

# THE ADVERTISING IN THE SOCIOLOGICAL RESEARCH IN PORTUGAL: VOID OR EMERGING DOMAIN?

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## **Abstract**

This article deals with organisational communication, focusing in particular on advertising and the context in which it is implemented. We have chosen to look at it through the perspective of the media which is one of the basic concepts of this article. This implies an analysis of advertising within the area of Sociology. In this case we are examining the production of Portuguese research in the Sociology of Advertising.

Some of the questions this article covers are: who does research and produces articles, either with or without a referee, in this specialised field of Sociology in Portugal? When and where are the articles published? What topics are primarily addressed? Can we identify major themes, seminal texts and texts which summarise issues? Can we also identify texts related to sub domains similar to those that already exist in other fields of Sociology? What are the results of those studies? Providing an answer to these questions involved a: review of the literature of Portuguese studies, including magazines concerning social sciences / Sociology from research centres, such as Centre for Social Studies (Associate Laboratory of the Faculty of Economics of Universidade de Coimbra), CIES (ISCTE) and others like Universidade Nova de Lisboa; the analysis of fundamental sociological Portuguese texts. The main purpose of this study is to test the hypothesis that Portuguese research is weak in the area of Sociology of Advertising.

From the lubricant of the economy to the symbolic tattoo in the mind of consumer: the Sociology of Advertising as a specialized Sociology

I

As part of this work, the author tries to contribute to the study of Social Advertising, extending the analysis to Advertising and Sociology at large. We attempt to determine

the presence of the Sociology of Advertising within Portuguese sociological research, and whether this is an authentic emerging field or if there's a gap in this area of sociological study. We also seek to test the hypothesis that there is a low scientific output of Portuguese research in this specialized area of Sociology in Portugal.

Some points of departure prior to the discussion are: who is engaged in research and production of articles, with or without a referee in this specialized field of Sociology in Portugal? When and where were the articles published? What prospects are ideally addressed? Is it possible to identify major themes, the seminal texts, state of play or others related to specific areas like other fields of study of sociology? What are the results of the identified studies? Is it possible to identify structural works?

## II

We made a decision to opt for a long term study. This involved the analysis of Portuguese bibliographic sources in the field of Sociology, taking the literature concerned with the seminal articles in the area of Portuguese Sociological studies as its starting point. There was a special focus on publications of Social Sciences / Sociology from national research centres, such as the CIES (ISCTE) or ICS (UL), among others, – from the first issue until present issues of the journals:

- Sociologia – Problemas e Práticas edited by the Centro de Investigação e Estudos de Sociologia, Department of Sociology of ISCTE since the number 1 published in 1963;
- Análise Social edited by the Instituto de Ciências Sociais da Universidade de Lisboa since the number 1 published in 1986 until present issues;
- Fórum Sociológico published by the Instituto de Estudos e de Divulgação Sociológica da Faculdade de Ciências Sociais e Humanas da Universidade Nova de Lisboa from the first issue published in 1992;
- Crítica de Ciências Sociais edited by the Centro de Estudos Sociais from the first issue published in June 1978;
- Cadernos de Ciências Sociais edited by Afrontamento from the first issue published in June 1984.

Specifically, the aim is to identify authors and texts related to the topic at hand, followed by reading and analyzing the articles selected in order to recognize the content that the text included and its view.

## III

According to the Code of Advertising (CP)<sup>1</sup>, advertising is defined as any form of communication made by entities of a public or private nature, as part of a trade, business, craft or profession, with the aim of directly or indirectly:

- a) Promoting, with a view to marketing or sale of any goods or services;
- b) Promoting ideas, principles, initiatives and institutions.

In this concept of advertising, the legislator included any form of communication made by the government, which aims, direct or indirectly, to promote the supply of goods or services. In the definition, the legislator didn't consider political propaganda. That is to say, Portuguese law considers only two forms of advertising: commercial and institutional. The last one includes any advertising of ideas, principles and initiatives.

In the field of marketing and management of communication, any of the agents involved in advertising activities identifies, apparently without major difficulties, the so-called commercial advertising – part a) of CP – and institutional advertising – part b) of the same Code. However, today we are witnessing the introduction of the concept of social advertising, a typology easily confused with corporate social responsibility, social marketing and institutional advertising, which have been already mentioned. This can be defined as advertising for social causes with the task of acting in favour of social change, and deals with the individual as a citizen (Balonas, 2007). This “new” concept introduces some difficulties concerning the differentiation which is commonly accepted by everyone; these difficulties are reflected in all contexts of advertising. One example is the advertising format used by RTP2, which is a Portuguese television generalist channel. This channel is closed to all advertisements for commercial purposes, except for the institutional, in the b) part of the CP. However, a closer look identifies a subtype of advertising included in the institutional domain, and that may correspond to the social field.

