



Adaptaciones estratégicas de la publicidad institucional Grupo Social ONCE [

2022

text (article)

Analítica

Mass media effectively construct images and stereotypes about social issues, especially in the case of advertisement, which is the strongest info-persuasion tool. With regard to disabilities, these representations are particularly sensitive. The discursive field in advertisement is greatly complex because of the diversity of interrelated elements that intervene in it and because of the convergence of semiotic and symbolic layers that participate in the process of understanding the message. This research aims to analyze the institutional advertisement discourses about people with disabilities since the creation of ONCE Social Group. To that end, this paper relies on two methodologies: a socio-semiotic analysis of the institutional marketing campaigns by Fundación Once broadcasted between 2018-2020 combined with open-form interviews with experts in the field of disabilities communication through three different perspectives: research, advertisement, and communication management. The results of this research suggest that the social advertisements of this organization contribute to configure their brand identity and offer a plural communicative proposal to enhance the social and professional integration of the collective. The institutional advertising discourse of ONCE Social Group incorporates growing social values as well as a narrative that does not discriminate between individuals with or without disabilities

Mass media effectively construct images and stereotypes about social issues, especially in the case of advertisement, which is the strongest info-persuasion tool. With regard to disabilities, these representations are particularly sensitive. The discursive field in advertisement is greatly complex because of the diversity of interrelated elements that intervene in it and because of the convergence of semiotic and symbolic layers that participate in the process of understanding the message. This research aims to analyze the institutional advertisement discourses about people with disabilities since the creation of ONCE Social Group. To that end, this paper relies on two methodologies: a socio-semiotic analysis of the institutional marketing campaigns by Fundación Once broadcasted between 2018-2020 combined with open-form interviews with experts in the field of disabilities communication through three different perspectives: research, advertisement, and communication management. The results of this research suggest that the social advertisements of this organization contribute to configure their brand identity and offer a plural communicative proposal to enhance the social and professional integration of the collective. The institutional advertising discourse of ONCE Social Group incorporates growing social values as well as a narrative that does not discriminate between individuals with or without disabilities

Título: Adaptaciones estratégicas de la publicidad institucional Grupo Social ONCE electronic resource]

Editorial: 2022

Tipo Audiovisual: Disabilities social integration communication advertisement semiotic analysis ONCE Social Group Discapacidad inserción social comunicación publicidad análisis semiótico Grupo Social ONCE

Documento fuente: Prisma Social: revista de investigación social, ISSN 1989-3469, N°. 36, 2022 (Ejemplar dedicado a: Comunicación, Discapacidad y Empleabilidad en la Sociedad Digital), pags. 37-64

Nota general: application/pdf

Restricciones de acceso: Open access content. Open access content star

Condiciones de uso y reproducción: LICENCIA DE USO: Los documentos a texto completo incluidos en Dialnet son de acceso libre y propiedad de sus autores y/o editores. Por tanto, cualquier acto de reproducción, distribución, comunicación pública y/o transformación total o parcial requiere el consentimiento expreso y escrito de aquéllos. Cualquier enlace al texto completo de estos documentos deberá hacerse a través de la URL oficial de éstos en Dialnet. Más información: <https://dialnet.unirioja.es/info/derechosOAI> | INTELLECTUAL PROPERTY RIGHTS STATEMENT: Full text documents hosted by Dialnet are protected by copyright and/or related rights. This digital object is accessible without charge, but its use is subject to the licensing conditions set by its authors or editors. Unless expressly stated otherwise in the licensing conditions, you are free to linking, browsing, printing and making a copy for your own personal purposes. All other acts of reproduction and communication to the public are subject to the licensing conditions expressed by editors and authors and require consent from them. Any link to this document should be made using its official URL in Dialnet. More info: <https://dialnet.unirioja.es/info/derechosOAI>

Lengua: Spanish

Enlace a fuente de información: Prisma Social: revista de investigación social, ISSN 1989-3469, N°. 36, 2022 (Ejemplar dedicado a: Comunicación, Discapacidad y Empleabilidad en la Sociedad Digital), pags. 37-64

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es