



RESEARCH

This article constitutes an essayistic reflection of the evolution in the relationship between medications and emotions.



MODERN WOMAN'S IDEA



ARTICULATOR OF THE EDITORIAL LINES



EMOTIONS AS AN ADVERTISING STRATEGY

OBJECTIVE



Reflect on how emotions are part of the expansion of the pharmaceutical field in the early twentieth century in Chile.



TOOLS

RELATION BETWEEN CAPITALISM AND EMOTIONS

Selection of advertisements that show an intentional representation under the criterion that the ads explicitly show the idea that we developed.



¡Cuidado, Señora!

Vd. empieza a engordar y engordar es envejecer. Tome pues, todas las mañanas en ayunas, dos grageas de THYROIDINE BOUTY y su tallo se conservará esbelta o volverá a serlo. El frasco de 50 grageas 10 F. PARIS - Laboratorios: 1, Rue de Châteaudun. MEDICAMENTO EPKAZ É INOFFENSIVO legiendo: THYROIDINE BOUTY.

VENTA: Las mejores Farmacias del mundo. Único agente para CHILE: RAYMOND COLLIÈRE CASILLA S. SANTIAGO

RESULTS



Advertisements in Family use an emotional anchor as a legitimization strategy for a field.

LEGITIMATION SOCIAL TYPE CYCLING RELATIONAL



Mario Millones Espinosa - Nicolás Hernández Malabanda

WOMAN'S EMOTIONS AS AN ADVERTISING STRATEGY OF THE PHARMACEUTICAL FIELD AT THE BEGINNING OF THE 20TH CENTURY IN CHILE.