

Abstract: Our work's purpose is to identify strategies influencing the advertising communication seen through the mythological lens. The study begins with multiple scientific perspectives that serve as analysis of myths and rituals to understand the functionality and their effect on the public: semiotic, anthropological, literary or logical-linguistic, psychological. From myth being at heart a deformation (R. Barthes) to psychological manipulation (JJ Boutaud) or transformation into new forms (M. Coman), from conversion of nature into culture or symbolic archetypal story (J. Fiske) to metaphysical speculation (JJ Wunenburger) from sacred correspondence (Mircea Eliade) to etymological loss of the word (P. Gh. Barlea), the myth takes many forms in the reviewed advertisements, addressing a new rhetoric of text and image with extrinsic and intrinsic ways of attracting attention. On one hand, we watch advertisements in which the myth is a precious cultural transfer, and on the other hand, in many commercials, the myth is deformed by transemiotization or abusive imitation of a cultural icon.

Keywords: myth, advertising communication, rhetorics, ritual, symbol.