

**Departamentul de Științe ale Comunicării, Facultatea de Litere,
Universitatea din București
Post de profesor, poziția 2**

Structura postului:

Raporturi între componentele enunțului publicitar
Strategii ale comunicării vizuale în publicitate
Campanii în publicitate

Faculty of Letters

Department: Communication Sciences

Scientific field: Cultural Studies / Communication

Subjects in the Curriculum:

Relationship between the constituents of the advertising message
Strategies of visual communication in advertising
Advertising campaigns

Tematica postului:

Stilistică și pragmatică în titlurile publicitare
Entimema în argumentarea publicitară
Imaginea publicitară: semne iconice, semne plastice
Poziționarea. Un istoric al conceptului
Publicitate și postmodernism
Utilizări ale simbolului în practica publicitară

Subjects:

Stylistics and pragmatics of advertising headlines
The enthymeme in the advertising argumentation
Advertising images: iconic and plastic signs
Positioning. A history of the concept
Advertising and postmodernism
Uses of symbols in advertising

Bibliografie:

ALBRIGHT, Jim, 1992, *Creating the advertising message*, Mountain View California, Mayfield
ARENS, William F., WEIGOLD, Michael F., ARENS, Christian, 2008, *Contemporary advertising*,
Boston / Burr Ridge Illinois, McGraw-Hill / Irwin
FORCEVILLE, Charles, 1996, *Pictorial metaphor in advertising*, New York, Routledge
Groupe μ, 1992, *Traité du signe visuel*, Paris, Seuil
GRUNIG, Blanche, 1991, *Les mots de la publicité*, Paris, Presses du CNRS
IND, Nicholas, 1993, *Great advertising campaigns. Goals and accomplishments*, Lincolnwood
Illinois, NTC Business Books
LEISS, William, KLINE, Stephen, JHALLY, Sut, 1986, *Social communication in advertising*, New
York, Methuen

- O'GUINN, Thomas C., ALLEN, Chris T., SEMENIK, Richard J., 2006, *Advertising and integrated brand promotion*, Mason Ohio, Thomson South-Western
- RIOU, Nicolas, 1999, *Pub Fiction. Société postmoderne et nouvelles tendances publicitaires*, Paris, Editions d'Organisation
- SAINT-MARTIN, Fernande, 1988, *Sémiologie du langage visuel*, Sillery, Presses de l'Université du Québec
- SCHUDSON, Michael, 1984, *Advertising. The uneasy persuasion*, New York, Basic Books
- SCHULTZ, Don E., BARNES, Beth E., 1995, *Strategic advertising campaigns*, Lincolnwood Illinois, NTC Business Books
- TOULMIN, Stephen E., 2003, *The uses of argument*, New York, Cambridge University Press
- TWITCHELL, James B., 2000, *Twenty ads that shook the world*, New York, Three Rivers Press