NOSTALGIA IN ADVERTISING: A SEMIOTICAL ANALYSIS OF NOSTALGIA-THEMED AND NON-NOSTALGIA-THEMED PRINT ADS•

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Abstract

Marketing is a communication tool which marketing specialists make an effort to have a position in consumers' mind. While consumers' perspectives are changed, marketers try to produce new solutions in their methods and implementations because they have a crucial role to manipulate expectations and to formulate consumers' buying behaviour. Nowadays, one of the methods which marketing specialists apply for effectingthe consumers is to nostalgia in marketing. Marketers give an importance to this methodbecause this method reminds toconsumers their previous experiences and revivals their memories about the brand. Using nostalgia in marketing is differentfrom other marketing methods. It represents images and brands from the past. This study tries to examine how and why nostalgic themes are used in marketing and advertising. In this context, nostalgia-themed and non-nostalgia-themed print ads are explained through semiotical analysis. Besides, these different types of examples are being compared to each other.

Keywords: Nostalgia, Nostalgia in Marketing, Nostalgia in Advertising, Semiological Analysis, Social Media Tools.

1. Introduction

All brands have a history. They have an identity, a personality, a character, and a value. In order to be long-lasting, brands should be aware of marketing conditions and consumers' expectations. Furthermore, marketing and brand strategists should interact with each other to take precaution in the market. "Brands take place at the middle in marketing activities due to the fact that brands create focal point of the market"(Blythe, 2001, 139).Today's consumers confront many types of products everyday and they increasingly become more selective in the product's choice.The number of brands increase day by day and this causes a confusion on consumers' mind. Marketers try to find ways to prevent confusion and to create effectiveness. Nowadays, one of the ways to createan effectiveness is using nostalgia in marketing and advertising campaigns. Moreover, many companies are using nostalgia in their marketing mix strategies in response to the current economic crisis(Muehling and Pascal, 2012, 101).

Davis (1979) refers that "nostalgia is an individual's propensity to seek emotional comfort from a familiar past." According to Holbrook (1993, 245), "Nostalgia refers to a longing for the past, a yearning for yesterday, or a fondness for possessions and activities associated with days of yore."
Sultan et al. (2010:1) suggest that nostalgia's greatest influence may be for current brand users who have an enduring personal attachment with the brand they used during their childhood. When people are personally attached to certain brands which they used, they may be tend to recall past memories about these brands. Individuals may become committed to the relationship with the brand. While these personal attachments remind to consumers their past, they may be also motivated to have positive attitudes toward the products or brands they currently use.

Marketers who use nostalgia in marketing strategies address feelings and hearts of consumers. Using nostalgia may helpto create an emotional tie between consumers and the brand or may be an effective in producing favorable advertising outcomes (Pascal et al., 2002, 39). In this study, examples of nostalgia-themed print ads of popular social media toolsare examined to understand how nostalgic elements are used. The examples of non-nostalgia-themed print ads of the same social media tools are also examined to compare the differences.

2. Nostalgia in Marketing

Marketing is a multilayered area for consumers, suppliers, manufacturers to have a face to face communication and to realize their aim for marketing a product.A marketing department or a manager is responsible for selling a company's product, which can be goods such as computers, refrigerators and soft

drinks; a service such as restaurant, insurance, real estate; or an idea such as a support an organization and believe in a candidate (Wells et al, 2006, 8).

Today, marketing functions are different from the ones in 1900s.Thedimension of consumption is changed because consumers becomethe determiner of the market. Consumers not only care functional benefits of a product or a brand, and because of that marketers focus on not only a product but also needs and wills of consumers.Therefore, marketing strategies change and transform. There are several reasons behind the change of thisstructure. The most important reason is to expand in the product categories. This facilitates consumer preferences because they could reach products whenever they want and they could select a specific product within a wide range of product categories (Mediacat, 2008, 14).

