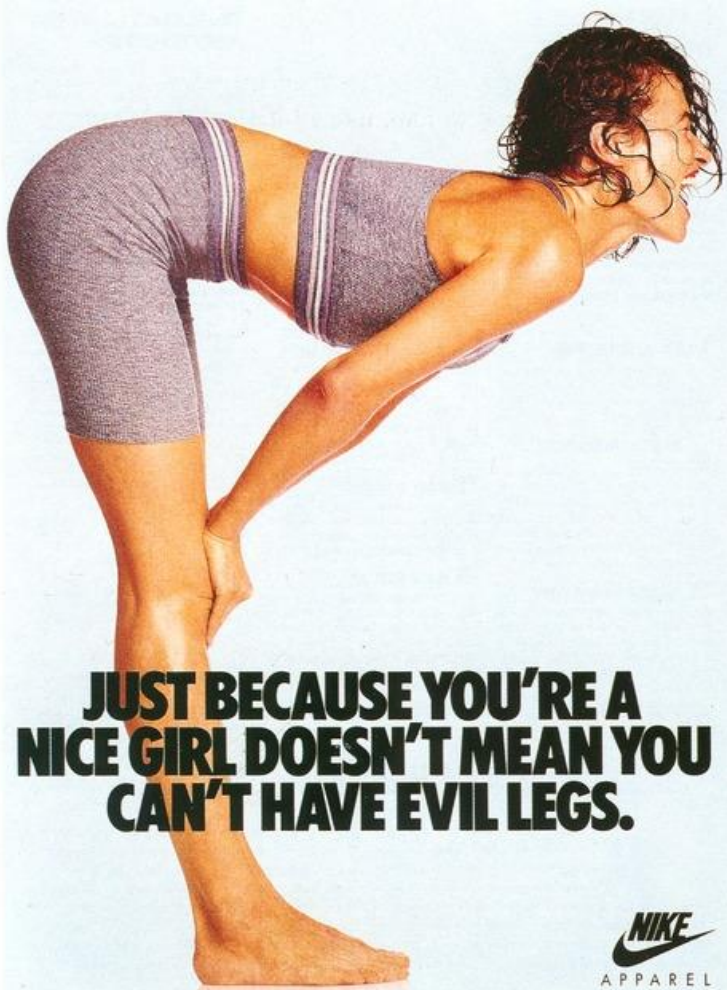


**I'VE KISSED
MARILYN**









**JUST BECAUSE YOU'RE A
NICE GIRL DOESN'T MEAN YOU
CAN'T HAVE EVIL LEGS.**

NIKE
APPAREL



ANYTHING HE WANTS.

Los Angeles Raider defensive end Howie Long doesn't spend every waking minute making havoc on opposing quarterbacks.

That particular joy is

reserved for a few Sunday afternoons a year.

Instead, like many athletes, Mr. Long cross-trains.

And what's that?

A fitness regimen that may

include running, weight training, aerobics, basketball, racquetball or any number of court sports.

Cross-training is a way for you to add balance to your

workout. So you don't get burned out on one sport. So muscles and tendons a one-sport workout wouldn't match can be developed.

This balance reduces your

chance of injury because all the stress isn't concentrated on a single group of muscles, tendons, or joints.

We think cross-training can do a lot for an athlete.

But you don't have to take our word for it.

Just ask any of the quarterbacks who have to face Howie Long.

They know.



MY BUTT is BIG
AND ROUND LIKE THE LETTER C
AND TEN THOUSAND LUNGES
HAS MADE IT ROUNDER.
BUT NOT SMALLER.
AND THAT'S JUST FINE.
IT'S A SPACE HEATER.
FOR MY SIDE OF THE BED
IT'S MY EMBASSADOR
TO THOSE WHO WALK BEHIND ME
IT'S A BORDER COLLIE
THAT HERDS SKINNY WOMEN
AWAY FROM THE BEST DEALS
AT CLOTHING SALES.
MY BUTT IS BIG
AND THAT'S JUST FINE
AND THOSE WHO MIGHT SCORN IT
ARE INVITED TO KISS IT.
JUST DO IT.



NIKEWOMEN.COM



LADIES
FIRST.
MEN
SECOND.

JOIN THE MEN VS WOMEN CHALLENGE
AT NIKEPLUS.COM


PINK? **NO, NOT FOR ME.**

RUFFLES? NO THANKS.
I BREAK RULES.
I PREFER IT MODERN.
DARE TO DANCE BY NIKE
ALLOWS ME TO CUSTOM DESIGN
MY SHOES SO I CAN DANCE
WITH MY OWN STYLE.

DO IT **MODERN.** DO IT **ME.**
DO IT NIKE.

NIKE
JUST DO IT.

FOR MORE INFORMATION VISIT US AT WWW.NIKE.COM/DARETODANCE



Spare parts
for humans
are not
as original as
those for cars.

Don't Drink and Drive.

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