If there is any confusion in this area, it could be interesting to determine whether Sociology recognizes and validates advertising, whether social or not, as an object of study, possibly entitled to a specialized area. It is known, for example, that in 1933, Roger Mauduit published the first book on Sociology of Advertising in France: “La reclame, étude de sociologie économique” but it is important to know what has happened here – in Portugal – in this field.

The Sociology focuses on a wide variety of objects, methods of work and thematic areas. As a dynamic science, it is attached to society and its evolution is determined largely by workers from the social sector and their practices as agents of change, rather than structural official changes which are therefore more superficial. However, the challenge remains: monitoring the social dynamics<sup>2</sup> involves analyzing the social reality as a set of systems of acts or actions full of meaning for the social actor (Ansart, 1990). The Sociology of expertise in specific areas is due to a large extent to the specificity of social phenomena of systems analyzed as organized and their determinant structures. It also follows the construction process by examining the social dynamics and behaviours of individuals and households, in addition to the effect that results in social reality (Ansart, 1990) and its symbolic capital.

The difficulty in this area – advertising – could be due to the involvement of different stakeholders and businesses, including the advertiser, the media of communication and publicist (including advertising agency). This implies goals and different roles, as well as their initial relationship with the marketing and communication sciences, prior to any communication or even sociological study. Contemporary advertising can be defined as a process of trade promotion held by advertising and the ‘game’ between these three players. In practice it serves as the incitement to the act of purchasing. It is not disinterested information and, often, the information content is poor. Its basic objective is to make people dream (Lendrevie, 1993).

The social function of advertising focuses on the establishment of the match between the capabilities of supply and demand expectations (Lagneau, 1993). From the standpoint of marketing, advertising is seen as a mere technique that enables the flow of economic information to offer on demand (Boudon, 2003). For a considerable period it has been unable to receive feedback from consumers until the implementation of marketing allowed bilateral communication, in an increasingly – but organized – complex system articulating the different players. It specialized in different sub areas and increased new techniques for gathering data, mainly statistics on the study of the consumer.

With the advent of marketing, in particular in the 2<sup>nd</sup> half of the 20<sup>th</sup> century, advertising changed and started to look into reality through the lens of the consumer, not only for goods / services, but particularly at the consumer of advertising. This change of mind led to the need for more knowledge and study of consumers’ behaviour. However, one problem lies in the difficulty of the study of social reality: are there links between rhetoric and practice? How and how deeply is the consumer influenced by the context – among other factors – particularly the influence that advertising can en-

gage consumers in and *vice versa*? And, finally, to what extent does it involve (or is it involved) in the advertising process itself. A medium of axiomatic contents and social representations, advertising has almost pedagogical and socializing function because of its repetitive speech. And, despite being multifaceted, it is a kind of structured communication which reveals, behind the apparent diversity, regular and accurate shapes and structures (Schmidt, 1993).

More than a parasite of everyday life as Gérard Lagneau claims, advertising arrogates as a mirror of Narcissus (Rosenberg & Manning, in Lagneau, 1993) and the society is the Narcissus of today. The devaluation of advertising as a way to communicate in mass caused a dangerous ignorance combined with fears, perhaps unfounded, as to its role and, especially, its effects. Its analysis and the Sociological study have been delayed until, finally, the undeniable fact was accepted – whether from a cultural or economic point of view: it was imperative to focus on the ad and its role, both its confrontational and harmonising aspects. The question, in this case, is whether to know if it is a matter of a sociological expertise – or not.

For a long time the view of the consumer relied on commercial and operative logic rather than on the search for scientific nature. Then, advertisement becomes a subject for analysis and research in social sciences and the domain of humanities, including psychology, anthropology, ethnography and, finally, Sociology.

