



## 'En el mundo del fumar': cigaricos en "La Vara" de Nueva York [

2012

text (article)

Analítica

The New Yorker Judeo-Spanish newspaper "La Vara" published a number of advertisements of "Camel" cigarettes between 1926 and 1927. A comparison between these twelve advertisements and a corpus of another twenty-six published in local newspapers during the same period has shown two interesting phenomena. With regards to the argumentation, a collage-technique was applied to transpose selected elements without copying the whole. With respect to discursive analysis, even if similar devices to those displayed in the American advertisements are utilized, those in Judeo-Spanish show a number of techniques of their own, increasing the possibilities of the advertising discourse

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