

Consignes pour l'examen :

1. Travail seul ou en binôme ;
2. Travail à remettre le Mardi 21 Mai à 10h00 SALLE 2 BLOC 6 ;
3. Travail saisi sur ordinateur (Taille 14) ;
4. Pas de copier-coller et de plagiat d'un travail à un autre ou d'internet, la sanction sera de ZERO sans réfléchir ;
5. Travail à faire sous forme de dissertations sans titres ;
6. Faites l'étude sémiologique des 4 publicités suivant la méthode Mu ;
7. Bon courage.

Image 1 :



Image 2 :



Image 3 :

acti+
AU BIFIDUS
ACTIF

Facilite la digestion

Soummam
acti+
AU BIFIDUS
ACTIF

The advertisement features a woman on the left holding a small bottle of acti+ yogurt. The central part of the image is a green, splash-like background containing the product name 'acti+' in large white letters, followed by 'AU BIFIDUS ACTIF' in smaller yellow letters. Below this is a stylized yellow and green graphic. At the bottom of the green area, the text 'Facilite la digestion' is written in white. On the right side, a larger bottle of Soummam acti+ yogurt is shown, tilted, with a silver cap and a red and white label. The label includes the brand name 'Soummam' and the product name 'acti+ AU BIFIDUS ACTIF'. The entire advertisement is set against a white background.

Image 4 :

Advertisement for Sim Bahia cooking oil. The background is a gradient of blue and yellow, with a large splash of golden oil. A 5L plastic bottle of Sim Bahia oil is shown on the right, with a purple cap and a label that includes the Sim logo, the Bahia brand name, and the text "Huile 100% végétale", "Omega 3", and "Le goût éternel".

At the top right, there is Arabic calligraphy "رضدك دريم" (Raddak Driem) and the Sim logo with the word "Sim" in Arabic script. The Sim logo also features a crescent moon and the word "Sim" in English.

The main text in the center reads: **Bahia** (in a red banner), **VOTRE SANTÉ** (in large red letters), and **MÉRITE LE MEILLEUR** (in green letters).

At the bottom left, there are two circular logos: one with a funnel and the text "FILTRÉE JUSQU'À LA DERNIÈRE GOUTTE" (Filtered until the last drop), and another with a sun and the text "Sans Odeur" (No odor) and "Le premier en Algérie, de la graine la saine" (The first in Algeria, from the healthiest seed).