



Análisis semiótico del discurso racista en la publicidad de Burberry Prorsum [

Universidad de Cádiz. Grupo de Investigación "Comunicación y Ciudadanía Digital",
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text (article)

Analítica

This article shows the semiotic analysis about printed publicity in Vogue magazine specifically in Burberry Prorsum firm. In this research we assume that racism is not innate in human being, but it is learnt and socially reproduced. This process of ideological acquisition and social practice is largely discourse and is based in conversations as well as in daily stories, and of course, in publicity (Van Dijk, 2007). Van Dijk (2007) have named <symbolic elite>; that usually corresponds to sectors with high purchasing power, in a kind of society to whom, these magazines are more accessible. Along this research, we have known that reproduction of attitudes and racist speeches are a social reproduction problem transmitted from generation to generation. But not all knowledge processes are the same for members in a determined society, for each person, has freedom to choose or ignore racist ideolog

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