

## “Advertising as a Cultural Language: A Semiotic Point of View”



**Prof Piero Polidoro (LUMSA University of Rome)**

*Chair: Dr Tatsuma Padoan*



**Friday 10 February 2023, 14.00-16.00, online event**

**ALL WELCOME (please contact: [tatsuma.padoan@ucc.ie](mailto:tatsuma.padoan@ucc.ie))**

This talk aims at showing how advertising may be understood as a complex cultural system, and how semiotics can be useful in studying it. Advertising texts can expose ideologies and values, and thus their analysis may reveal how they are inspired by societies and cultures, while simultaneously shaping them. Moreover, advertising is also itself a language, with its internal logic and in constant interaction with other social or media discourses. Examples will be discussed in order to explore some of these aspects, and the way in which they can be analysed from a semiotic point of view.

**Piero Polidoro** is full professor of Semiotics at LUMSA University in Rome (Italy). He is coordinator of the MA degree program in Communication, Innovation and Experience Design, and he has been coordinator of the MA in Marketing and Digital Communication. His main research fields are narratology, semiotic theory, visual semiotics, digital media and UX/Service design.

**MA Anthropology**

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