

# Black Humour in British Advertisement



Seminar paper from the year 2004 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 2,0 (B), <http://www.uni-jena.de/> (Intercultural Economic Communications), course: Culture and Business UK, 8 entries in the bibliography, language: English, abstract: As everyone knows humour plays a decisive role in conversations. Particularly in Great Britain black humour is used as the medium of communication. Peoples 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 Levis 501 jeans with a reference to typical facts of British advertisement you will find in it.

Welcome to the blog of Joan le Grande. I'm changing the blog to english so forgive me the dutch articles before. I already translated a few, keeping it up! Anyway, stay tuned for lifestyle articles and reviews about games or other nerdy stuff. Enjoy! Categories Comics Games Playstation 4 Wii U Lifestyle Posted by Joan le Grande in Games, Playstation 4 Leave a comment Tagsexperience, first look, Games, Playstation 4, Playstation VR review, ps4 VR review, viraal reality YES YES YES. I'm super hyped about the VR, but you obviously knew that already because of my last blogpost. There were a few hiccups because I ordered it online and I was working during the time it came. I stressed, freaked, jumped and finally gave up on the thought I got to play on the day it came out. But luck was on my side and when I got home, 20 minutes later the VR glasses arrived! In this post I will take you with me on my first experience with virtual reality. Was it as awesome as I hoped? Or is nauseating and not really my cup of tea? Read and find out!

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Download it once and read it on your Kindle device, PC, phones or tablets. **Black humour in British advertisement: Claudia Felsch -** Sep 30, 2013 I did not want to be the only nitwit who didnt understand the witty and sophisticated makeup of British humour, especially coming

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