

Black Humour In British Advertisement - Claudia Felsch

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As everyone knows humour plays a decisive role in conversations. Particularly in Great Britain black humour is used as the medium of communication. People's attitudes towards humour in advertisements are completely different. Naturally advertisement appears artificial and unreal. Due to the wittiness that is now to be used easily an advert obtains its target more effectively. After this brief introduction I want to show facts that are important to know about black humour and black comedy. It will be mentioned its development with the generations and its appearance in British advertisement. Another point will be to expose cultural and legitimate aspects concerning humour and advertisement. At the end I will attach an example of a British television spot of Levi's 501 jeans with a reference to typical facts of British advertisement you will find in it. Author: Felsch, Claudia Publisher: GRIN Verlag Illustration: N Language: ENG Title: Black humour in British advertisement Pages: 00014 (Encrypted PDF) On Sale: 2004-01-01 SKU-13/ISBN: 9783638313001 Category: Social Science : Media Studies

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