Social marketing<sup>3</sup> started to grow and spread in the 1970s, from France to other countries. This took various forms, such as ‘harmonic’ advertising<sup>4</sup> (as opposed to confrontational advertising). At the same time, we are witnessing the birth of consumerism in the U.S. which emerged as a form of protest against the low quality of products manufactured in large quantities. It was a tendency associated with the hippy movement and environmental movement. It also appears associated with a counter-power against the seduction of confrontational advertising. Basically, it’s associated with product testing, and afterwards, with comparative advertising – so in vogue in consumer protection organisations. Within the phenomena of counter-advertising there are radical forms of opposition by rejecting (in a global way) the socio cultural infrastructure where the advertising takes the form of agent and expression. Advertising is seen as a malevolent influence, a mass media parasite, a form of subjection to the standard taste of the masses, mixing the cultures by imposing American cultural models, rendering the consumer as a child (Lagneau, 1993).

But in Portugal, in the late 60s and early 70s, people were still trying to legitimize Sociology as a new scientific field, thanks to the efforts of Adérito Sedas Nunes. Sociology

tried to be institutionalized as a science, discipline or profession, but this effort gained increasing prominence and visibility only from the 70's. Related subjects and courses were introduced (undergraduate, master's degrees, doctorates, post-graduation), scholars and researchers emerged in this field, working groups and research centres were created, specialized publications<sup>5</sup> launched their first issues, the first professionals appeared, financial support started to be conferred through grants and scholarships, first for commissioning surveys and studies. All this culminated in the creation of the Portuguese Association of Sociology in 1985. Next, there was a new generation of sociologists as well as the investment in the exchange of knowledge and experiences between them by organizing scientific meetings. In the meantime we could follow the internationalization of the core groups of researchers (Almeida, Bastos, Ferrão & Wall, 1999).

Pedler says that advertising found itself in the Europe of the 20<sup>th</sup> century, as a new field of communication. That started a controversy but also led to several studies<sup>6</sup>. It was the subject of study in semiology (language), especially the image and its polysemic characteristics, in particular the publicity to companies or products. There was also interest in the history of advertising and its development, but the emphasis was on efficiency and the functionality of advertising as well as its cultural component. The author also claims that the area is insufficiently structured, a contribution to Communication Sciences, entrenched between the Sociology of Culture and the Sociology of Communication (Pedler, 2000).

In the particular case of Portugal, if we take a look to the large volume of minutes of the 1st Congress of SOPCOM<sup>7</sup> we can see that back in 1999 one session was devoted to the theme advertising (along with marketing and public relations), and was in the topic 'other thematic sessions', depending on the approach adopted. By comparison, and after eight years, in its last congress<sup>8</sup>, Sara Balonas presented the article "Publicity of a social nature: degrees of purity" which seeks criteria that demonstrate the intention of the protagonists in social advertising in seeking the distinction between corporate social responsibility. The inclusion – in the Congress of Communication – of this (and other related articles) as well as the inclusion of the actual field of advertising may indicate a growing interest by the Science of Communication in this issue. This surpasses the understanding of advertising as a mere source of data. The remaining difficulty will be to distinguish the main focus between communicational or sociological (as well as what is the interest of Sociology).

According to the work published at the end of the past century 'Profile of scientific research in Portugal (...)'<sup>9</sup>, in the Sociology of the 80's the empirical approaches to

the Portuguese field increased. On the other hand, the subjects of research extended themselves, and included the domain of culture, communication and the processing of knowledge. During this period the sub field (or expertise) of Sociology of advertising is never mentioned as a theme for a project or doctorate, however, the other sub-fields of Sociology are perceived as more traditional<sup>10</sup>. Instead, the main projects or doctorates belong to a category that is planned to be residual: 'other field / discipline'. A possible specialized Sociology in advertising is also not referred to in this last group, because the contours of thematic investigations are, in broad terms, traditional<sup>11</sup> (Almeida, Bastos, Ferrão & Wall, 1999).

There is, therefore, one of two possible scenarios: the inclusion of the sub-field of Sociology of advertising in the Sociology of Communication (or Social Communication); or the inclusion in the sub-domain 'other themes' – without any nomination in this study, thanks to the diversity of the identified issues. This finding may result from the assertion that Sociology is a science whose path of development is still in a phase of consolidation. After a recent and rapid institutional spread in the academy, Sociology has grown exponentially and rejuvenated its human resources. Now it faces the challenges of maturity: stabilization of research units, response to social demand, capacity for collective organization of scientific work, internationalization (Almeida, Bastos, Ferrão & Wall, 1999). For example, if we look at the last Portuguese Congress of Sociology<sup>12</sup>, from a total of 21 subjects, 8 articles included advertising in some way, the majority written by Brazilian lecturers. (see Figure 1).

