



## La publicité impériale

L'image de Napoléon dans la publicité entre 2000 et 2011

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Collective work: [La Révolution française et le monde d'aujourd'hui. Mythologies contemporaines](#)

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Abstract: Although images of Napoleon Bonaparte evolve considerably over the various periods of his life, television advertisements have seemingly adopted a more static view of the Emperor: the stereotypical Napoleon is represented as an emperor, with his hand in his jacket, a hat on his head, and donning his military suit and grey redingote. That being said the way in which Napoleon is represented differs by country: whereas French advertisements tend to respect his image, Anglo-Saxons advertisers tend to make a mockery of him, placing him in some unconventional situations. Napoleon also takes Clio's place in advertisements as a visual representative of History even if it means explaining History with humor as is the case in certain advertisements today.

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