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Refashioning the Grand and the Small: Meaning and Value Transfer in Print Advertisements Based on Double-Scope Blending*

Abstract: In this article we look at a class of print advertisements that bring together elements from two different conceptual domains. What is worthy of attention in these ads is that sometimes a remarkable semantical and axiological distance exists between the two domains. We purport to analyze these prints as hybrid entities resulting from a process of *double-scope blending*. This interpretive frame is based on a conceptual apparatus imported from the field of Cognitive Linguistics. It provides an encompassing framework to analyze the direction, nature and scope of the meaning transfer set in motion by these ads. We believe that proper understanding of the effects of these ads depends on proper understanding of the consequences of this meaning transfer. Once such understanding is achieved, researchers can take a further step and look closely at the direction and the scope of the value transfer within specific print ads. We call readers' attention to one peculiar feature of the rhetorical action of these ads. The consumer is systematically encouraged to reconsider grand values through the lens of small, accessible, fast-food-style substitutes. Whether they use grand ideas as vehicles for promoting trivial products, or they use trivial concepts as vehicles for promoting important cultural brands, the print ads we analyze seem to collaborate in sending one overarching message: the consumers' little world, no matter how devoid of true values, is taken to be the measure of all things. Anything that might suggest the grand, the ideal, anything that embodies values of prowess or tradition is immediately redressed in a "take-away" style, so as to preserve consumers' control over it. We consider advertising format and consumer culture logic as conditions that make possible this systematic diminishing of the Grand.

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