FACOLTÀ DI STUDI UMANISTICI

Lingue e Comunicazione

Lingue e culture per la mediazione linguistica

Lingua Inglese 2

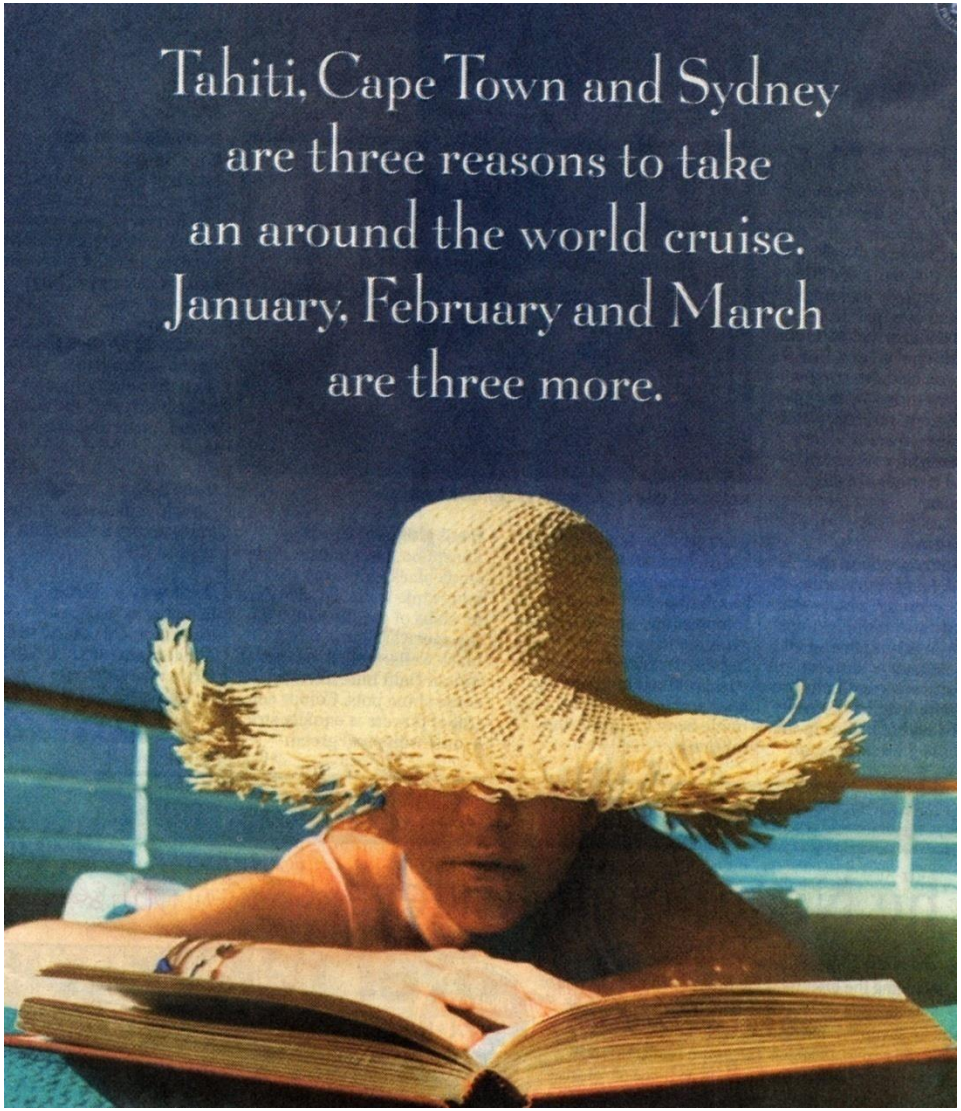
LESSON 8

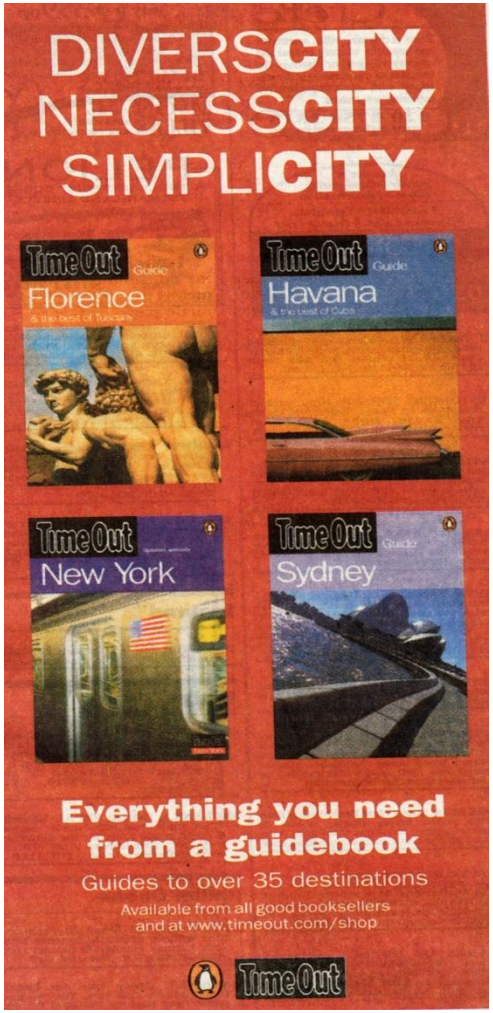
Prof.ssa Olga Denti

a.a. 2026-2027



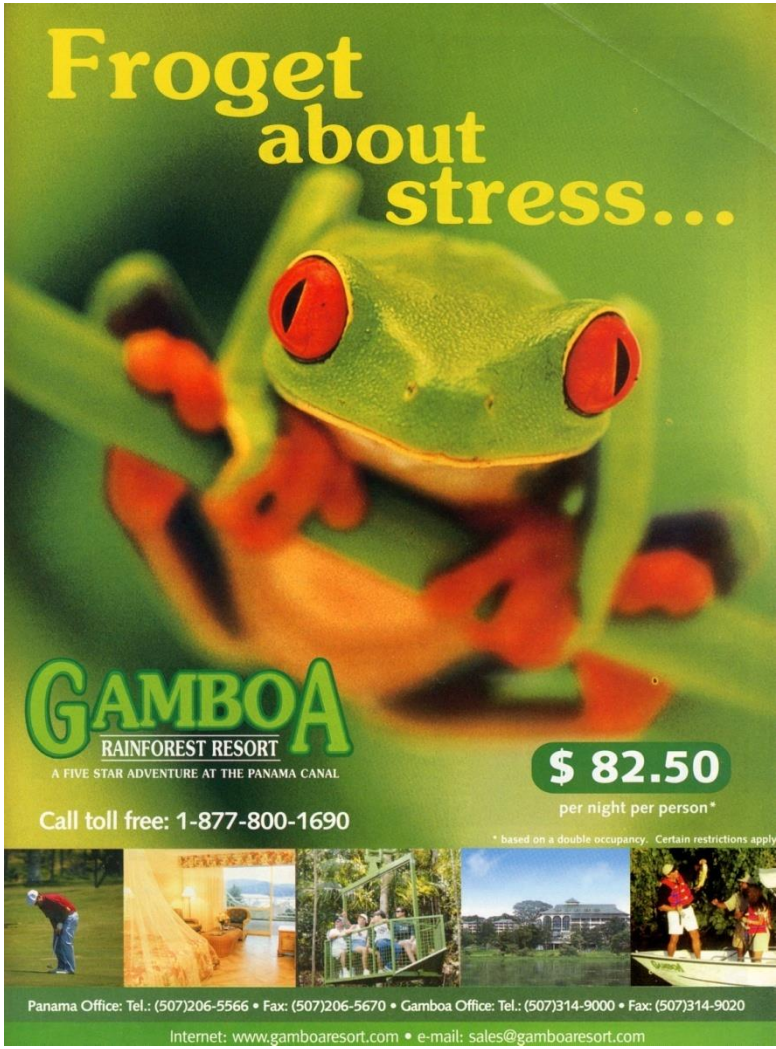
Advertising





Advertising






...enjoy food
Coca-Cola


Diet
Coke
LIMITED EDITION DESIGN BY
KARL
LAGERFELD
KARL
KARL
KARL

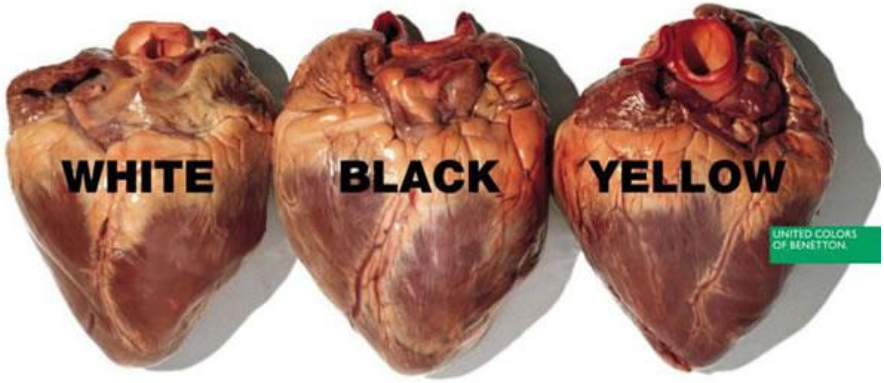

UNITED COLO
OF BENETTO


UNITED COLORS
OF BENETTON.


UNITED COLORS
OF BENETTON.


UNITED COLORS
OF BENETTON.


UNITED COLORS
OF BENETTON.


WHITE
BLACK
YELLOW
UNITED COLORS
OF BENETTON.


UNHATE
UNITED COLORS OF BENETTON.
Supports
the Unhate Foundation
unhatefoundation.org


UNHATE
UNITED COLORS OF BENETTON.
Supports
the Unhate Foundation
unhatefoundation.org


UNHATE
UNITED COLORS OF BENETTON.
Supports
the Unhate Foundation
unhatefoundation.org


UNHATE
UNITED COLORS OF BENETTON.
Supports
the Unhate Foundation
unhatefoundation.org

