The Pragmatic and Argumentative Structures
Underlying English Written Advertisements

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1. INTRODUCTION

Advertising is a form of mass communication that has become part of our everyday scenario. While we walk in the streets, travel by public transport, wait in waiting rooms and even stay at home, we constantly encounter instances of advertising as forms of the mass media. Its importance in the construction of meaning has been extensively studied by scholars over the last decades. The main purpose of advertising is to persuade people to believe in the importance or, in some cases, the need of purchasing a product that is being offered. For this purpose, advertisements generally make use of argumentative structures.

In this paper, a heuristic matrix will be proposed for the linguistic strategies deployed in advertisements published in the written media, namely, in posters and magazines, promoting skin care creams for women. These types of written advertisements can be characterized by the significant use of such semiotic elements as images and fonts that support the written text and the main thesis or message that the advertiser intends to convey.

The present study aims at explaining, principally, the structure of the so-called macro speech act and the argumentative structure made manifest in the advertisements promoting skin care creams for women selected for the study. To achieve this purpose, two texts were analyzed on the assumption that there are at least three basic structures embedded in the text/discourse of written advertisements promoting skin care creams for women, i.e. the macro-speech act dimension, the implicated propositional dimension and the argumentative dimension. In this paper, only one of the selected texts, i.e. the advertisement promoting the product B-White, will be used to illustrate how the study was carried out.

In order to account for the argumentative strategies used in the data selected, some analytical constructs and principles from such related fields as semiotics, logic, discourse analysis (namely,
argumentative discourse), pragmatics and cognitive linguistics (namely, metaphor analysis) were examined and assessed as to their relevance for the purpose of this study.

The analysis was intended to be mainly descriptive, mainly from a linguistic, i.e. discoursal-textual, point of view. Therefore, such considerations as, for example, the validity or fallaciousness of the arguments involved in the advertisements were excluded.

The semiotic elements analyzed in the data consist of linguistic units. The analysis of the images present in the texts and their relationship to the construction of the argumentative structure were not taken into account in this study. It is also important to note that the argumentative structures in the texts selected are implicit and are, therefore, implicated by the addressee and inferred by the reader based on the semantic-pragmatic interpretations of the linguistic elements in the text and on the target reader’s general knowledge. The analyses of this study took into account the addressee’s implications and the addressee’s possible inferences in the construction of the argumentative structures of the texts. Furthermore, the suggested implications in the analyses were validated through the use of syllogisms and the suggested inferences in the analyses were validated through surveys containing questions regarding the target readers’ general knowledge related to the advertisements and regarding the target readers’ possible interpretations of the linguistic elements in the texts.

The following section of this paper illustrates the proposed structure of the advertisements’ text/discourse for the analytical purposes of this study. In it, the proposed descriptive model to account for the final argumentative structure of the data is described. The third section of this paper describes and explains the proposed argumentative structure underlying the types of advertisements analyzed. The validation processes for the propositional structure of the texts will be exposed in section 4. Finally, the conclusions will be presented in the last section of this paper, followed by the references consulted for this study and the appendix.

2. THE PROPOSED TEXT/DISCOURSE STRUCTURE OF WRITTEN ADVERTISEMENTS PROMOTING SKIN CARE CREAMS FOR WOMEN AND THE PROCESS THROUGH WHICH THE ARGUMENTATIVE STRUCTURE IS FORMED

To be able to identify an advertisement’s argumentation, its text/discourse must be assessed in its multiple dimensions. These dimensions are: its reference to the world’s objects and events, or main topics and sub-topics forming its macro-proposition, the semantic and pragmatic implications
triggered by certain lexical or syntactic units, the rhetorical structure at work, (namely, situation, problem and solution), the speech act macro-structure and, finally, the advertisement’s argumentative structure.

The starting point for the analysis of the types of written advertisements in this study is that the messages are generally implicated and are not explicitly conveyed. In these types of advertisements the propositions that form the topics are often implicated by single lexical elements, i.e. not whole phrases or sentences, and image symbols. In this sense, the implicated propositions are based on the interrelationships that these elements (‘inscriptions’, according to Lyons 1996, and image symbols) generate in the text/discourse and their relationship to the social context where the text originates.

