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## **Advertising semiotics: A methodological discussion on the complexity of the communicatively modelled processes**

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### **Abstract**

The aim of this paper is to provide a comprehensive insight into the net of activities that give form, content and meaning to the complex process of advertising communication.

I will primarily refer to the existent semiotic research on meaning-making using it as a general methodological background. The account itself will focus on the semiotic agents, resources, processes and factors, both supportive and restrictive of the semantic complexity of the advertising message (here taken as the metonymy of communication). For purposes of convenience the whole advertising process is divided into three sets of related and semiotically relevant activities: a) processes that precede the production of the message and are related to the market concerns such as: the company's image, the Unique selling proposition, the advertising objective, the previous advertising history etc.; all of which should correspond to the question of *What to communicate*, b) processes related to shaping and communicating the message and to the question of *how to shape and communicate* the meaning(s), c) the comprehensive reception and reaction of the audience, which refers to the question of *what audiences make from it*.

**Key words:** *semiotics, advertising, meaning making*