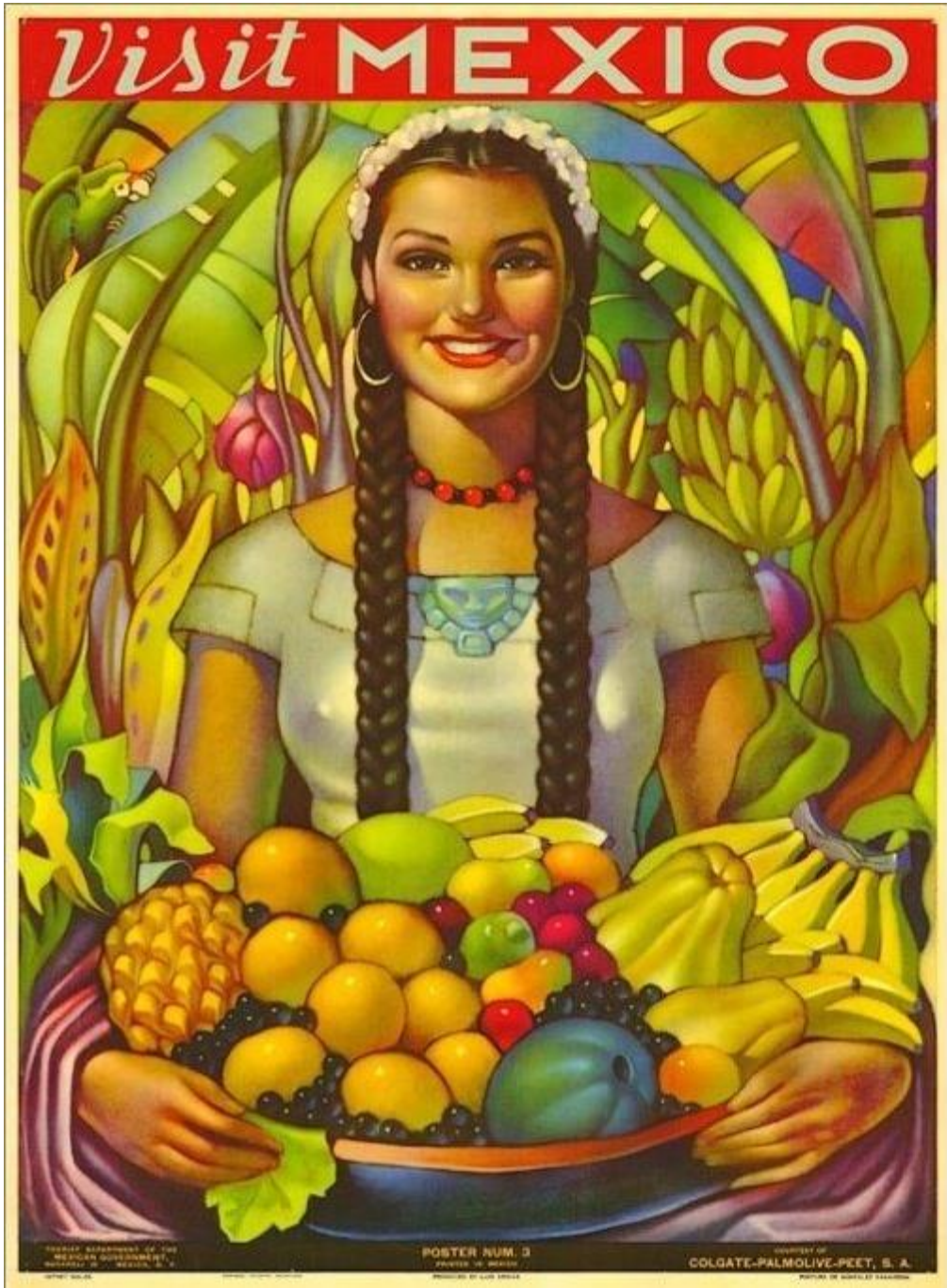

FABRICA © Benetton Group spa 2003
Food for life
WFP
World Food Programme
UNITED COLORS
OF BENETTON.
www.wfp.org
www.benetton.com/food

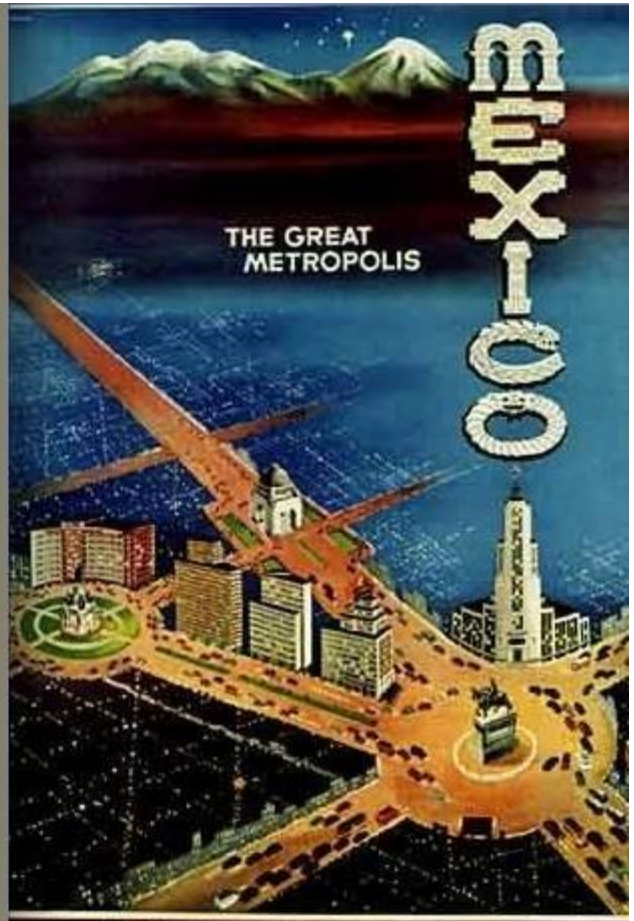

UNITED COLORS
OF BENETTON.


UNITED COLORS
OF BENETTON.


UNITED COLORS
OF BENETTON.


END VIOLENCE AGAINST WOMEN NOW!
#orangeurhood
UNITED COLORS
OF BENETTON.
SUBMIT
THE NEWS
YOU WOULD
LIKE TO SEE
unhatenews.com
IN SUPPORT OF
UN
WOMEN





DIRECCION GENERAL DE TURISMO
AV. JUAREZ 89 MEXICO, D.F.









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…


Coca-Cola
#openhappiness
happiness.
coca-cola.
scan this to watch the new Coca-Cola ad
to download QR code scanner,
SMS QR to 53030
log on to: www.facebook.com/cocacola


