

# Le mestruazioni nel contesto pubblicitario: l'evoluzione di un tabù

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*Abstract*

*Menstruation in Advertising Context: the evolution of a taboo*

*Menstruations are a biological event in every woman's life. Women spend about forty years of their entire life losing menstrual blood. However, the narration of this event in the social context is negatively connotated. Menstruations are taboo: no one likes talking or hearing about periods, neither explicitly nor implicitly.*

*This paper explores the relationship between advertising and socio-cultural discourses of the menstrual event. The main objective is to find whether there exists a common narration in the two contexts and to analyse their mutual influence. We analysed the historical evolution of advertising sanitary pads in the context of Italian television, focusing on two different aspects: the visual narration of the period and the linguistic one.*

*The development of the two aspects has followed different paths, currently however, they are converging to a common point. A new menstrual discourse shows that in recent years, some pads' advertisings exhibit the menstrual blood and use the word period explicitly. We have not yet reached the end of the normalization process of the menstrual event, but we might be on the right track.*

**Keywords:** Semiotics; text analysis; advertising; taboo; menstruations.