On the one hand, the ‘inscriptions’ of the text implicate particular, often standard, given intentions that aim at causing certain reactions in the readership (i.e. speech acts). Following the Dynamic Speech Act Theory proposed by Geis (1995), the speech acts present in the written advertisements under analysis were examined in terms of the ‘communicative competence’ that underlies the readers’ ability to produce and understand utterances in a specific social context. Geis bases his theory on traditional speech act theory, (cf. especially Searle 1969, 1975, 1979), conversational analysis (cf., especially Schegloff 1972, 1984, 1988 and 1991; Sacks 1979; and Levinson 1981) and artificial intelligence research in natural language processing (especially Cohen and Perrault 1986). His theory is also influenced by the work of Brown and Levinson (1987) on politeness and by Halliday (1989) on register. “The act performed is at least partially determined by the linguistic form of the utterance” (Geiss 1995:13). The readers take into account the socio-pragmatic context in which the linguistic forms are embedded (the advertisement’s text as a whole, inclusively). In this sense, when readers decode an advertisement’s text, they rely on their background knowledge on the subject matter in question (this includes the reader’s beliefs, desires, attitudes towards the subject matter of the advertisement and the advertiser’s authority to claim or state certain states of affairs in the world). The possible inferences drawn by the reader may cause certain reactions in him/her regarding the central (referential) topic of the advertisement. In this sense, the speech acts of magazine advertisements are not interpreted as individual utterances, but as elements of speech act macro-structures. Naturally, these implicated speech acts of the macro-speech act structures are all interrelated to the macro-speech act (which, in general, follows the form: *You should buy and use X to obtain/become, etc…Y*), functioning as a suggestion. The readership may
eventually be committed to a perlocutionary act that corresponds positively, or not, to the illocutionary force of the advertisement’s macro-speech act.

Simultaneously, the ‘inscriptions’ of the text and the implicated macro speech act trigger further implicated propositions that may form part of the reader’s logical reasoning process in order to interpret the advertisement. For example, the inscriptions *New, Vichy Laboratoires* and *Bi-White* convey the proposition *Vichy Laboratoires is presenting a new product called Bi-White*. On the one hand, the implicated intention of this proposition (i.e. speech act) is that of informing, hopefully causing the reader to take into account the existence of the product. At the same time, based on the reader’s possible background knowledge that Vichy is a well known cosmetics company that produces good quality products, the given proposition also triggers the following implication: *if Bi-White is a product made by Vichy Laboratoires, and Vichy Laboratoires makes good quality products, then Bi-White is a good quality product*. Therefore, the inscriptions triggered both an implicated speech act and an implicated proposition.

The implicated propositions may trigger multiple further implications based on the reader’s general knowledge and beliefs. Continuing with the example above, from the implicated proposition *Bi-White is a good quality product*, the reader may believe that good quality products are good choices to buy, therefore, the following proposition is also implicated: *Bi-White is a good choice to buy*. This belief, i.e. good quality products are good choices to buy, was validated in that 10 women were asked if they believe that good quality products are good choices to buy and all of the women answered *yes*.

Similarly, the implicated propositions may also trigger further implications based on the reader’s general knowledge and on the interpretation of the macro-speech act of the advertisement as a suggestion. Advertising’s general function is to suggest the target readership to use, buy, etc. a certain product. In this sense, advertisements cannot command or oblige people to use the product that they are promoting. However, advertisements may make use of such strategies so as to persuade the readership to believe that it is almost necessary to buy the product that they are advertising. For example, the inscriptions *Double correction against spots and dark tone of skin* convey the proposition *This product works as a double corrector against spots and dark tone of skin*. This proposition implicates that if dark and spotted skin can be corrected, then this type of skin must be flawed, giving us the implicated proposition *dark and spotted skin is flawed skin*. The belief of this implicated proposition will depend, as mentioned before, on the reader’s background knowledge regarding the subject matter. Now, this implicated proposition in relation to the macro-speech act *you should buy and use Bi-White if you have dark and spotted skin* may trigger the further implication that dark and spotted skin should be
corrected. From this proposition and from the reader’s belief that flawed skin is undesirable skin, the following further implicated proposition is triggered: *Dark and spotted is undesirable skin* (because, dark and spotted skin is flawed skin that *should* be corrected). Ten women were asked if they think (according to the text) that dark and spotted skin is flawed skin and all of them answered *yes*. The same ten women were then asked if they believe (according to the text’s macro-speech act and their general knowledge) that flawed skin *should* be corrected and 9 women answered *yes*. All of the women answered *yes* to the question *do you think that flawed skin is undesirable?* And, finally, all 10 women answered *yes* to the question *do you think that dark and spotted skin is undesirable?*