There are different categories of the brand which holds a place to welcome and interacts demands of people throughseveral brand strategies. The brand strategists try to make a differentiation on consumers' mind. It isn't only for a competition but also for preferences within those brands in the same category. One example of differentiating strategy in recent years in the marketing is nostalgia marketing. Nostalgia marketing came in to the literature in 1970s. Although its origins can be traced as far back as the mid-seventeenth century (i.e., Hofer's 1688 "Medical Dissertationon Nostalgia," a psychological explanation for "homesick-ness"), nostalgia has also become a topic of increased researchinterest within the marketing academic community (Muehling and Sprott, 2004:26). Before giving reasons to use nostalgia in marketing strategy, there will be given some information aboutmeaning of nostalgia.

Nostalgia is an individual's propensity to seek emotional comfort from a familiar past. Individuals in a transition period such as relocation, are particularly likely to experience nostalgic sentiment.Using nostalgia for the past to make a modern product is attractive. It includes the creation of a brand identity based on heritage or nostalgia for a company's past products/brands (Davis, 1979).

Nostalgia is a notion which reminds consumers their past experiences, memories through using nostalgic elements.This type of marketing is a way of touching in feelings and emotions of consumers about a brand. Today, even though consumers' expectationsare not the same with the past, they need to encourage dissimilar applications of brands. This type of consumers is called as 'post modern consumer'. They spend their most of time for shopping. In addition, they are open minded and hedonist individuals. Inpostmodernity, therewas a confusion or even a reversal of productionanditsdestructive role of vestedbyeconomictheory. Theconsumer is, henceforth, considered as an actorandproducer of meaning. Thanks to marketing system, consumption has become the process by which people define themselves, their statutes orimages in contemporary society (Bourdieu, 1984; Ewen 1988 as cited in Hamouda, 2012,613).This condition pushes marketers to produce different strategies on their products. They address to consumers by touching in their feelings. So, nostalgic marketing is a way of creating positive impression and touching in consumers' feelings.

Table 1: Nostalgia Usage in Different Brand Categories

	PAST	TODAY
Volkswagen	**1940s**	
Coca Cola	**1915**	

Fiat 500	 **1971**	
Nivea	 **1985**	
Shell	 **1930-1950s**	
Nokia	 **2000s**	

We know that every brand has a history to tell and all brands are different from one another in accordance with sectors that they hold a place. Once they enter to market, their shapes, forms, colours have been different based on the technological and social changes. But today we see that some marketers use nostalgia in their brands. In the first example in Table 1, it is seen that Volswagen Betlee. It was manufactured in the 1940s in Germany (https://auto.howstuffworks.com). "The Beetle is not alone in the retro marketing automobiles. Ford has launced a Thunderbird coupe that borrows from its original 1950 classic styling" (Reisenwitz et al., 2004, 57).Its shape is small and it is decided to be remanufactured in 1997 (https://auto.howstuffworks.com). In this example, Tablo 1 represents that there are small differences between old one and NewBetlee. In the second example, it is seen that Coca Cola bottle was produced in 1900s and consumers loved its taste. Even though, Coca Cola holds a place and its taste is recognized by many people, it also creates a difference with its color and its bottle because marketers know that taste isn't the only thing to be a preferable brand.
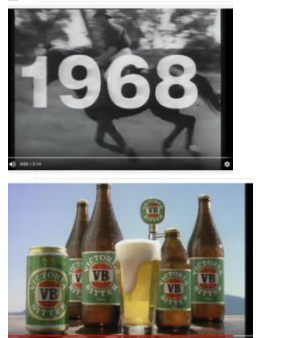
'The target of Coca Cola to remind their youth memories for baby boomers generation.The usage of green bootle provide to share their enjoyable times' (Baker and Kennedy, 1994, 169 as cited in Demir, 2011, 32). Therefore, they carried on the same line and continued to use same shapes and colours in its design. Similarly; Volkswagen, Fiat 500, Nivea, Shell and Nokia use the same strategies. Undoubtedly, new one and old one have same characteristics, but they are severaldifferencesregarding the engineering, designing, and techological developments. Therefore, we witness that brands try to represent their traditional values to transform their new products with the same concept through these examples in Table 1.

3. Nostalgia in Advertising

Marketers have many tactics at their disposal, and best marketers use them in appropriate ways to maximize the impact of their communication activities (Blythe, 2006, 40). Although different communication methods are used by marketers, advertising is the most effective tool to reach consumers. It increases awareness level toward the brand and this is the most important reason why marketers give importance to advertising works. As we think nostalgic elements in advertising, we witness the useof nostalgic elements of brands from past to today. There are several examples about using nostalgic elements by different types of brands takes place at the below.