#### IV

From the search and subsequent analysis carried out through the publications mentioned above, it was clear that there was a thematic interconnection between advertising and various fields, in some cases empowered through specialized sociologies such as the Sociology of Culture and the Sociology of Lifestyle (see Figure 2). Advertising, as an object of study, is also shared by the fields of Marketing and Communication. Therefore, in which of these is more likely to encounter a sub-specialized area of advertising?

According to José Machado Pais, the prospect of advertising connected with the Sociology of social practices in everyday life is well understood. He says that there is a concern about certain small rituals repeated, day after day, which involves taking

on their own meanings and inherent interpretations in a language that the advertiser itself recognizes, dominates and uses for the needs of advertising activities (Machado Pais, 1986). The author refers to advertising as a form of informal social control at the level of micro Sociology. Already in 1984 the same author alluded to advertising as a source of structuring the everyday life (Machado Pais, 1984).

By connecting the advertising to the field of everyday life, we are able to go beyond the most common association with economic studies, beyond the characterization of specific areas of work or beyond the classification of businesses, among others. However, advertising is not an autonomous field of study, whether in a broad sense whether as a specialized field concerning the social domain. According to José Machado Pais as “a unified object by any conceptual and theoretical system, very consistent and by its own”. The independence of a specialized Sociology regarding the universe from which emerges always presupposes the universe from which it exercises the same expertise. According to Alan Chalmers and Lakatos, Sociology does not offer a coherent program to guide the investigation, because the sociological theories exploited relatively vague and ambiguous concepts (Machado Pais, 1986). However, the knowledge is even tougher the more restricted is the concerned subject; at the same time we should avoid excessive segmentation and disciplining of scientific knowledge. Moreover, the post-modern fragmentation is not disciplinary but organized by issues, because knowledge progresses as the object gets larger. The sociological research contains a potential for information and clarification of the possibilities and ways of political action in order to intervene in structural factors, institutional and behavioural social inequalities (Santos Silva, 2006).

It is based on this reasoning that we continue to analyse, based on the reading of José Manuel Mendes<sup>13</sup>. He mentions the theme of consumption and the role of training for different audiences by multinational corporations / mass media as a new theme to explore. However, there was a glaring lack of sociological production applied to advertising, despite some studies associated with consumption, particularly of drugs; identification of lifestyles, particularly related to youth; modes of exercise of citizenship; or articles based on the analysis of advertisements as one of the adopted research methods. Since the sociological theories tend to oscillate between the determination of the behaviour of individuals through order and social organization (objectivity) and freedom of the self defined by individual choices (subjectivity), some texts associate advertising with the ability to maintain pre-establish order and, at the

same time, to innovate the individual behaviour by allowing changes in the daily ritualistic behaviour.

Examples of this are the articles “Strategic Management of the images of cities: a review of advertisements and urban marketing strategies” by Paulo Peixoto, published in 2000 or “Advertising versus consumption: young people prefer Coke” of Luísa Schmidt in 1993. In one case, the author examines some ads in the attempt to determine what the author called urban marketing strategies. In the second case the author tried to follow the process of creating a speech [in advertising] and the process of restructuring it by their recipients. In this last case, restructuring the message and the realities it seeks. It also analyzes the importance of the forms of consumption according to the ways of participating in society by young people (Schmidt, 1993). The elected means of communication for the few identified studies are television, followed by the printed media. The impact of the media, the attractiveness of their ads (based on colour, sound and moving images) and some easiness in obtaining the television ads may explain this preference. Another text, “The social condition of Portuguese youth”<sup>14</sup> indicates that the advertising production, along with journalism, seeks to reach youth at their age. They are characterized by a high degree of contact with the media, their passivity and unsettled consumption, among other marks. On the other hand, João Paulo Moreira highlights three implications: the formal simplification, the trivialization of content and the aesthetic experience. For him advertising uses the “largest common cultural denominator” to stabilize the market. That happens through the imposition of patterns of taste and consumption to an audience that is, by nature, heterogeneous (Moreira, 1984).

