

Transposition de sensations entre le spectateur et le mangeur dans une expérience sensorielle de la publicité alimentaire en Tunisie

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Abstract: This article presents a sensory approach in the domain of food communication, essentially the transposition of taste to the viewer. The speech in food advertising has established itself as a multisensory one maintained around the persuasion which is oriented toward pragmatic purposes. Indeed, semiotics, contributed greatly to express the taste as a sensation felt visually. In this context, advertising strategies have established a convincing and original arrangement for articulating the sensible to the intelligible viewer. The evocation of taste dimension remains the sensory and *subjectal* aspect of chocolate. Thus, advertisers are satisfied to surprise and exhibit by the *subjectal* way a staging of the universe in which one emerges when tasting chocolate. This advertising image full of meaning would be able to bring pleasure through a sensory experience of the intelligible and the communicative power of images. Finally, the gustatory communication is built through confrontations of objects sensitive qualities, and the interaction between the eater feeling and the viewer through a screen.

Keywords: Advertising, Taste, Picture, Semiology, Sensations.