Table 2: Examples of Nostalgia-Themed Advertisements from Different Brand Categories

Brand Name	Frames from Advertisement	Explanation
Fruko Gazoz		Fruko Gazoz is a Turkish brand. It has fifty years brandhistory. What we see in this scene is that Fruko creates forth anniversary advertising concept. The advertising message is the same 'On yüzmilyonbaloncukyuttum'. In addition, the main character of advertisement is the same after thirty-two years. This advertisement aims to arouse peoples' emotions toward nostalgic figures especially by using green small bottle and advertising messagesince this advertising concept reminds consumers how FrukoGazoz tries to make feel same emotions by using same girl,same message and same bottle after thirty-two years (www.marketingturkiye.com.tr).
Eti Wanted		Advertisement concept of Eti Wanted refers to old American series which was called as 'Starsky and Hutch'. This series was so popular in 1980s in the US. It wasa detective type of story. Particularly, this advertising includes nostalgic components from this series. Clothes, retro car,and detectives hold a place in Eti Wanted advertising scenario. It is seen that Eti Wanted aims to connect bounds with the past by using samesenario and same detective characters of Starsky and Hutch (GüzelveOkan,2016:144).
Migros		Migros is a one of the biggest grocery chains in Turkey. Itsadvertising was created based on the 1970s Turkish films. The colours (black and white), decoration of house, the language spoken, and the clothes remind the 1970s. In addition, the packages of some product brandswhich were used in this advertising were the same as the packages in 1960s (www.mediacatonline.com).
Kellogs Rice Krispies		Captain Scarlet was a popular type of series in 1967s. It was a science fiction. In this series, there were four main characters. Their names were 'Captain Grey, Captain Blue,Captan Harmony and Captain Black'. This popular science fiction series was used in an advertising of Kellogg's Rice Krispies in 1997s.Kellogg's Rice Krispies is a popular cereal brand.The advertising scerio starts with a child and these four characters of Captain Scarlet series. This advertising tries to reveal usage of nostalgic figures through series (Reisenwitz et al., 2004:59).

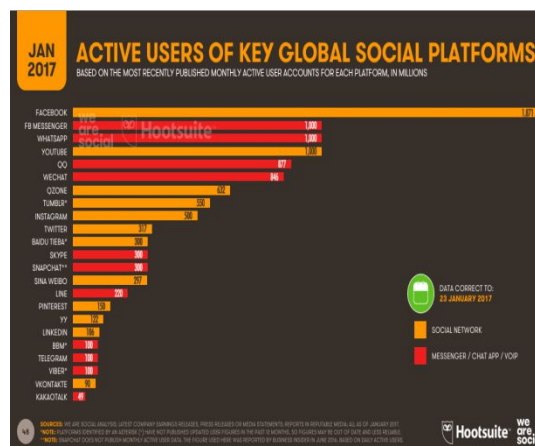| Victoria Bitter | | Victoria Bitter is one of the most popular beer brand in Australia. The advertisement concept of this brand wassame between 1968 to 1990s. All messages of beer advertisement were giving people to make harder work for drinking Victoria Bitter. Additionally, scenarios of advertisement were giventhe same meaning between 1968 to 1990s (Reisenwitz et al., 2004:59). |

4. Semiotic Analysis of Nostalgia-Themed and Non-Nostalgia-Themed Print Ads

In this article, social media ads on print media is taken as example to demonstrate how nostalgic elements are used. Before analysing social media tools on print advertisement, characteristics of print advertising will be explained. Print ads are easily reachable by consumers via magazines and newspapers. Although newspapers and magazines have been unable to keep up with the rapid increase in the advertising volume on TV stations, the print media continues to be an important advertising medium that guarantees great success even in theage of electronic advertising media (Çuhadar, 2005, 5-6). Consumers could physically access them since they could buy them and keep in their offices, homes etc. In print ads, marketers give their messages through not only images but also giving with some texts. With the help of advanced printing technology, the colours and advertisement content could be more understandable than before. Print advertising "includes print ads in newspapers, magazines, brochures, and other printed surfaces, such as posters and outdoor boards. Readers find that reading a publication is more flexible than watching or listening to broadcast because they can stop reread, read sections out of order, or move through the publication at their own speed" (Wells et al., 2006, 213).

