

Types of Advertising Based on the Model of Jean-Marie Floch and Their Illustrations through Commercials in Albanian and Their Effect. The Transmission of the Message to the Consumer Focusing on the Three Main Elements Word - Image – Sound

ELA VASI

Department of Italian Language
Faculty of Foreign Languages, University of Tirana
Albania

Abstract:

Over the centuries mankind has constantly been characterized by numerous developments and transformations mainly social, economic, political and scientific. Communication and the different ways used for the transmission of information were and remain one of the most important elements of human society development. Among many other aspects communication plays a special role in economics, including trade and advertisement of goods. In order to bring the customers close to the goods and enhance their consumption the ancient merchants recognized the importance and created various forms of publicity. Often they turned to the polyglots, known as masters in the use of words for the delivery of messages on the quality and value of various products or services through the art of spoken words. Traders paid for this service after observing the positive impact and significant increases in the sales of their products following the successful use of words at the time of interaction with potential customers. The actual quality and the values of the products didn't always coincide with the advertisement but the purpose was met for it consisted in the use of words to attract consumers towards the product.

Key words: word, image, sound, advertisements/commercials, receiver, language, speech

Over the centuries, mankind has undergone constant and numerous social, economic, political and scientific transformations and developments. Communication and the various methods used on information transmission have been and continue to be one of the most important elements of human society development. The importance of communication is quite visible among others in the field of economy including trade and advertising of products and/or services. Starting from the ancient times various advertising methods have been used by merchants to enhance the products consumption and services by existing or potential customers. Polyglots and their notable skills in the art of spoken words were often used to transmit the messages on the quality and value of various goods to both existing and potential customers. The merchants would often pay for this service for it was proven that the ability to successfully use words as part of the trading process at the time of interaction with potential customers resulted in a significant increase in sales of their products and services. Of course the ads did not always reflect the products' qualities and values, however the main purpose of the words used as part of the given ads was not full truthfulness but to attract consumers.

Nowadays concept on advertising is far more widespread and although there are numerous studies on this field, its dynamic nature provides us with the opportunity for more research and analytic work that could lead to some answers on the effectiveness of advertising and the methodologies used to achieve the successful implementation of the objectives of different companies. Advertising is not only a main means of communication, but also the medium used for the conception,

definition and submission of the various communication processes and strategies as well as numerous and frequent changes that characterize it.

The successful use of words often enables communication to reach out and create a broad vision during the broadcast of different messages, enabling the inclusion of not only individuals but also of numerous different cultural and social groups. This level of positive outcome is achieved through the use of the word element, which must be always very carefully chosen to achieve the implementation of the objective, or in other words the transmission of a message to a wide audience.

Our focus will be the language used in the field of advertising.

Carrying out a short study on advertising and its relationship with the words we noticed immediately a phenomenon that at first glance does not seem very important but that is essential for communication. This phenomenon shows the close relationship of the elements word, sound and image; three interrelated concepts that interact with each other. In spots or commercials these are the primary elements that enable the transmission of the message and stimulate a response by the recipient and in many cases the potential customer.

In various publications advertising is categorized and divided into types, based on various criteria, leading often to debates and dilemmas on the relevance and accuracy of categorization and division. This has become an important element being the subject of numerous studies on the field of advertising. Numerous researchers have introduced various advertising types using different forms and criteria. This paper examines and tries to analyze the categorization introduced by Jean-Marie Floch, which is based on the creative work of four major French advertising agencies. He describes this division

as the "four major ideologies of publicity", which is also known as the "reference" model. The unique feature of this model consists in its stemming from the systematic opening of a category and is not empirically or intuitively established. Floch examines the relationship between advertising and product authenticity, more specifically the function of publicity discourse for a particular product.