Finally, further implicated propositions may be triggered based on the interrelations of the ‘inscriptions’ in the text and on the interpretation of the macro-speech act of the advertisement as a suggestion. For example, from the inscriptions *Health is vital, start with your skin* and *Double correction against spots and dark tone of skin*, the following further implication may be triggered: *Dark and spotted skin is unhealthy skin* (because, to be healthy, we should have healthy skin and to get healthy skin, our dark and spotted skin should be corrected).

The implicated propositions and further implications are the arguments that will finally compose the argumentative structure. The following diagram illustrates the proposed structure of the text/discourse of the advertisements analyzed in this study:
3. THE PROPOSED ARGUMENTATIVE STRUCTURE OF ADVERTISEMENTS PROMOTING SKIN CARE CREAMS

The argumentation provides the readers with reasons why they should follow the advertisement’s suggestion to buy and use the particular product (the text’s macro-speech act). The macro-argumentative structure underlying the types of written advertisements analyzed in this study is constituted by two micro-argumentative structures that support the main thesis: firstly, an argumentative structure in which the arguments support the sub-thesis that a problem is present (generally related to health, beauty, social acceptance, etc…); and, secondly, an argumentative structure in which there are arguments (evidence) supporting the sub-thesis that the product being advertised is the best product that can be used as a suggested solution to the problem described in the former part of the global argumentative structure.

According to Jordan (1984:20), “any form of dissatisfaction or other stimulus that makes us want to improve a situation” constitutes a ‘problem’. As far as the ‘solution’ element is concerned, we should be aware of the fact that it is so called because, normally, the action or procedure
intended to solve a problem is evaluated as successful. Nonetheless, Hoey (1991) favors the term ‘response’, because he considers it to be neutral as to ‘evaluation’ (where ‘positive evaluation’ occurs whenever the problem is successfully solved, and ‘negative evaluation’ occurs when it remains as such). Since advertisements, in general, propose a possible solution, i.e. the product advertised, they constitute a ‘response’ to the implicitly or explicitly stated ‘problem’.

The product advertised is a proposed solution to the ‘problem’ deployed in the micro-argumentative structure of the affective domain and in this sense, as mentioned above, it is the ‘response’ to the ‘problem’.

The advertisements analyzed in this study expose (implicitly) a problem. For example, the inscriptions *Double correction against spots and dark tone of skin*, implicate the proposition *dark and spotted skin is flawed skin*. This proposition supports the existence of a ‘problem’, i.e., dark and spotted skin, that is, dark and spotted skin is a problem, because it is flawed. In this sense, if the reader has dark and spotted skin and sees this advertisement, she/he may think that she/he has a problem that should be solved.

The conventional and socially accepted role of advertisements is that it is a source of reliable information, which the potential buyers use as a criterion to assess the value and quality of the product being offered. The microargumentative structure concerning more objective information about the product itself is needed to persuade the audience to buy the product through the practical domain. This microargumentative structure concerning the practical and descriptive aspects of the product does not argue in favor of the ‘problem’ that is being deployed implicitly, which is being supported in the micro-argumentation through the affective domain of the readership. Normally, the data concerning the quality or effectiveness of the product is semantically loaded and hyperbolically stressed in such a way that it really captures the attention and will of the target audience. The use of linguistic elements related to the field of science and technology on the surface form of most written advertisements support and emphasize the idea that the information that is being given is empirical, precise and factual. For example, the ‘inscriptions’ *reduces spots: -16% and Kojic Acid + Pure Vitamin C* clearly refer to the quality and characteristics of the product and exposes scientific data to legitimize the preciseness of the product’s effects and the reliability of the information deployed in the text. Concerning this last point, ten women were asked if they think that scientific information is truthful information and all of the women answered *yes*. Similarly, ten women were asked if they think that scientific evidence guarantees the effectiveness of a product and nine answered *yes*.