Print media is one of the media communication tools.Their characteristics are different from other media tools but the most important distinctness is that its messages are understood through eyesight and it is more permanent than listening because the messages are easily to take place in consumers' mind and advertisements in print media is more detailed than other media tools.In addition, newspapers and magazines have a duty on giving informations to consumers (Topsümer and Elden, 2016, 33-36).

We also see print ads of some social media tools like Twitter, Facebook and Youtube. These channels created revolution in communication era because communication transforms into interactive format.For Evan (2008), "Social media involves a natural, genuine conversation between people about something of mutual interest, a conversation built on the thoughts and experiences of participants. It is about sharing and arriving at a collective point, often for making a better or more informed choice." There is statistical information using social media tools in 2017 at the below. Facebook, YouTube and Twitter are mostly used social media tools according to 'Digital in Global Overview' report, so this is the reason whyprinted ads of these social media tools are selected in this study.

Graphic 1: Statistical Report of 'We Are Social Hootsuite' in 2017

Source: https://wearesocialnet.s3.amazonaws.com/uk/wpcontent/uploads/sites/2/2017/01/Slide048.png, 15.07.2018

4.1. Semiotic Analysis of Nostalgia-Themed Print Ads of Facebook, Youtube and Twitter

In our daily lives, it is possible to see different types of advertising formats in mass media communication channels or in on-line areas. The common characteristics of all these different advertising formats is to carry messages to transmit and communicate with people. Moreover, brand messages are created to influence consumers for using their consumption style and habits; however, this influence is held byreading messages and understanding what they express to us.Even though interpretation of messages is understood differently, semiotical analysis is a way to interpret and analyzetexts and images in advertising messages. Semiology is a sign system which provides to solve textesas 'standing for' the signified, Saussurean semioticians emphasize that there is no necessary,intrinsic,direct or inevitable relationship between the signifier and the signified.Saussure (1983, 67) underlines that "signifier is treated by its users". Williamson (2001)says that signifiers are the first to understand what advertising means to us and signifieds is the second stage afterformulation of signifiers on our minds.

In this article, print ads of social media tools are given to analyze viasemioloticalanalysis. This is a type of a qualitative analysis to present how codes and meanings are embedded in images. Nostalgic elements are read by signifiers, signified, myth, and metaphors which are important to represent how meanings are circulated around pictures created. The printads which is usedin this study broadcasted in 2014 by Maxi Midia Company. Images in advertising texts are created as if Facebook, Twittter and YouTube hold a place in 1960. The examples are at the below.

**Figure 1:** The Nostalgia-Themed Print Ad of Facebook

Source: https://www.trendhunter.com/trends/social-media-ads-by-6b-studio

Table 3: Semiotic Analysis of Facebook's Nostalgia-Themed Print Ad

	Signifiers	Signified	Myths	Metaphors
FACEBOOK	Woman,man, table, chair, computer, flowerpot, frame	Facebook provides to make communication between people through computer.	Spending time with other people,get in touch, togetherness, share something, practical and economical way of communication form	Facebook isn't a communication channel, but also it facilitates social connection between families, friends and other people (woman and man) who want to communicate through on line form.

After the technology entered our life, communication formats through Internet came with different forms. It was like a revolution because it removedboundries between peoplewhereever they had been. One of the example of this process has beenFacebook. As we see in the picture, there is a woman who writes something and sends messages. Furthermore,it is seen that Facebook provides a face to face communication via on-line forms. We have witnesseda communication between man and woman, but Facebook provides an opportunity to communicate with people's friendsand family. The most important characteristic is that Facebook is an economical way of communication because without Internet, people communicate with one anotherby phone, which is expansive. This demonstrates how communication form is changed through Facebook.We see nostalgic elements in this ad. For instance, the decoration of the room is so classical and the classical elements come with wall style, place of tableand chair. Therefore, this room or an officedoes not become modern anymore. In addition, the dress of the woman reminds the past because the dressing style was used especially in 1960s.The writing characters, coloursalso remind consumers their old times.

