

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

In this review of literature, the researcher presents Fairclough's framework (2001), as this is the framework has been adopted for the purpose of this study. Then, the three stages of this framework is further explained followed by some background on the discourse of advertisements, discourse of advertising and research that have been done in the area of advertising. This is to illustrate how language in advertisements attracts the readers or consumers into buying the products advertised. In addition, the research done in the field of advertising will also be applicable in exemplifying how the language used in advertisements has been studied and analyzed.

2.1 Theoretical framework

Fairclough (2001) stated the following:

So in seeing language as a discourse and a social practice, one is committing oneself not just to analyzing text, nor just to analyzing processes of production and interpretation, but to analyzing the relationship between texts, processes and their social conditions, both the immediate conditions of the situational context and the more remote conditions and social structures.

(p.21)

In other words language is also a social process and it is a socially conditioned process. Fairclough (2001) also added that there is a relationship which is internal and dialectical between language and society. According to Fairclough (2001) a text can be in two forms spoken and written. The spoken text is something being said, whilst the written text is a text which is in a transcription form. In analyzing a text, Fairclough (2001) introduced a framework based on 3 stages of analysis:

- a) Description
- b) Interpretation
- c) Explanation

2.2 Fairclough' Framework:

Fairclough (2001) stated that this framework which consists of three stages of analysis can be used to analyze the linguistic features of a discourse. Moreover, Fairclough (as cited in Phillips & Jorgensen 2002) argued that a combination of text production and text consumption should be done in analyzing texts. Fairclough (2001) indicated that, “a text is a product rather than a process” (p.20).

Fairclough (2001) described that the first stage, 'description', deals with the formal properties of the text, whilst, the second stage, 'interpretation' explains the relationship between the text and interaction. It is at this stage where Fairclough (2001) explains the existence of a concept known as 'MR' or member's resources or 'background knowledge' (Fairclough, 2001). In addition, the subject position can exist in a discourse and Fairclough (2001) explained this as social roles of the people participating in a discourse. Fairclough (as cited in McLoughlin 2000) further stated that, "in constructing advertisement texts, the compensatory tendency when addressing audience en masse is known as "synthetic personalization" (p.68). This is the process of constructing subject positions whereby the effect is to create the impression that the writer knows the reader personally.

The third stage of Fairclough's framework 'explanation' is concerned with the relationship between interaction and the social context. This stage illustrates how the social structures can shape a discourse. In addition, the social structures can shape the 'MR' which will later shape the discourse and in the cycle, the MR will shape back the discourse and this which will then change the social structures. Apart from this, another important element in this stage is the 'position of analyst'. As a whole, it is the 'MR' that generates the thinking of the analysts when they receive a discourse.

The diagram of dimensions of discourse and dimensions of discourse analysis by Fairclough (1992) is illustrated in order to show the first stage of Fairclough's framework (1992) description.

