



Análisis iconográfico de la publicidad audiovisual de perfumes: El caso JÁdore [

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text (article)

Analítica

Advertising as a crucible in which elements of our visible culture with concepts and unconscious images are combined, is analyzed in this research for rhetorical and narrative elements that enable the message to be more complete and universal than the announcement of a product or brand. In advertisements of the perfumery industry, stories of great complexity, on the theory of archetypes appreciated by C. G. Jung, are specified in timeless human models. The developed model is applied to the case analysis of the JÁdore Dior fragrance issued between 2008-2012, showing the use of stylistic and rhetorical resources in a narrative that is built around the myth of Aphrodite as the embodiment of the concept of creativity through beauty and sensuality. The analysis model analyzes the content and form of advertising discourse.

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