Therefore, the advertisement of Facebook becomes ironic because it represents modern communication form with formulating nostalgy.

Figure 2: The Nostalgia-Themed Print Ad of YouTube

Source:https://www.trendhunter.com/trends/social-media-ads-by-6b-studio
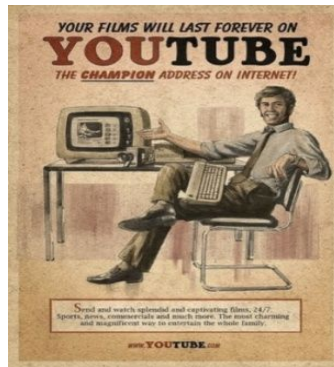
Table 4: Semiotic Analysis of YouTube's Nostalgia-Themed Print Ad

	Signifiers	Signified	Myths	Metaphors
YOUTUBE	A man, a table, a chair, a computer, camera, and a video cassette player	A man who watches different types of videos, films, movies, and other kinds via YouTube comfortably.	YouTube entertains people because they track, watch and send easily news, sports, commercials and films.	YouTube substitutes camera and video cassette player, so it facilitates to reach different types of a films, musics and other formats in 7/24.

With the Internet, people meet different type of musics, videos, and commercials. YouTube is a platform which includes all of them because people who load films, videos, commercials to entertain. This platform provides not only getting in touch with people but also sharing opinions under these elements. In this picture, a man looks so comfortable and happy to reach these formats without using camera or video cassette player. Why a man looks so happy is that people spend their time to take something into the camera or use cassette to watch into video cassette player, but with YouTube channel all of them are removed. It facilitates people'sjob because it provides to keep videos, and other things enjoyable. The signifiers and signifieds shape opinions to see how YouTube is a big platform. When we look at nostalgic elements which are used in the ad, we see that the camera and the video cassette player areold machines and remind people their past experiences once they used.

**Figure 3:** The Nostalgia-ThemedPrint Ad of Twitter

Source:https://www.trendhunter.com/trends/social-media-ads-by-6b-studio

Table 5: Semiotic Analysis of Twitter's Nostalgia-Themed Print Ad

	Signifiers	Signified	Myths	Metaphors
TWITTER	Happy man, four people (woman,man, young man, letters, and a girl) big cell phone.	The platform which depends on following people to gain experience and to get information	Having experiences between wide range of people, who are old or young, in an enjoyable way	Twitter is a different communication tool because it is wholly relying on sharing excessive amount of knowledges with 140 letters between different ages of people.

In print ad of Twitter, a man takes place in the foreground of a picture. Especially, the signifiers are shaped according to people who look happy. A man tries to explain how to get information through a big cell phone. There are letters in the picture. Although there are many ways to get information through communication channel, Twitter transmits many kinds of information to different ages of people because we see that there are a woman, a man and a young girl in this picture. This demonstrates that Twitter doesn't limit to reach knowledges whether they are older or younger. In addition, Twitter reaches knowledges with photos and videos people who follow each other. Undoubtedly, this is an interactive environment because knowledge flows instantaneously and news are ranged from the top to the bottom. Once we analyze nostalgic elements with the semiology, the colours, the writing character (handwriting), the style of people reminds old time.

4.2   Semiotic Analysis of Non-Nostalgia-ThemedPrint Ads of Facebook, YouTube and Twitter

Figure 4: The Non-Nostalgia-Themed Print Ad of Facebook
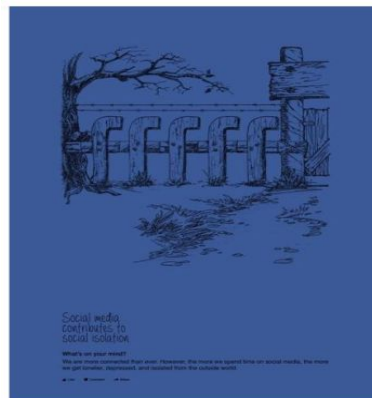
Source: www.coloribus.com/adsarchive/prints/social-media-awareness-facebook-20995555/

Table 6: Semiotic Analysis of Facebook's Non-Nostalgia-Themed Print Ad

	Signifiers	Signified	Myths	Metaphors
FACEBOOK	Tree, fence, Pathway, wooden door, navy blue colour	Fences, tree and pathway represent the silence enviroment and it recalls that this place isn't take place at the centre of the city.	Silence and tranquil environment is shown and this gives a message that Facebook function isn't gather around people in the same place but also they become distance where they are.	F signifies fences and patways is a signification of isolation from city centre and this image explains how Facebook causes non-communication.