DIMENSION OF DISCOURSE ANALYSIS

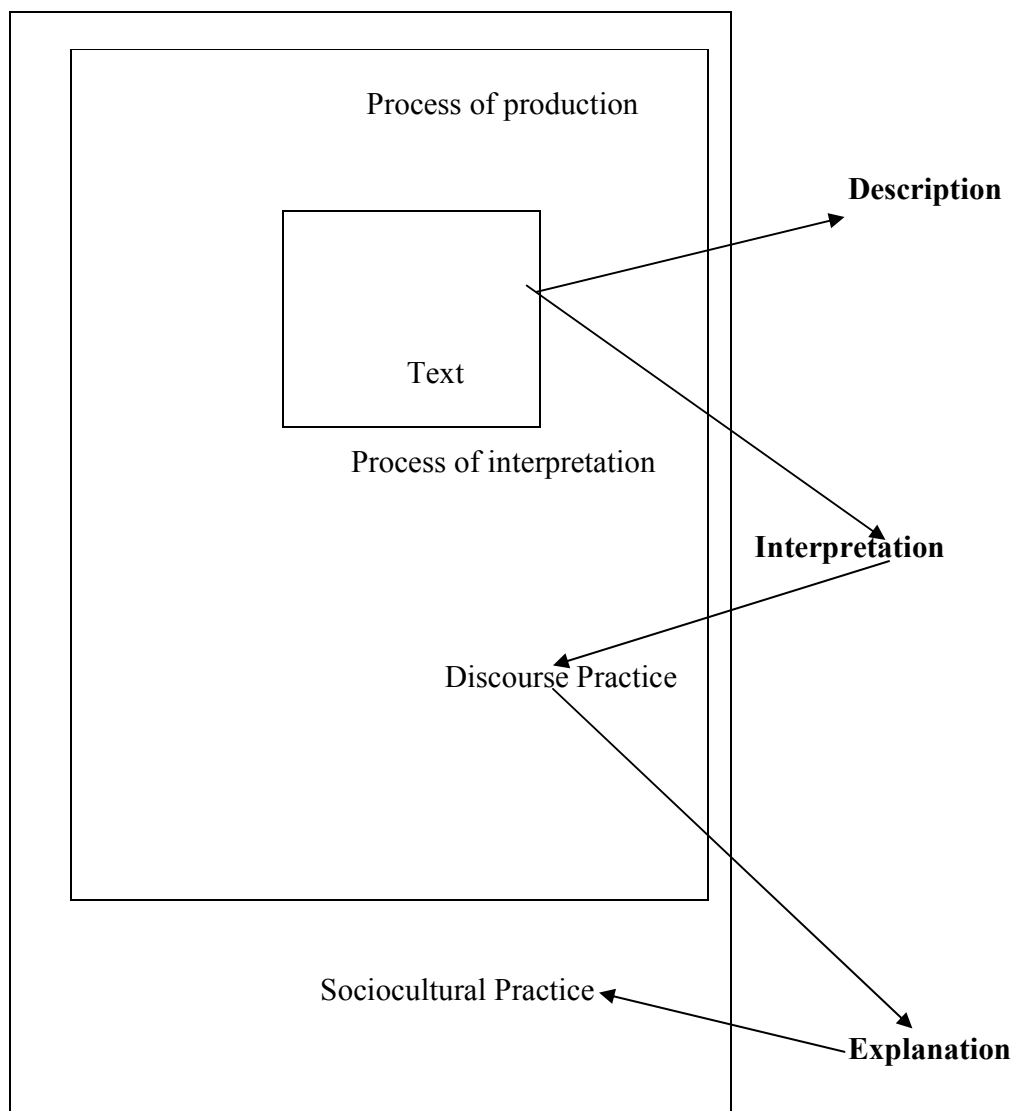


Figure 2.1: Dimension of discourse and dimension of discourse analysis, (Fairclough, 1992 p.73)

2.2.1 Description

Fairclough (2001) stated that, the text should be analyzed by looking at what is there in the text and what is the discourse type of the text produced. Fairclough (2001) further stated that a text could be analyzed by analyzing the formal features of the text and this can be done by doing an analysis of the vocabulary, grammar and textual structures.

A. Vocabulary

- 1) What experiential values do words have?
 - What classification schemes are drawn upon?
 - Is there words which are ideologically contested?
 - Is there rewording or overwording?
 - What ideologically significant meaning relations (synonymy, hyponymy, antonymy) are there between words?
- 2) What relational values do words have?
 - Are there euphemistic expressions?
 - Are there markedly formal or informal words?
- 3) What expressive values do words have?
- 4) What metaphors are used?

B. Grammar

- 5) What experiential values do grammatical features have?
 - What types of process and participant predominate?
 - Is agency unclear?
 - Are processes what they seem?
 - Are nominalizations used?
 - Are sentences active or passive?
 - Are sentences positive or negative?

- 6) What relational values do grammatical features have?
 - What modes (declarative, grammatical question, imperative) are used?
 - Are there important features of relational modality?
 - Are the pronouns we and you used, and if so how?

- 7) What expressive values do grammatical features have?
 - Are there important features of expressive modality?

- 8) How are (simple) sentences linked together?
 - What logical connectors are used?
 - Are complex sentences characterized by coordination or subordination?
 - What means are used for referring inside and outside the text?

C. Textual structures

9. What interactional conventions are used?

10. What larger-scale structures does the text have?

2.2.2 Interpretation

Basically, in the interpretation stage, the analysis deals with the analysis between text and interaction. It is at this interpretation stage, that the concept of MR or known as ‘members resources’ which consist the readers’ background knowledge (Fairclough, 2001) and allows the interpreter to interpret the text which consist of three important elements under the MR or members resources and frames, script and schemata.

