Yuletide Ideology as Advertising Ideology an Historical Illumination from Saint Nicholas to the Present Day

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Summary/Abstract: The study traces the historical phenomenon of Saint Nicholas, the renowned icon known as Santa Claus. The objective is to demonstrate how advertisers have seized the virtues of Santa Claus as an article of persuading consumers. Owing to the interdisciplinary nature of this enquiry exemplified in the domains of history, linguistics and advertising, the concept of ideology enraptured in interpellation is adopted as both the analytical tool and discursive assistant to unravel the data.
The historical Saint Nicholas, as known from strict history: He was born at Patara, Lycia in Asia Minor (now Turkey). In his youth he made a pilgrimage to Egypt and the Palestine area. Even up to the present day, a flask of manna is extracted from the tomb of Saint Nicholas every year on 6 December (the Saint’s feast day) by the clergy of the basilica. The myrrh is collected from a sarcophagus which is located in the basilica vault and could be obtained in the shop nearby. The review of the data revealed that the historical St. Nicholas was barely five feet in height and had a broken nose. The facial reconstruction was produced by Dr. Caroline Wilkinson at the University of Manchester and was shown on a BBC2 TV program ‘The Real Face of Santa’ [46].

Veneration and celebrations. The real St. Nick wasn’t a fat, pale, and rosy-cheeked jolly fella. He was quite the opposite. Born almost 300 years after Christ, Saint Nicholas was a darker complected Greek holy man who became bishop of a small town called Myra (now present-day Turkey). Sure, he probably had jolly good days, but his reputation was of a more serious nature: He was described as a firebrand and staunch defender of Christian doctrine and spent years in prison for refusing to reject his faith during religious persecution. ADVERTISEMENT. Thanks for watching! Visit Website. Portrayed as a bearded bishop in ca