«Реклама как слияние лингвистических и культурных феноменов сквозь призму языковой игры»
[Advertising as an Amalgamation of Linguistic and Cultural Phenomena through the Prism of Language Play - in Russian]

Людмила Амири [Liudmila Amiri]

Thursday, April 10
12:15 PM
Ballantine Hall 004

This talk addresses advertising as an amalgamation of linguistic and cultural phenomena, together with a host of various issues related to advertising discourse in contemporary Russia. Drawing upon the results of several research projects during the last decade, Professor Amiri seeks to demonstrate that advertising is a challenging and rewarding area for analysis to many specialists in arts and humanities.

Liudmila Amiri is Associate Professor at the Southern Federal University in Rostov-on-Don, Russia with appointments in the Department of Foreign History and International Relations and the Department of English.

Sponsor: Russian and East European Institute, Department of Slavic Languages and Literatures

Persons with disabilities who wish to attend the lecture and would like to request assistance should contact the REEI office (812-855-7309 or reei@indiana.edu)