Other elements which can be analyzed from the texts under this stage of interpretation are presupposition and speech acts. The figures below illustrate the elements presented in order to give some details on the interpretation stage.

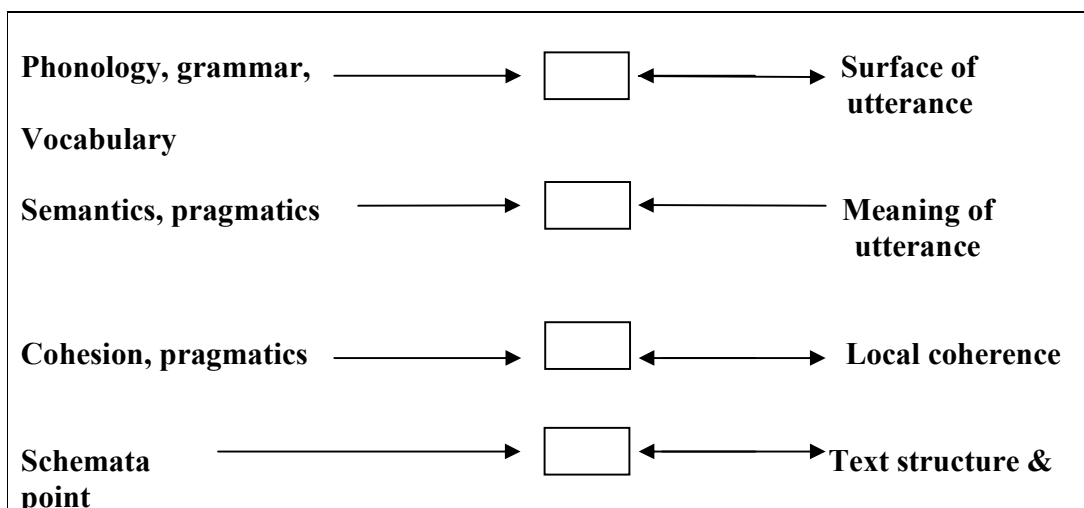
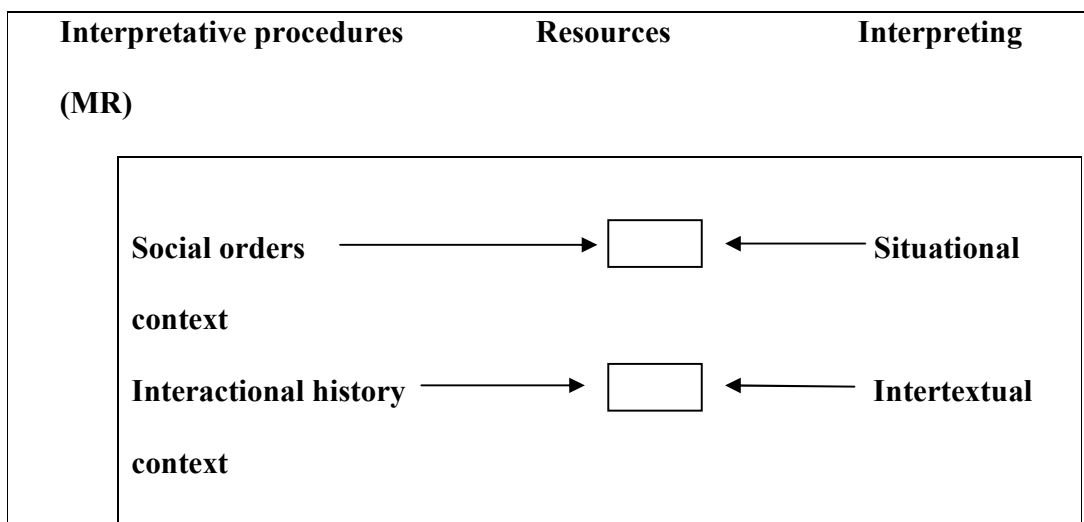


Figure 2.2: Interpretation (Fairclough, 2001 p.119)

Under this ‘interpretation stage’ the situational context and discourse type can be depicted as shown in the figure 3 below. According to Fairclough (2001), this figure will represent the situational context as well as the appropriate discourse

that can be drawn upon. In addition, there are four questions that are related to the four dimensions of the situation:

- a) What's going on?
- b) Who's involved?
- c) What relations are at issue?
- d) What's the role of language?