Even though Facebook is used by billions of people, this adexplains us negative side of Facebook because before Facebook, people were communicatingeach otherface to face. However, after Facebook, they started to communicate on-line. The codes of advertisement are formulated with tree, fence, pathway, wooden door, navy blue colour. Particulary, the fences express that how Facebook includes boundries to gather around people in the limited area. Fences also represent that how communication between people is shaped in an isolated area. Moreover, the Facebook advertisement is shaped with navy blue colour. Colours give message and shape advertisement content to explain people. Navy blue does not represent Facebook brand but it also shows people to think and evaluate how Facebook formulate their communication form. It

is seen that the colour usage and meaning of advertisement manipulate people to critize Facebook function from negative side.

**Figure 5:** The Non-Nostalgia-Themed Print Ad of YouTube

Source: https://www.boredpanda.com/365-days-of-print-ads-its-been-128-days-ive-been-making-print-ads-every-single-day-still-237-days-to-go/?page_numb=2

Table 7: Semiotic Analysis of YouTube's Non-Nostalgia-Themed Print Ad

	Signifiers	Signified	Myths	Metaphors
YOUTUBE	YouTube name, red colour, and some big and small letters in one page	The colour represents how YouTube works.	Youtube is an active communication tool to fulfill peoples' job.	YouTube doesn't only have communication function but it also investigates what people do and manipulates peoples' behaviour in a conscious way.

YouTube provides an opportunity to people for loading some videos, music etc. Its functions are different from Facebook or Twitter because people create something and try to share their jobs with other people. The print ad of YouTube does not represent any images, visuals or texts for us. It includes only questions. The different side of advertisement manipulates people to think what YouTube does for them. The questions are formulated through three words. These are 'When', 'Why' and 'How'. These questions take attention of people because it takes place in the middle of page and questions are asked with white colour. These are represented with red colour. The meaning of this colour signifies poverty, excitement, energy. The colour is an indicator of how a character of YouTube channel is. Although YouTube does not include any pictographic characteristic like Twitter and Facebook, it summarizes what people should do as people who read questions in the advertisement. Once people read questions, YouTube provides them to behave in a conscious way so that the signifiers, signifieds, mythes and metaphors of this advertisement are shaped through question we see this print ad of YouTube.

Figure 6: The Non-Nostalgia-Themed Print Ad of Facebook

Source: https://www.coloribus.com/adsarchive/prints/social-media-awareness-twitter-20995605/
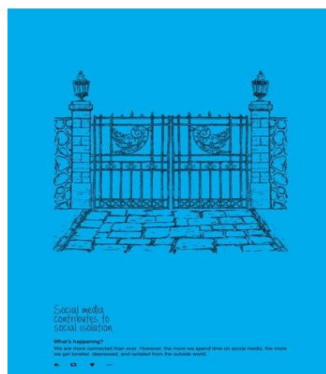
Table 8: Semiotic Analysis of Twitter's Non-Nostalgia-Themed Print Ad

	Signifiers	Signified	Myths	Metaphors
TWITTER	Twitter icon, iron gate, floor, walls, and blue colour	Twitter bird icons are seen as they communicate with one another but they don't. The iron gate makes a reference to Twitter.	Gate is a component of this advertisement and it shows how communication realizes into the limited area.	Two birds are seen face to face but they don't communicate with each other because iron gate prevent them like in our daily life. The computers, cell phones are like iron gate in this advertisement.

Twitter is an on-line platform which people share their opinions about policy,economy and social problems. Many people who have Twitter account, have followers to see photos, opinions, news about world and their country. What we see in Twitter print ad is that the codes of messages are formulated around a twitter icon, airon gate,walls and blue colour. It is seen that two Twitter bird iconshold a place in the middleof the advertisement. Even though they face to face seem in the same environment, they are apart from each other because of the iron gate.The messages of the advertisement are explained with how people are isolated like these birds because the gatedoes not hold a place in our daily life. It resembles amansion or farmstead door.The enviroment of this social media prevents people from face to face communication. Furthermore, it is seen that the colourin print ad of Twitter is blue. It represents the brand personality of Twitter. The meaning is how reality of Twitter is formulated through significations of advertisement messages.