This part of his work leads to the introduction of two main functions of advertising:

1. Representative function, the value of the product has been identified and proven prior to the ad
2. Constructive function, the ad aims to create and introduce the value of the product

Based on these two functions Floch identifies four types of advertising. The description of the four types of advertising is quite complicated being widely spread. Therefore their illustration through examples from various advertising campaigns enables a clear explanation of the elements and characteristics of each of them. On the other hand the use of this method makes it possible to carry out a study on the effectiveness of the process of conveying the message during advertising through the use of the three aforementioned elements, word, sound and image. All three elements assist in analyzing and defining the four types of advertising and in reaching conclusions on the ways of functioning as well as their interaction and the transmission of the message.

1. *Referential Advertising* - is based on reality and truth, the product presents content and details that have a pronounced resemblance to reality. In this kind of advertising word doesn't always prevail, but the details of the images enable a quite truthful projection of the reality. In other words, this type of advertising describes a number of elements which target the recreating of one or more aspects of reality. This type

of advertising relies mainly on direct narrative content, avoiding figurative and abstract elements.

This type of advertising is used often as it is very simple to understand the meaning conveyed in the message to the receiver (potential customer), thus enabling the transmission of a clear message by significantly simplifying its decoding. Moreover, by being relatively simple this kind of advertising limits the time needed to receive the message by a wide number of recipients. A good example of this kind of advertising is the Pizzeti commercial. A young man dressed as a Mafioso from the 40s introduces the benefits of the product shows through a long discourse. The background is very realistic the tone of his voice is easily identified with the general voice stereotype of a Mafia boss, while he calmly tells the story and "misfortunes" encountered by the characters who have decided not to consume the product in question. The narrative and use of a calm and indifferent tone to describe the events is somewhat entertaining and even tragicomic to a certain extent, but the "misfortunes" presented resemble the real mafia crimes of those years, creating some kind of familiarity with the commercial and as a consequence the advertised product. On the other hand, the background used to stage the events clearly represents the reality of that time and the known historical facts about the Italian mafia organization system in America. The young man speaks a broken English using a Southern-Italian accent, one of the most common stereotype elements of the Mafioso from the 40s. The young man speaks from behind a table having a lamp above his head, being another element of the general perception on the kind environment used by Mafia to contact its business. Pizzeti therefore is understood as the bargain to avoid the introduced misfortunes.

The actual discourse during the commercial doesn't have to be necessarily true, but it should look and sound as if it was. In this case it achieved partially through discourse but mostly

through the visual elements that enable the identification of the characters and the environment where the discourse is taking place. Throughout the product's advertising is clearly visible on the table the slogan " Pizzeti the honest snack" and it is a great finding to have it said by a Mafia boss for the contrast and contradiction created draws even further the attention of the recipient.

Another good example of Referential Advertising is the commercial of Lori Gold. This commercial shows the detailed process that leads to the production of a golden coffee grain, thus emphasizes in simple terms the very high quality of the advertised coffee by creating a parallelism with gold and making the transmitted message very easy to understand. The combination image-word is very well implemented, although the words do not have a narrative character. Sound is also part of the commercial, but its main purpose in this case is to support the interaction between image and words.

2. *Oblique Advertising* - consists in the direct and individual perception and interpretation of the message by the recipient. From the logical perspective it is seen as a reverse Referential Advertising. This type of advertising could be considered as a constant test for the reader or the viewer aiming to maximize the stimulus - response interaction. One of the key elements of this type of advertising is irony and it is one of the reasons why it is often criticized by a significant number of readers or viewers involved in the message transmission process.

A good example of this type of advertising is the Tirana Beer commercial. It shows a young man going into a pub and things seem to be going pretty well, everyone looks at him with clear appreciation and envy, he approaches a very pretty girl she gets closer and gives him a kiss on the cheek and while doing so she mutates into an old woman who screams in his face three times the words " You haven't gained anything!." The