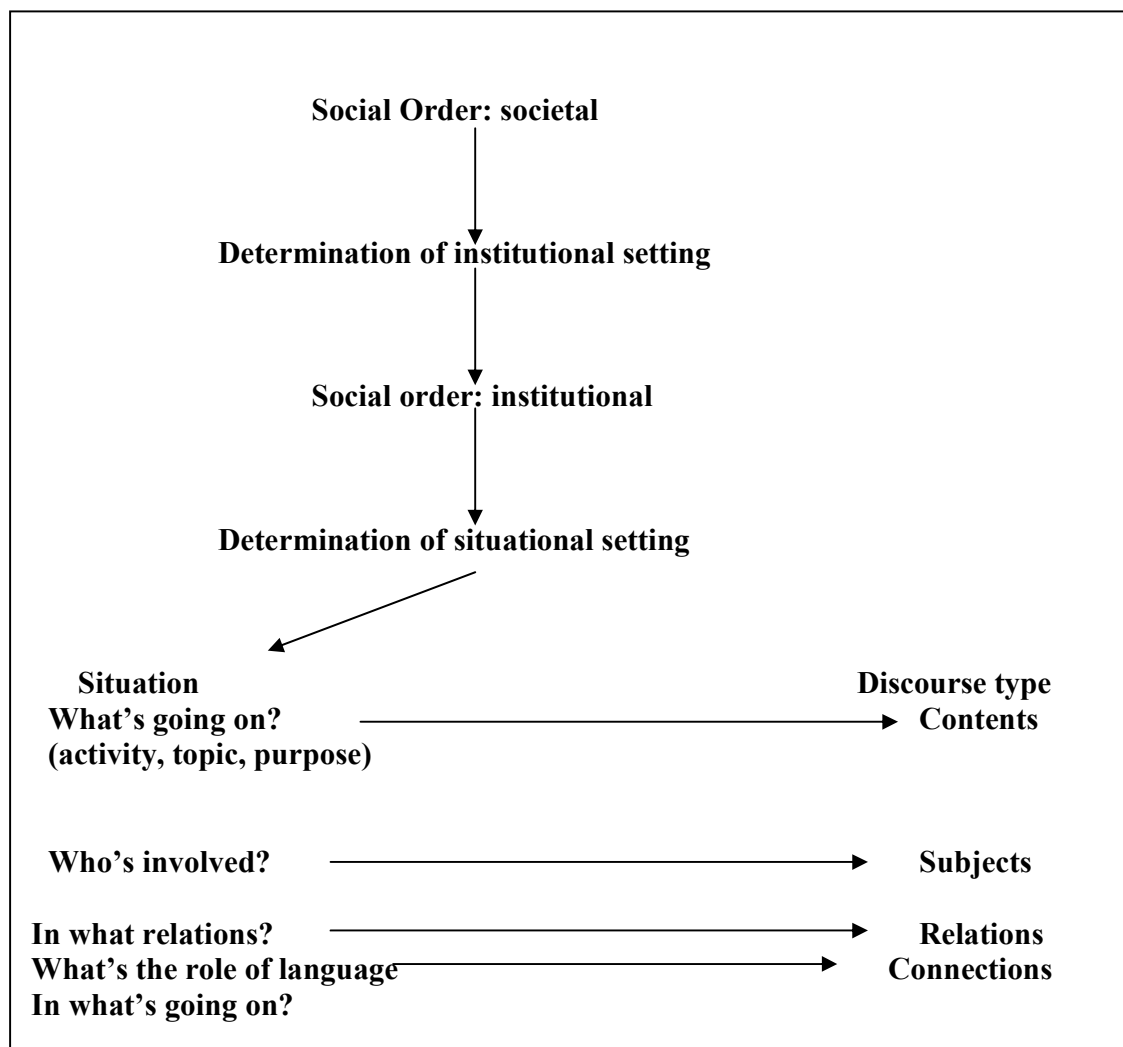


Figure2. 3: Situational context and discourse type (Fairclough, 2001 p.122)

2.2.3 Explanation

This stage shows the relationships between the interaction and the social context. Under this stage, there is also an important element which is known as 'MR' or member's resources such as in the previous stage. Basically, this element is related to how a reader or consumers can interpret the advertisements when they read it. Fairclough (2001) provides three questions that can rise under this stage. Furthermore, all of these 3 questions and a summary of it can be illustrated in the figure 4 below:

- a) Social determinants: what power relations at situational, institutional and societal levels help shape this discourse?
- b) Ideologies: what elements of MR which are drawn upon have an ideological character?
- c) Effects: How is this discourse positioned in relation to struggles at the situational, institutional, and societal levels? Are these struggles overt or covert? Is the discourse normative with respect to MR or creative? Does it contribute to sustaining power relations, or transforming them?