The micro-argumentative structure related to the ‘problem’ will be referred to in this study as
the ‘affective domain’, whereas the micro-argumentative structure referring to the aspects and quality of the product (‘response’) will be referred to as the ‘practical domain’.

Finally, the reader may come to conclusions concerning the argumentation, which, in general, matches the propositions holding as the argumentation’s main thesis. The tree diagram proposed in this study to represent the underlying argumentation of the data under analysis is outlined below:

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Main thesis
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|      |
/      \
|      |
/      \
|      |
Sub-thesis 1    Sub-thesis 2
(supporting the ‘problem’ in the affective domain) (supporting the ‘response’ in the practical domain)
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|      |
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Argument(s) Argument(s) Argument(s) Argument(s)
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Conclusions Conclusions
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Main conclusion(s)
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As mentioned before, the implicated propositions and further implicated propositions triggered by the ‘inscriptions’ of the text, in relation to the readership’s general knowledge and the text’s macro-speech act, function as arguments that compose the text’s argumentation. Some of these propositions support the existence of a ‘problem’ and, therefore, serve as arguments in the micro-argumentative structure concerning the affective domain of the advertisement. Others refer to the aspects and quality of the product, supporting the sub-thesis claiming that the particular product advertised is a good buy or is the best product, etc.

The analyses showed that the further implicated propositions tend to represent the sub-theses of the argumentation. For example, the implicated proposition *Bi-White is a good quality product*, triggered by the ‘inscriptions’ *New, Vichy Laboratoires* and *Bi-White*, in relation to the reader’s possible general knowledge concerning this cosmetics company, triggers the further implicated proposition
Bi-White is a good choice to buy, based on the reader’s belief that good quality products are good choices to buy. This further proposition holds as the sub-thesis concerning the argumentation’s practical domain, that is, there are reasons why this product is a good choice to buy, therefore, this proposition will be supported by a series of arguments: Bi-White is a good choice to buy, because it is a good quality product, and it is a good quality product, because it is made by Vichy Laboratoires.

The same reasoning applies for the micro-argumentative structure concerning the argumentation’s affective domain. For example, the ‘inscriptions’ Double correction against spots and dark tone of skin trigger the implicated proposition dark and spotted skin is flawed skin. Based on the reader’s belief that flawed skin is undesirable and on the interpretation of the macro-speech act as a suggestion to buy and use this product, i.e. to correct the reader’s spots and dark tone of skin, the further implicated proposition Dark and spotted is undesirable skin is triggered. This further propositions holds as the sub-thesis concerning the affective domain, because it refers to a ‘problem’, i.e. dark and spotted skin, and, because there are reasons that support the proposition that dark and spotted skin is undesirable: dark and spotted skin is undesirable, because dark and spotted skin is flawed skin and unhealthy skin (according to the example mentioned in the previous section).

Concerning the formulation of the argumentation’s main thesis, based on the assumption that advertising generally creates the necessity in consumers to buy and use certain products by presenting a ‘problem’ and offering a ‘solution’ to that ‘problem’, the following question was asked to ten women who read the advertisement promoting the use of the product Bi-White: If you had dark and spotted skin, do you think that products that correct your skin so that you could begin the process of making your skin healthy would be necessary products for your skin’s health? Eight women answered yes. Therefore, the main thesis of the argumentation became: It is necessary to use Bi-White to correct the spots and the dark tone of your skin. This became the main thesis, because it is supported by the sub-thesis concerning the ‘problem’, i.e. dark and spotted skin is undesirable, the sub-thesis concerning the ‘response’ or possible solution, i.e. Bi-White is a good choice to buy, and the series of arguments supporting each sub-thesis: it is necessary to use Bi-White to correct the spots and the dark tone of your skin, because dark and spotted skin is undesirable and, because Bi-White is a good choice to buy.