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


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

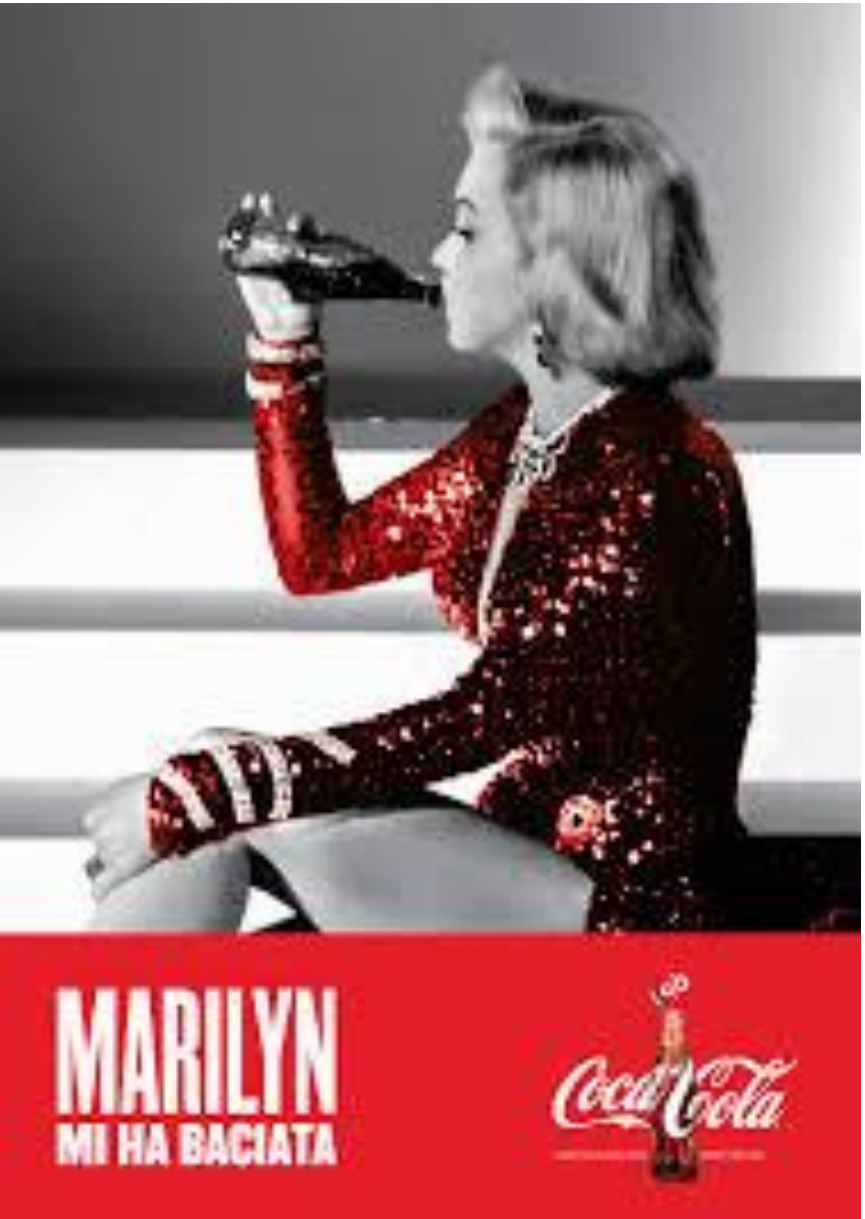

Spread virtual happiness.
Share a virtual Coke.
Type a name to create your own custom bottle.
Amy
Sean
Crystal

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



Share a
Coke. with...