The figure below illustrates the explanation stage as stated by Fairclough (2001)

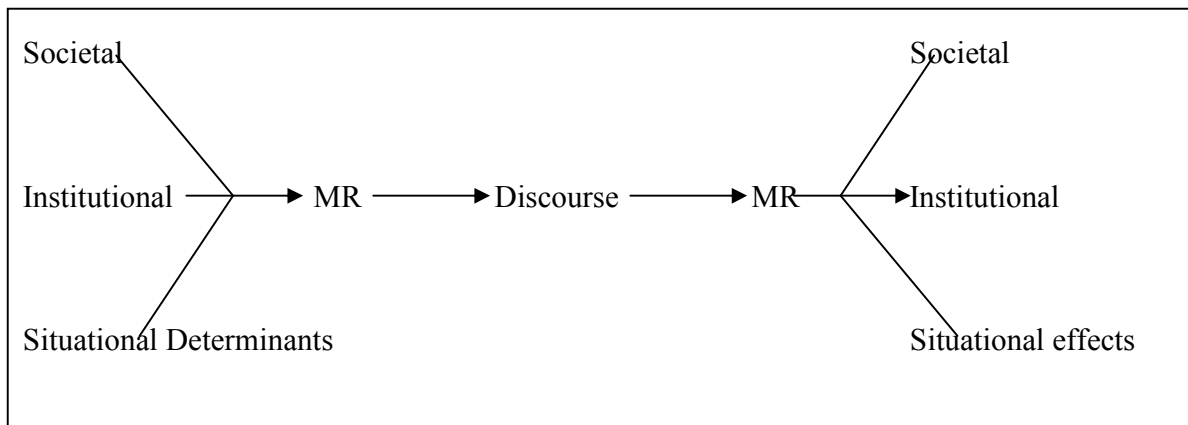


Figure 2.4: Explanation (Fairclough, 2001 p.136)

2.3 What is advertising?

Goddard (2002) defined advertisements based on a Latin word ‘advertere’ which means ‘turn towards’. This signifies that advertisements are produced in order to capture our attention as the readers and its function to persuade customers in buying the products advertised. Furthermore, Goddard (2002) stated that, although advertisements exist around us we often do not realize about it and its existence is always ignored. However, advertisements portray their own nature of language usage which can connote meanings.

According to Goddard (2002), messages that are conveyed through advertisements can function in reflecting and constructing cultural values and reflects the values of the group who produced the text. Williamson (as cited in Rhoades 2006) stated that the only way to understand the meaning of advertisement is by finding out how they mean. Cook (2001) explained that, “the merits of socialism and capitalism, the growth of a world culture, the struggle of feminism and patriarchy, the status of art and popular culture, the consequences of mass communication and high technology” (p.2). This proves that the advertisements can generate many elements of the society.

Apart from this advertisements may also reflect a society’s state and changes. Advertisements are considered as a piece of text that has to be able to function as a raw material for meanings and would therefore link to certain linguistics features such as vocabulary or grammatical choices (Lehtonen, 2000). In addition, McLoughlin (2000) described that in order to satisfy the reader with a good text, it is important to be consistent with the overall subject of the text as well as to use devices, prepositions and concepts which are elements that produce text coherence. Carter et. al (as cited in McLoughlin, 2000) defined the word ‘text’ as something woven and in Latin, the word text is known as *texere* or *textum* which means something woven.

As a genre, advertisement texts can help to promote goods or services through the media such as magazines, newspaper and television. Moreover, Cook (2001) indicated that, an advertisement may function as a tool to give information on a product or even to persuade people to buy a particular product. That is why advertisements can be considered as a piece of discourse that is produced based on the society's needs.

