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## **Allusions in Music for Advertising**

In Finland, research on the music used in commercials has been done primarily in economics and in disciplines belonging to humanities, such as ethnomusicology. These two research traditions differ from each other as to their aims, approaches, and methods. Economical research on advertising can be useful for the planners of marketing when trying to maximize the efficiency of advertising. The economical approach should, however, be complemented by the critical viewpoint of cultural studies, which aims at questioning the means and patterns of actions of advertising propaganda.

Often advertising aims at *indirect influence*. Therefore the exploration of the meaning of *nonverbal elements* is essential. The understandability of a commercial is often based on *references* to other products of popular culture. It is characteristic of advertising to be in constant interaction with other forms of communication, such as literature, art, film, and music. *Intertextual analysis* is then one way to study the role of music and sound in commercials. In commercials, intertextuality is in service of efficiency: since the duration of a commercial is 30 seconds in average, it is necessary to say as much as possible in extremely short time. Thus, it is essential not only to describe the manifest features of the commercial but also to interpret the latent meanings based on *associations* and *connotations*.

*Allusions* or quotations as expressions of intertextuality can take various forms in commercials. For example, the use of classical music quotations is intertextual in the sense that music originally composed for another purpose is detached from its original context and is brought to the contexts of advertising. Although the reason to use copyright-free music is often quite practical, one can also study to what degree this use is based on the aim to associate classical music or the values conveyed by it with the advertised product or service.

Commercials are part of the everyday media environment of Finnish people. The interpretation of the connotative meanings of the commercials requires *cultural knowledge* and membership of the society in which those meanings emerge from shared experiences.