

> SENDER - RECEIVER

- ADDRESSER – ADDRESSEE
- WRITER – READER
- PRODUCER – CONSUMER

> narrator - narratee

Cillit Bang

<http://www.youtube.com/watch?v=Z1NE9Sgoa2I>

Where's the beef?

<http://www.youtube.com/watch?v=Ug75diEyiA0>

HBO Diner Commercial:

<http://www.youtube.com/watch?v=JO8zpB5kuJc>

Dior

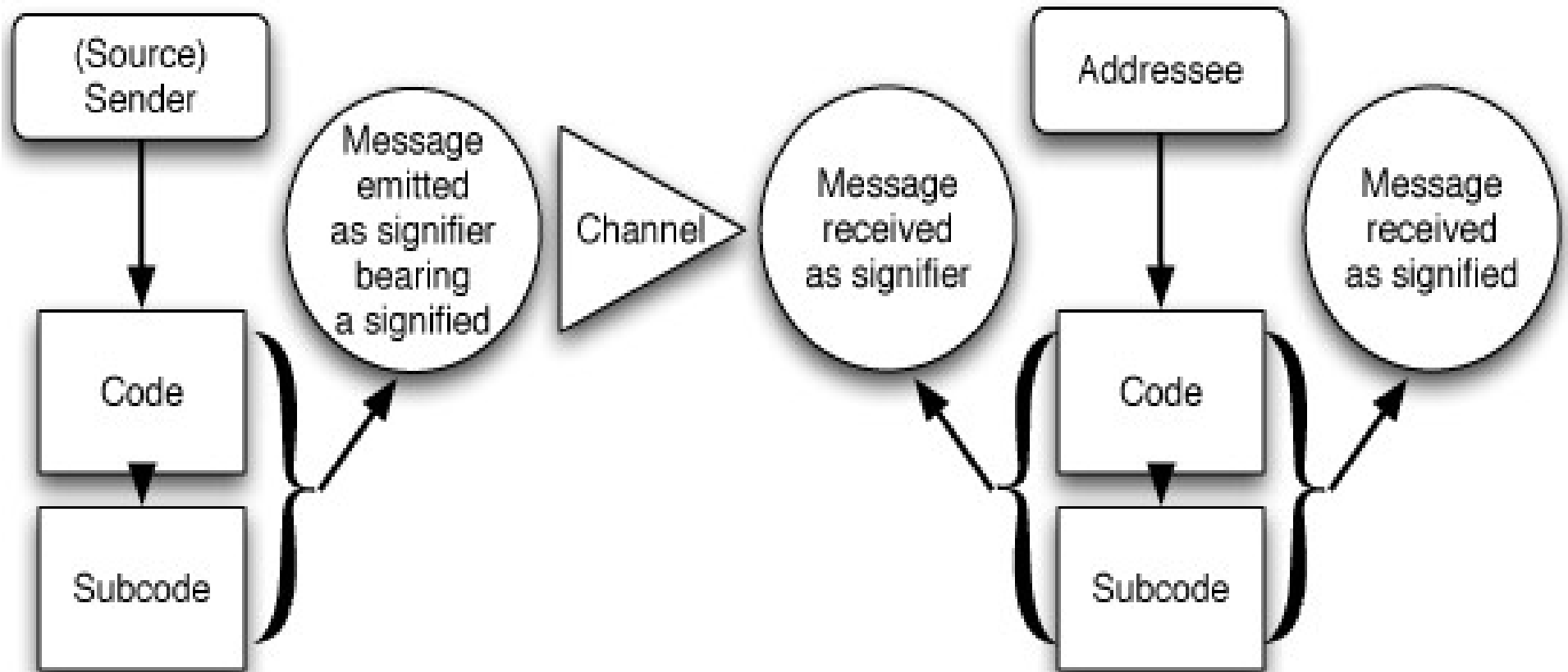
<http://www.youtube.com/watch?v=WhuMhSZESQU>

texts are cooperatively generated by the
addressee

Marcel Duchamp, *Bicycle Wheel*, (1951 – Moma, N. Y.)