An advertisement is used to advertise a particular product and it contains of certain features that persuade people to buy the products. According to Cook (2001) "an ad must always contain the name of a product" (p.10). In addition, certain motives to buy the products advertised are also stated in the advertisements for consumers to purchase the products. Moreover, advertisements might be considered as a prototype in promoting the products. For example, the ideology that women must be pretty to succeed can be seen in advertisements where only models with beautiful complexion are used to advertise the cosmetic products.

2.3.1 Discourse of advertising

O'Guinn, et al. (as cited in Rhoades 2006) stated that advertisements can function as a method of communication which is mass mediated to the audience in order to persuade about a service or ideas.

Besides this, advertisements can also propose a lifestyle that the viewers want to. Apart from this, advertising can also influence and reflect the culture of a society. Firth (as cited in Rhoades 2006) found that from his analysis of advertisements in Southeast Asian countries and he was able to understand the local cultures of each country through their advertisements. This demonstrates that advertisements and their visuals can enable viewers to create meanings.

An (2003) argued that, advertising can be the element that represents the changes of society such as in social, economic, environment and changes of society. All of these are depicted through the images in the advertisements. In addition, An (2003) explained that, the visuals and the texts of advertisements are interconnected to each other in producing meanings. In other words, by understanding the images in the advertisements, the messages can be conveyed.

Visuals or images are considered important in the advertisements and Kress and Van Leeuwen (1996) described one of the often used types of visual representation in advertisement which is known as *Covert Taxonomies*. According to Kress and Leuween (1996), “Covert taxonomies are often used in advertisements, where photographs may, for instance, show arrangements of bottles that represent the variety of products marketed under a brand name, or arrangements of different people who all use the same product” (p.81).

In addition, advertisements can be regarded as the mirrors of the society and through it; one can view the culture and lifestyle of the people. Through the images and the play of language, culture is embedded together in the advertisements. Kress and Van Leeuwen (1996) stated that the example of Australian Aboriginal drawings, sand paintings and carving show how the culture can be represented in visual form. In addition, Mee (1997) also described that advertisements' orientation is more towards the consumers' culture in order to create to appeal to the desires of the consumers. However, Grabowski (2007) explained that people live in a society which is consumed by consumerism and many people do not realize that advertisements can be a source of damaging persuasion. Grabowski (2007) added that, the advertisement can persuade the readers to consume more, and this idea of persuasion is concealed within the discourse itself.

Apart from this, advertisements can be considered as a clever puzzle because they are meant to persuade people. In addition, the analysis of advertisements show the fact that advertisement is a form of discourse that illustrates how people construct their identities. Mee (1997) stated that the advertisements produced by the media can have a big impact on people's attitude. It is also a sophisticated medium to persuade the readers through the images displayed (Mee, 1997).

Delin (2002) stated that the simplest way to analyze the advertisements is through the printed images inside the advertisement and their page components which consist of headline, body copy, signature and a slogan. For instance, in a L'oreal advertisement used in this study the slogan is the famous element that attract the readers' eye '*Because you are worth it*'.

Fairclough (as cited in Delin 2002) explained that there are three approaches in the functions of advertising which are, firstly, building images which relate to how the image is established in the advertisement. Secondly, advertisements aim to build relations and can create a relationship between the advertiser and the consumers. Thirdly, advertisements aim to build consumers, which are related to how the consumers are positioned by the advertisement. At this point, the advertiser will have to presuppose the knowledge, beliefs and income of the consumers in order to determine the success of the advertisement produced.

Fairclough (2001) explained that, the concept of *subject position* sets the reader into the process of interpreting the advertisement. This includes how the language in the advertisements can communicate to the readers or consumers. This will also drive the consumers into assimilating the beliefs that they need in interpreting the advertisements.

2.3.2 Research on advertisements

A research done by Rhoades (2006) analyzed agricultural advertisements which was taken from a 2004-2005 advertising campaign of a tractor supply company and the advertisements utilized photographs of rural life in order to sell to the viewers with the slogan “The stuff you need out here”. The research done used the semiological framework in order to show how images can construct meaning. Rhoades (2006) stated that, there are various messages behind the advertisements which managed to convey the cultures of rural life to the farm and non-farm audiences. In addition, the advertisements also depicted the ideology of what farming and farmers look like.

Apart from this, Merskin (2001 as cited in Rhoades 2006) stated that advertisements created with images for audiences also contained preconceived messages. Rhoades (2006) also added that the images help the text to convey the messages. The analysis was done by analyzing three images that were included in the 2004 Campaign and the analysis showed that the advertisement was able to depict the image of rural life and there advertisements still contained the negative stereotypes on farmers.