Results according to semiotical analysis of nostalgic and non-nostalgic advertisements:

- Nostalgic thematic advertisement synthesizes from old into the new form and advertisement visuals try to give an entire meaning about brand identity. Particularly, signifiers and signifieds of print adsare formulated according tocharacters which are shown in an advertisement. Nostalgic advertisements of Facebook, YouTube and Twitterare not shown as a communication channel.They are also represented with their functional characteristics. In addition, it is clearly seen that visual elements of nostalgic advertisement are supported by linguistic statements.
- Non-nostalgic thematic advertisement of Facebook,YouTube and Twitterbecome integrated with technology. On one hand, to relate signifiers and signified elements of Facebook, YouTube and Twitteradvertisements, brand colours, brand symbols, and brand names are used to create meaning and give messages of advertisements. On the other hand, colours which are used and visuals which are caricatured, are directive to use metaphors in these advertisements.

CONCLUSION

Nostalgia is a term which reflects different meanings for each person because it represents people's experiences and memories which happened especially in the past. These memories are shaped through what people experience in their daily life. Nostalgia represents traditional values with no changes. However, today, it isn't possible to talk about traditional values because our life is modernized and in the transformation period. It means that everything changes day by day according to improvements of communication, social and economic area by technology. As we look from economic perspective, it should be said that how consumption patterns are differentiated according to applications of marketing specialists. There are brands and competitors who interact with one another by the means of how marketers analyze market condition, consumer demographic, psychographic and sociological characteristics.Even though there are many reasons behind the changing of consumer behaviour, the most prominent reason is thestrategies of marketing effect which shape marketing dynamics and have a direct effect on consumer behaviour. One example of this strategy is using nostalgia in marketing. The purpose is to create awareness of consumers to build a bridge with past because its roots depend on past.

In this study, nostalgia-themedprint ads of three social mediatools are analyzedthrough semiotical analysis to demonstratehow these images are associatedwith people's past experiences.Non-nostalgia-themed print ads of the same social media tools are also analyzed to see the differences.It is seen that how brand identity, personality and heritages are drawn with images in an advertising texts, language and signs.These are seen especially in colours, clothes, characters and decorations.

The result of the semiotical analysis demonstrates that advertisements including nostalgic elements aim to remind old memories of consumers and provide connotations with past experiences of consumers by

using nostalgic characters, clothes and decorations within the advertisements. First, these elements construct relations between signifiers and signifieds. Furthermore, print ads of Facebook, YouTube and Twitterexplain brand identity and personality of these social media tools in detail and texts take attention of consumers in these advertisements. Moreover, advertising messages are represented with brand names, symbols and colours into the visuals of nostalgic advertisements. Therefore, consumers see brand functions as visualising elements of advertisements.

In general, strategies are different in nostalgia-themed and non-nostalgia-themed print ads of Facebook, YouTube and Twitter. Especially, a clear distinction is observed in visual and linguistic elements to persuade the consumers and communicate with them. The important thing here is that these distinctions are given through signifiers, signifieds, myths and metaphors.

Literature reviews about using nostalgic elements in the advertisements aim to remind consumers about their past experiences with brands, to relieve what they are familiar, to revival what they miss from past, and to formulate good attitudes to the brands. This study investigates how advertising messages and languages are formulated into nostalgia-themed and non-nostalgia-themed advertisements. It isn't possible to get results on how consumers feel and think about these types of advertisements. On one hand, to get results on consumer perceptions toward these advertisements, different research methods like focus group, field research, neuro marketing should be applied. On the other hand, there are only three nostalgic advertisements within three social media toolsand this is one of the limitations of this semiotical analysis. To expand this study, nostalgia-themed and non-nostalgic-themed advertisements from different sectors should be used and it provides to obtain fruitful results. At the same time, if printadsof differentsocial media tools are found, it can be possible to analyze and compare the print ads of Facebook, YouTube and Twitter.

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