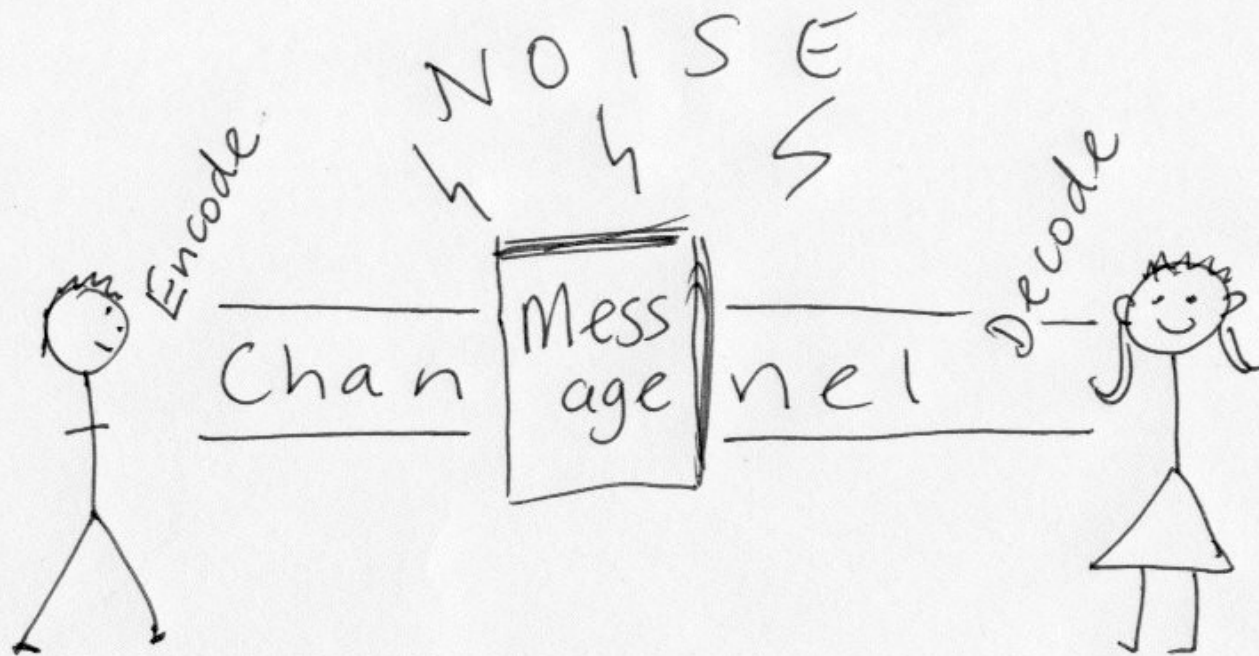


From Umberto Eco, *Apocalypse Postponed*, 1994



the receiver must have a competence to understand the message and the sender must do her best to activate it

(ex: surfer “cool wave” – mountain climber understands the wave is cold : communication failure!)



the author/sender foresees a model of the
possible reader/receiver

at the minimal level every type of text selects a model of possible reader thru the choice of

- a specific linguistic code
- a certain literary style
- specific indices

*...some bros at the party next door kept
screaming*

The Gödel sentence G is an equation that...

Dear Editor...

They couldn't go to sleep the night before because some bros at the party next door kept screaming

The Gödel sentence G is an equation that, formally speaking, asserts some equality between some sums and products of natural numbers, but that can also be informally interpreted as "this G cannot be formally derived under the axioms and rules of inference of T ".

Dear Editor,

I am 8 years old. Some of my little friends say there is no Santa Claus. Papa says "If you see it in The Sun it's so." Please tell me the truth, is there a Santa Claus?

In the process of communication a text is frequently interpreted against the background of codes different from those intended by the author (see Othello)

Ads are textual object that aim at pulling the reader along a predetermined path, structured according to a project: in these texts the average reader is the result of a sociological speculation

Again: at the minimal level every type of text selects a model of possible reader thru the choice of a specific linguistic code, a certain literary style, specific indices

OR:

the sender is present textually

- as a style (distinguishing not an individual but a group, a historical period, etc.)
- as a role
- as an impersonal operator

As a style

“Ben vestito dèe andar ciascuno, secondo sua conditione e secondo sua età, perciò che, altrimenti facendo, pare che egli sprezzi la gente: e perciò sollevano i cittadini di Padova prendersi ad onta quando alcun gentiluomo vinitiano andava per la loro città in saio, quasi gli fosse avviso di essere in contado.”

As a role

“Consider for example the proceedings that we call “games”. I mean board-games, card-games, ball-games... Look and see whether there is anything common to all. For if you look at them you will not see something that is common to all, but...”

As an impersonal operator

“suddenly something terrible happened”

This conjuring up of the ghost of the sender is
ordered to a symmetrical conjuring up of the ghost
of the addressee

Remember the structure of an ad?

Visual
Headline / Slogan
Bodycopy (=hook + promise or claim)
Brand
Baseline – Tagline
Name of the company

(ex: Name of the company: GM – Brand: Cadillac)

Everything is structured to create a predetermined effect
on a selected target group

a good ad is...

“a concept + an emotion, expressed in a
non-casual fashion”

(key-aspect: deciding on the target group)

Voice

- Tone of voice can be expressed in many ways
(Tone of voice can be expressed in many ways)
- It creates the relationship between sender and receiver
- Efforts to establish a trusting relationship: that's why the “voice” tries to imply intimacy, co-operation, informality, shared knowledge, proximity, etc.

What can make an ad interesting?

DEVIATION from expectation

- > parallelism, repetition (b:and-aids - bodyguards)
- > foregrounding (coke is it: irregularity)
- > compression of meaning (cordaid: it evokes the commercial ad from which it deviates)
- > representation (glow with cointreau: woman glowing in the background)

Band-Aids ad

“say hello to your child's new bodyguards”



<http://www.youtube.com/watch?v=nQvklgMdHa4>



a rhetorical figure provides a means for making the familiar strange:

Meriggiare pallido e assorto
presso un rovente muro d'orto,
ascoltare tra i pruni e gli sterpi
schiocchi di merli, frusci di serpi.

Cinque minuti solo cinque vedrai
delle panatine ti innamorerai



A photograph of a man sitting on the ground in a dry, arid landscape with sparse trees in the background. He is wearing a light-colored t-shirt and patterned shorts. He is holding a small, rectangular box of aftershave in his right hand. The box is white with a small, dark, rectangular label on the front. The text on the box is partially visible, showing 'AFTERSHAVE' and 'Basics for a new home'.

AFTERSHAVE € 35.-
Basics for a new home € 6.50

Text 'aid' to 2255 and donate € 1.50

 People in Need
Cordaid

Cordaid (relief organization)

GLOW WITH
COINTREAU



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THE SPIRIT OF ORANGE INSIDE

www.cointreau.com

deviation attracts attention

I FOUND A WAY TO BE A GOOD MOTHER AND STILL BE A GREAT MOM

Every time you buy Sunny Delight, you win two ways. You're still a good mother because you're giving your kids something healthy. Plus, they'll think you're great because they're getting something delicious. Kids love the refreshing taste of orange, tangerine and lime. You'll love the vitamins they get in every glass.