Grabowski (2007) showed how the financial institutions specifically the loan and credit card companies used advertisements to advertise their products and services to the consumers. In this research, Fairclough's (2003) framework was used as the research framework in order to identify the relationship between the reader, environment and the main purpose of the study. Consumers were found to be attracted to accept the services of loan and credit card along with the environmentally and socially negative activities and attitudes that were promoted by the discourse. In addition, the study also used the framework proposed by Kress and Van Leeuwen (2006) in analyzing the images displayed in the advertisements and Grabowski (2007) found that the images used encouraged the viewer to use more credit cards.

In addition, by using CDA as the framework, Grabowski (2007) found that all the advertisements used in this study were using the same linguistic and discursal techniques in order to sell their service. The discursal techniques included 'problem-solution' relation (Fairclough, 2003), grammatical manipulation, semantic manipulation, presupposition, synthetic personalization (Fairclough, 2001) of the discourse, conversationalisation (Fairclough, 1993) of the discourse, selective representation and presence of details. Besides this, the imperative clause was also used in the advertisements. For example, the use of positive imperative clause such as 'Apply now' or 'Call now'. The use of the

pronoun 'you' was used to exemplify a direct and personal appeal to the reader and the word 'we', 'us' and 'our' were used to personalize the company's discourse. Grabowski (2007) stated that, the use of possessive determiner 'your' was also used in the advertisements and it reflected the presupposition that the customer will consume more on loans and credit cards. Grabowski (2007) concluded that the negative encouragement resulted from this type of discourse can lead to financial problem among the consumers because they were encouraged to spend beyond their needs.

Zahra's (2004) research on advertisements analyzed advertisement features published in the Iranian newspaper. The study used in the CDA framework in analyzing the advertisements and all advertisements analyzed were classified into three main groups: serial advertisements, advertisements on the occasion of religious and national ceremonies and advertisements introducing different kinds of products from the same company. The study also analyzed the linguistic and non-linguistic cues as well as the devices that were used to convey messages to the reader. The study also looked at the kind of language used to appeal to the audience, most of whom were potential tourists, both local and foreign. Zahra (2004) also stated that the socially situated speakers and writers were the ones that produced texts and the meaning came through the interaction between the readers and the receivers. Zahra (2004) concluded that, the cues in the advertisements helped in activating the cultural

values among the audiences and through advertisements the culture of the society was depicted.

An (2003) conducted a study on analyzing the advertisements which were collected from *Times*, *New Yorker*, and *Saturday Evening Post* during the 1920s and 1930s. According to An (2003) “This study suggests that the impact of national economic conditions in the 1920s and 1930s on the use of ad visuals in the mainstream magazine advertisements seemed visible” (p.1). For the methodology, the researcher used the content analysis as the tool to analyze the advertisements chosen. For his study, An (2003) believed that, the quantitative approach might be the appropriate approach to assess the cultural and social impact of advertising. There were 334 advertisements collected and they were categorized in three categories which were product category, its illustration type and its function of advertising. An (2003) also found that the increase usage of visuals and illustrations in the 1930s showed that advertisement revealed the consumers and society’s needs during the national economic crisis.

Mee (1997) conducted a research in order to see the patterns of gender behavior in magazines advertisements in 1979 and 1991. Random sampling was done on the advertisements collected. This study was like a replication of previous study done by Goffman (1979). In Mee’s (1997) study and the advertisements in 1979 were compared with advertisements in 1991. This was

done in order to see whether there have been changes since Goffman's study in 1979 in terms of gender images in the printed advertisements. The advertisements were collected from women's popular magazines such as Vogue, Mademoiselle and McCall's and a total of 504 advertisements were collected. The study used Goffman (1979) framework for decoding behavior and it focused on hands, eyes, knees, facial expressions, head postures, relative sizes, positioning and placing, head-eye aversion and finger biting and sucking. Mee (1997) found that there were few changes in the advertisements since the study done by Goffman in 1979. However, the changes were not on the images but it was more on how women were portrayed in the advertisements. The research done by Mee (1997) found that there were changes of women's images made in the advertisements in 1991 magazine advertisements compared to Goffman's study in 1979.