According to the text “The seduction of consumption. The new commercial urban areas: a case study” by Paulo Peixoto, it appears that there are transversal behaviours, surpassing the ratings of social classes (Peixoto, 1995). However, the fact is that although advertising emerges as a global discourse, some studies point out the contrast between the field of the enunciated representations and the representations of actual practices. This is particularly visible in studies that seek to find patterns of consumption. Thus the paradox remains in creating conditions for the primacy of individualistic expression, but also propitiating patterns of conformist imitation and cultural massification. In other words, there’s the possibility of choice, however, subjected to the opportunities “offered” by the various possible areas of intervention. It seeks then, not the individualistic solution, that divides rather than unites, but the emancipator solution, which lets people create and choose the opportunities (Estanque, 1999).

It is, after all, about mass consumption and lifestyles, partially supported by the role of television and, more recently, the Internet. There is thus the question, finally, to find out/ discover if advertising provides continuity or breaks with the predictable routine of everyday life and if it has become an important part of social process. At this level, many authors still deal with the issue of inequality – alleging that inequalities have developed in different areas (especially concerning Lifestyles). They also deal with the seductive strategy of domination resulting from the media reality, as Adriano Duarte Rodrigues pleads (Duarte Rodrigues, 1986) referring to the factors and producers of standardization.

Finally, the interlinking of the social with advertising is even more sporadic in several reviewed articles. This connection is only possible through the identification of related terms, such as social marketing and in very specific contexts. This is true for the text of Rui Silva Brites published in the Proceedings of the Portuguese II Congress of Sociology<sup>15</sup> which includes advertising by referring to messages for different materials and media, while also focusing on implementing (at an overall level) a social campaign. In this case, based on Jean Baudrillard, the advertisement appears as an activity linked to symbolic production, along with the cultural industries, the mass media or the marketing, among others, real spreading forces (Brites, 1992).

## V

Fears of exclusion and homogenization of ways of life are behind some of the articles that mention, even in passing, advertising. Their authors express concerns regarding advertising: if it can still be exercised or understood in the same way by all those who receive the same stimulus. According to this, we must consider the contexts of reception, particularly of space and time, because they are effective constraints. We also must consider the intensity, volume and complexity of the network of informative relationships. Despite everything, it should be assumed that there is a kind of cultural lowest common denominator (or symbolic common heritage) that operates as a referential. This allows the interpretation and understanding of the phenomena of communication that people has before it, including advertising. Advertising was usually blamed, demonized and criticized for serving the needs of mass culture and cultural industry, capitalism and consumption, where the consumer is considered to be an innocent victim. Today, there is already a tendency to associate advertising with a form

of cultural representation, as it is subject to review, not so much for its efficiency but more for its aesthetic sense and creativity, mainly through contests and external recognition. The social context of advertising may contribute to this change of paradigm.

In conclusion, Portuguese scientific research in Sociology has been attentive to multiple vectors especially: the continuous change of the phenomena associated with the emergence of new situations; as well as the operational capacity of theoretical models in constant revision, and has now settled down as a practice that does not ignore the current problems in society (Fernandes, 1996). For the purpose of this study, several approaches have been identified in the work of the few Portuguese authors who do not ignore advertising and have tried to understand it. In general advertising is seen as:

- The subject of consumption valid by itself in the context of cultural industries, together with other artistic objects and phenomena;
- Inducing the consumption as a technique used by marketing;
- Inducing inclusion as a mode of intervention of the citizen;
- Reflection of society, including phenomena of exclusion and marginalization;
- Indicator of dissonance of behaviours in the everyday life domain.

In general, we can find the sociological approach of advertising at the crossroads of Sociology with the Communication Sciences and as a result of the Sociology of Communication and its 'sisters': on one side the Sociology of everyday life and leisure, on the other the Sociology of media and consumption, along with the Sociology of Culture (see Figure 2). We cannot identify the seminal texts or authors who have taken this issue more seriously in Portugal. We could only find some (a few) texts resulting from investigations that use advertising as a source of information for further studies or to support theories related to issues such as values, consumption and lifestyles, or forms of exclusion / inclusion. Some of the articles in which advertising is more explicitly raised here have been published mainly from the mid-90s. In this context, and despite the finding that there is an obvious gap in sociological studies, Sociology of advertising could be accepted as specialization. This could happen if it could be understood as Sociology about the trivial and ephemeral, mirror of the individual or as a simulacrum of reality. However, we should not be stuck with this minimalist approach; by the contrary: we should adopt a more wide range of approach.