MARILYN
MI HA BACIATA
Coca-Cola

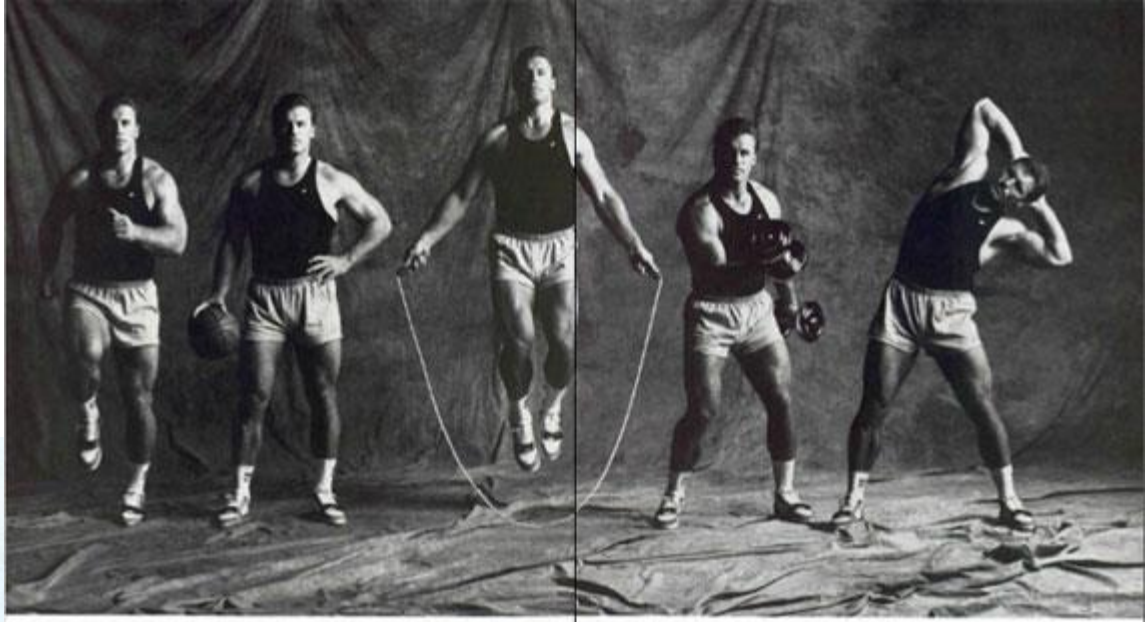

I'VE KISSED
MARILYN
Coca-Cola


NIKEBASKETBALL.COM
YOU WILL NOTICE. YOU WILL SCREAM.
BECAUSE YOU WANT IT TO HAPPEN.
WILL TO WIN.
23
Detroit Free Press
City
Sprite
DMC




#NOMAYBES


MY
TIME
IS
NOW



ANYTHING HE WANTS.

Los Angeles Raider defensive end Howie Long doesn't spend every waking minute wreaking 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 reach can be developed.

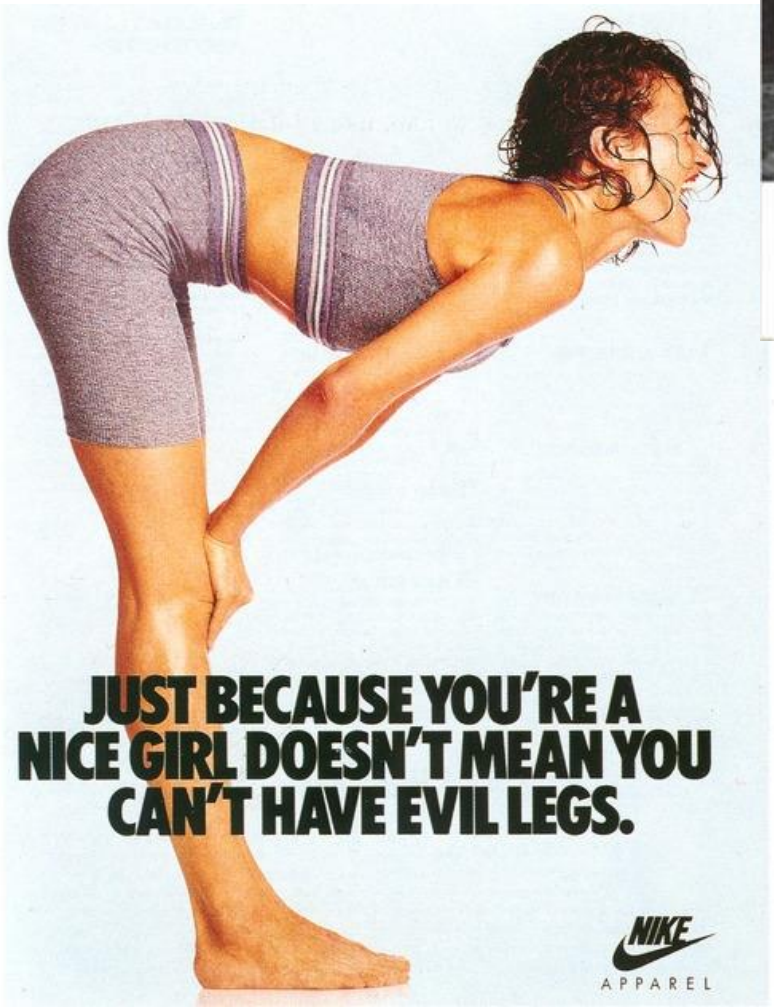
This balance reduces your chance of injury because all the stress isn't concentrated on a single group of muscles, tendons, or joints.

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 THATS 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 THATS 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.