situation becomes clear during the second part of the commercial and we understand that the feelings and events experienced by the young man were just an illusion caused by the level of satisfaction achieved through the consumption of Tirana Beer. As we can see initially the message is not clear, but the audience can gradually get to understand the message itself and the real events that are taking place even prior to the end of the commercial. The slogan used as part of this commercial is "Kuqe, Kuqaloshe pa turp (Red, Reddish without shame)", it serves its purpose in a provocative way, leaving room for speculations and misunderstandings. It is understood that all the parts of this slogan refer to the beer but words used increase the efficiency of conveying the message by expanding the range of possible perceptions of the message. I don't find this slogan very appealing in Albanian, it is mainly due to the facts that the same phrase in Italian makes a much stronger statement, while this same reflection could also be seen as another element to the actual success of the slogan by adding yet another dimension to its analysis. However the parallelism is quite obvious and a very simple analysis of the word "pa turp (without shame)" translated in Italian as "spudorata" or "senza vergogna" gives it broader more significant meaning than in Albanian.

3. *Mythical Advertising* – is considered a constructive function aiming to introduce a perfect product regardless of truth. The narrative discourse is secondary and the main focus is the non visual aspect of the events and the characters that are being introduced.

Albtelecom and Eagle Mobile Combined Offer commercial could be considered as a classical example of this type of advertising. During the commercial we see a joyful atmosphere, happy people dancing together, a group of young people who take some musical instruments create a band and start singing, everything and everyone looks and sounds happy.

The life as presented in the commercial is sunny and full of bright colors even the city chosen for the commercial, Durres being the most popular vacations location in Albania emphasizes yet again the spirit of the commercial. While the young people are still dancing and having a good time introduced through a loud message the new promotional package offered by these two major telecommunication companies, the screen shows clearly even though in small print the content of this promotional offer. The recipient is drawn to the format used for the introduction of the promotional offer even though its actual effectiveness and quality have not been tested yet. This is a very good example on how mythical advertising creates an optimal positive perception of a product without any prior testing. The primary focus of the commercial is to transmit happiness and a blissful atmosphere aiming to attract the new generation and enhance them to use the advertised product. In this case we spot a perfect interaction of all three elements, image, sound and words.

4. *Substantial Advertising* – focuses on the product by turning it into the real star, doing therefore the contrary of Mythical Advertising. The method and details used to introduce the product make it almost tangible for the potential customers. One of the commercials using this particular advertising typology is Lori Coffee "The day starts with Lori Coffee". In this commercial although there are no particular characters of actors advertising the product, the harmony of a coffee shop filled with people, where everyone is consuming and visibly enjoying Lori Coffee the message is very clearly transmitted to the recipient. An important detail is a sign that indicates that the premises are opened and that same sign is utilized to conclude of commercial presenting the slogan: "The day starts with Lori Coffee". This commercial successfully transmits its message to recipient by focusing on the product, creating a very

simple and effective interaction between image, sound and words.

Advertising plays an essential role in the transmission of the message to the recipient. Through this brief analysis we manage to identify the different types of advertising as introduced by Floch illustrating each of them with Albanian language commercials that were based primarily on the interaction of three elements, image, sound, and word, which are the key components of the process of transmitting the message to the recipient.

Conclusions

1. Word has played and continues to play an important role in the promotion of products and in attracting the general public towards their consumption. The transmission of a message from giver to recipient is carried out mainly through the use of words.

2. Studies and analysis on advertising are made possible by the use of examples but especially by analyzing the process of interaction between the three elements: image, sound and word.

3. Advertising has been studied in depth from many perspectives which have enabled among others the identification and classification of various types of advertising. The objective of this short study was to identify and present the four different types of advertising divisions introduced by Jean-Marie FLOCH that FLOCH itself describes as "the four major ideologies of advertising". We were able to clearly prove the validity of his division based on concrete examples of commercials in Albanian.

REFERENCES:

- a. Jean-Marie FLOCH 1987 “Lo spazio del Mammut. Il contributo di una ricerca semiotica alla concezione di un ipermercato” . *In Strategie e immagine. Qoaderno di ricerche semiotiche*, 2.
- b. www.youtube.com/watch?v=WMPzo7qH6cI
- c. www.youtube.com/watch?v=XNbcmRzHB9w
- d. www.youtube.com/watch?v=s9dvvnDRS1Y
- e. www.youtube.com/watch?v=F7lhyM8KThs