The lack of sociological studies in advertising in Portugal may be due to the uniqueness of the situation arising from the immobility of the Portuguese political system that existed for over 40 years. After those years, there were constant changes observed in the country since the 60s. During that period, Portugal was considered a country on the semi-periphery of the world system. According to Augusto Santos Silva, the most obvious political changes are rooted in the revolution of 1974. Its consequences almost operated in the underground of Portuguese society. The major disruptions occurred through multiple gradual changes, but rapidly. The modernization of the Portuguese society happened under the impact of globalization and Europeanization, in a large compression and acceleration of time – to use the words of Boaventura de Sousa Santos (Santos Silva, 2006).

Some questions result from the various readings: advertising will also be a part of the system that shapes the individual along with the school and other institutions (as a way to enable society to renew itself and maintain the conditions of its existence)? Is the presence and intensity of advertising, particularly in the field of social, an indicator of the degree of democratization of Portuguese society – like the social movements and actions of protest? Is advertising a form of ownership of reality, an indicator of what is happening on a daily basis? Does advertising belong to mere routine, or by contrast, does it tend to break it by creating new routines following the logic of discovery?

The future of Portuguese Sociology, including a possible Sociology of advertising, social or otherwise, will depend, first of all, on the nature and pace of transformation of Portuguese society (Madureira Pinto, 2004: 21). According to José Madureira Pinto the sociological question about reality should be able to identify social problems beyond the obvious failings of society. At this point we may argue that the exercise of freedom requires the ability of sociologists in requesting specific competence to observe accurately and correctly some concrete processes of change, resistance to change and even to challenge the established way that point out, everyday, the margins of each citizen's autonomy? (Madureira Pinto, 2004: 27). This may lead to a new field of sociology specializing in Advertising.

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- "VI Congresso Português de Sociologia: Mundos sociais: saberes e práticas" <http://www.aps.pt/cms/imagens/ficheiros/FCH48506883ecd35.pdf> By Associação Portuguesa de Sociologia, 06/2008.

ATTACHMENTS

THEMATIC AREA ART, CULTURE AND COMMUNICATION

“Captive Audience”? - Advertising messages in primary school textbooks, Isabel Farinha  
Technology, advertising and enchantment, Pedro Filipe Xavier Mendonça  
School Marketing: Communication educational or advertising vehicle?, Isabel Farinha

THEMATIC AREA CLASS, INEQUALITY AND PUBLIC POLICY

Consumption: a sociological perspective, Raquel Ribeiro  
The Social Intervention in Contemporary Brazilian Entrepreneurs, Maria Alice Nunes Costa  
The contribution of social economy towards local development in Cidade de Deus, Aline Mendonça, Carla Moura de Lima

THEMATIC AREA GLOBALIZATION, POLITICS AND CITIZENSHIP

The ‘syndrome of the founder’ seen through the analysis of the movement of consumers, Raquel Rego  
In the world of Turnaround - alternative forms of distribution in an era of globalization: the Fair-trade, Sandra Lima Coelho

THEMATIC AREA IDENTITY, VALUES AND LIFESTYLES

Among structures and agents: patterns and practices of consumption in Portugal. Results of quantitative analysis to the data of IOF 1967-2006, Isabel Maria Fernandes da Silva Cruz

THEMATIC AREA MODERNITY, UNCERTAINTY AND RISK

The illusion of happiness: ‘autofagia’, anguish and barbarism in the society of hyper-consumption, Wellington Fontes Menezes

THEMATIC AREA EXPERTISE AND PROFESSIONAL EXPERIENCE

Sociological look at the third sector in Portugal, Ana Luísa Martinho, Carlota Quintão, Cristina Parente

THEMATIC AREA HEALTH, BODY AND SEXUALITY

The body, consumption and the investment in the body: diet and exercise, Maria João Cunha

THEMATIC AREA, WORK, PROFESSIONS AND ORGANIZATIONS

The social responsibility of fashion, Ana Martinez Barreiro  
Employment in the Third Sector - What contribution to equal opportunities, Virgínia Ferreira  
The Brazilian Forum of Solidarity Economy: expression of the solidarity economy movement in Brazil, Aline Mendonça