Vasanthi (2003) conducted a research to examine the language of advertisements used by the educational institutions in the Malaysian local newspaper. This study was mainly done in order to see the function of language as the means of persuasion. The data consisted of 100 advertisements which were collected from *New Straits Times* and *The Star* newspaper. Qualitative and quantitative methods were both used in this study. The analysis was done on the advertisements' important elements such as headlines, subheadings, body copy, blowouts and slogans. What was found by the researcher was the existence of

functions of appealing, claiming, advising, promising, reporting, urging action, giving information and being polite in these important elements. The researcher also found that the most frequent used of language function in this research were the functions of making appeals, claims and presenting information. Besides this, the researcher also found that each important elements of the advertisements analyzed displayed its own use of language function for instance, the headline and the sub heading used the function of making appeals whilst the body copy used the functioned to make claims.

Howe (1995) studied the genre-based analysis of the move structure in car advertisements in *The Straits Times* which is the newspaper produced in Singapore. This study which was conducted used the Kathpalia's (1992) nine-move structures of a) Targeting market b) Justifying the product c) Establishing Credentials d) Endorsement/ Testimonials e) Pressure tactics f) Offering incentives g) Urging action h) Headlines i) Appraising the product in order to analyze the car advertisements which were categorized under three sub classes of advertisements: luxury, normal and small. This study was conducted in order to look at the moves representations of each sub class of advertisements and based on the analysis, generalizations were made on all car advertisements. The researcher found that by using the nine structure moves, major differences can be seen in each subcategory of car advertisements and the presence / absence and distribution of Kathpalia (1992) nine moves structure can be explained based on the differences occurred.

Choo (1999) analyzed residential property advertisements which were taken from *The Star* and the analysis was done by using Kathpalia (1992) nine-move structures of a) Targeting market b) Justifying the product c) Establishing Credentials d) Endorsement/ Testimonials e) Pressure tactics f) Offering incentives g) Urging action h) Headlines i) Appraising the product . The advertisements were categorized under four categories based on the house types such as bungalows, semi-detaches/ terrace houses, condominiums and apartments. The researcher concluded that the nine move structures by Kathpalia (1992) was a useful tool in the analysis and out of nine structures only three structures were not significant in this study c) Establishing Credentials d) Endorsement/ Testimonials e) Pressure tactics and other six structures were significant.

Teh (1999) conducted a genre-analysis research on the home advertisements in the *Star* newspaper in order to provide some explanations on how the advertisements were structured. This research used the nine – move structures introduced by Kathpalia (1992). 21 advertisements were collected from the newspaper and were analyzed. The researcher found that the nine move structures were applicable to analyze the data and the results were significant.

Zanariah (2003) conducted a research on analyzing the advertisements taken from Malaysian Airline System's (MAS) in-flight magazine *Going Places* from January to December 2001. This research used the move structures first introduced by Kathpalia (1992) in order to look at the specific move structure in hospitality and tourism advertisements. The study on semantic and linguistic realizations in this particular type of advertisements was also included in this research. The researcher found that only five moves structures out of nine structures present in this study that were Headline, Targeting the Market, Appraising the Place, Endorsements/Testimonials and Urging Action. Apart from this, the researcher has also added another structure labeled as Additional Information.

2.4 Interpellation

Althusser (1978 as cited in Gray 2005) is a French philosopher that proposed a concept known as 'interpellation'. Gray (2005) stated that this concept indicate how an individual can respond to ideologies and respond to it as the subjects. According to Gray (2005), "Althusser insists that the process is not governed by cause and effect, but happens simultaneously". In other words, this process happens concurrently when the subjects respond to the ideology.

Althusser (1978 as cited in Gray) proposed this concept in his popular essay “Ideology and Ideological State Apparatuses. Klages (2001) stated that the example of interpellation can be seen in every day commercials such as in advertisements and advertorials. According to Klages (2001) “Each instance of YOU in that ad was an interpellation, the ad seeming to address ME PERSONALLY. In addition, Althusser (1972) stated that the interpellation is like a hailing process and the subjects that are hailed will respond to the hailing.

Klages (2001) stated that this concept of interpellation has been used in the area of media in analyzing texts. Moreover, Klages (2001) concluded that this theory is a useful theory in discussing about the literary texts. In addition Klages (2001) stated that, all texts are created for the reader and they will interpret it by some ways in some mechanisms.