

Advertising discourse and mediation: from conception to reception

Assist. Prof. Dr. Miriam Khelifa

Doctor of design sciences and technologies, assistant professor of education

Miriamkhelifa@yahoo.fr

Abstract

Nowadays, we are really witnessing an all-embracing decompartmentalisation dynamic at once geographical, sectorial and cultural which has brought about mutations at all levels : political, economic and ecological. These changes are likely to have the marketing officials confounded and confused as to which most efficient strategy to adopt. Indeed, there is a dilemma regarding the selection of the lines of force of an advertising campaign as many thought-provoking questions arise such as : how could advertising play an intervening part facing these mutations while placing Man at the heart of communication ?

Keywords :

Advertising conception, mutations, mediation, Object, Subject.