INTER THEMATIC SESSION 3: CITIZENSHIP, EXPERIMENTATION AND SOCIAL COMMITMENT

Implications of the People's Solidarity Economy as a strategy for Local Development: an analysis of the experiences of solidarity ventures in the city of Salvador–BA e Recife–PE, Brasil, Abigail Alcântara Silva, Felipe Machado de Moraes  
 Social Projects in Samba Carioca: the case of the Association of Schools of Samba Mirins from Rio de Janeiro (AESM-Rio), Ana Paula P. G. Alves Ribeiro  
 Communication for Development in Angola: a look at the project Earth, Clara Pugnaloni. Edgard Assis de Carvalho  
 Social Movement and Learning: the MST educational practice in the school's Settlement Lagoa Caldeirão in Vitória da Conquista – Bahia, Alzilene Ferreira da Silva

FIG. 1 – PRESENCE OF THE SUBJECT ADVERTISING OR CORRELATED SUBJECTS IN THE PORTUGUESE CONGRESS OF SOCIOLOGY, 2008

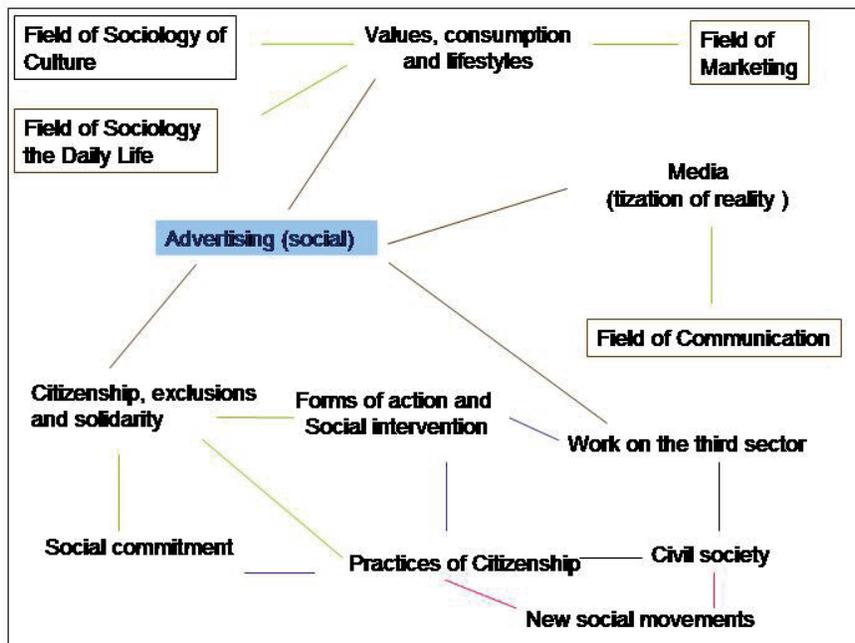


FIG. 2 – MENTAL MAP OF ADVERTISING (SOCIAL) UNDER THE PORTUGUESE SOCIOLOGY

**NOTAS**

1. Decreto-Lei n.º 330/90, of 23 of October and subsequent corrections later
2. In the view of Touraine.
3. Increased awareness about the serious role of media as mediators between transmitters and receivers of advertising in Lagneau, 1993, p.85.
4. It doesn't cultivate the object or the brand, but the company image - identity, unity, reputation, authority - which would bring the same techniques available to the concept of public service, prompting advertisers to its share of responsibility for the interests of the community in Lagneau, 1993, p.93.
5. As the journal Social Analysis, among others.
6. As for the one of Roland Barthes in Mythologies, 1957.
7. Portuguese Association of Science Communication taking place in March 1999 under the name "The Science of Communication at the turn of the century".
8. In September 2007.
9. Ana Nunes de Almeida, Cristiana Bastos, João Ferrão and Karin Wall analyze the years from 1986 to 1996.
10. Education, rural and urban, development, general, culture, work, politics, organizations, law, media, demography, art, industrial and methodology of Sociology
11. State, systems, power, discourse, ideology and political parties, elite; family and group household, fertility and demographic transition, generations and terms of gender; social class, property, social movements; education, school, training and instruction; industry, labor, organizations, technological innovation; migration movements, migrants, (re) constructions of identity of ethnic minorities; cities, urbanization, urban growth; cultures, cultural identities; spaces and economic relations; sociological theory; religion and religious beliefs: other topics.
12. In <http://www.aps.pt/cms/imagens/ficheiros/FCH48506883ecd35.pdf> (caught at 13 of July) and held from 25 to 28 of June 2008.
13. According to "Silence, omissions and new topics of sociology in Portugal, 2002.
14. From Manuel Braga da Cruz, José Manuel Seruya, Luísa Braula Reis and Luísa Schmidt.
15. Called 'The Social Marketing in promoting health'.