The argumentative structure for the advertisement promoting the use of Bi-White, therefore, looked something like this:
It is necessary to use Bi-White to correct the spots and the dark tone of your skin

(Main thesis)

Dark and spotted skin is undesirable

(Sub-thesis 1)

Dark and spotted skin
Is flawed skin

Bi-White is a good choice to buy

(Sub-thesis 2)

Dark and spotted skin
Is unhealthy skin

Bi-White is a good quality product

Bi-White is made by Vichy Laboratoires

Of course, there are more arguments supporting each sub-thesis that have not been mentioned in the example illustrated above.

4. VALIDATION OF THE IMPLICATED PROPOSITIONS

Each proposition implicated by the inscriptions (forming the argumentative structure) was tested through the use of syllogisms AAA-1, AEE-4 and Venn Diagrams (Copi 1968). This was done in order to test if the implicated propositions were logically valid or not. The use of syllogisms also served as a means of testing the possible inferential process that the target readership may have made, for example, the following syllogism (AAA-1 syllogism) was used to validate the proposition "dark and spotted skin is flawed skin:

All skin that should be corrected is flawed skin.  
All M is P.

Dark and spotted skin is skin that should be corrected.  
All S is M.

∴ Dark and spotted skin is flawed skin.  
∴ All S is P.

Since syllogisms represent an inferential reasoning process, it was interesting to note that the conclusion arrived at by this syllogism is the same proposition as the one under analysis, i.e. dark and
spotted skin is flawed skin. In this sense, the implicated proposition that was proposed in the analysis is the same conclusion that is arrived at through the inferential process mentioned above. In other words, the reader may probably infer the same proposition than the one that was suggested to be implicated by the reader.

Furthermore, each syllogism used to validate each implied proposition was validated through the use of Venn Diagrams. The syllogism mentioned above proved to be valid by the following Venn Diagram:

Following the validation of the implicated proposition mentioned above, the further implicated proposition dark and spotted skin is undesirable skin was validated through the following AAA-1 syllogism and Venn Diagram:

All flawed skin is undesirable skin.  All M is P.

Dark and spotted skin is flawed skin.  All S is M.

∴ Dark and spotted skin is undesirable skin.  ∴ All S is P.

The opposite proposition of dark and spotted skin is flawed skin is White and clear skin is flawless skin, which was validated through the following AEE-4 syllogism and Venn Diagram:
All flawed skin is skin that should be corrected. All P is M.
No skin that should be corrected is white and clear skin. No M is S.
∴ No white and clear skin is flawed skin. ∴ No S is P.

The proposition that follows is white and clear skin is desirable skin, which was validated through the following AEE-4 syllogism:

All undesirable skin is flawed skin. All P is M.
No flawed skin is white and clear skin. No M is S.
∴ No white and clear skin is undesirable skin. ∴ No S is P.

The suggested implications were also socially validated through surveys asked to women between 25 and 50 years of age. The surveys socially validated the proposed implications, as mentioned in the examples illustrated above, that is, the women inferred the same propositions from the text as the ones that were suggested to be implicated in the analyses.

Also, the proposed pre-assumptions, such as Vichy Laboratoires makes good quality products, were also socially validated through these surveys. It is interesting to note that women between the ages of 25 and 35 held the same pre-determined assumptions as the women between ages 35 and 50.

5. CONCLUSIONS

Firstly, the argumentation of written advertisements is composed of two sub-argumentative structures: one that refers to the ‘problem’ and the other to the ‘solution’. There is also a speech act structure intending to cause certain perlocutionary acts in the readership. The macro-speech act and
the speech acts composing the macro-speech act structure are implicated and, therefore, inferred by the target readership.

Secondly, it is important to note, as an implicit argumentative strategy, that arguments make use of scientific language to guarantee the product’s effectiveness, among other reasons. All of the further implicated propositions (those triggered by the readers’ general knowledge and the macro-speech act) appeared during the validation process of the implicated propositions (those triggered by the ‘inscriptions’). Concerning the validation processes that operated in the texts under analysis, there seems to be a clear possible reasoning pattern that operates when interpreting a text. On the one hand, the syllogistic pattern that operated for the affective domains of the texts was as follows: an AAA-1 syllogism validating the proposition implicated from ‘inscriptions’, for example, dark and spotted skin is flawed skin. Then, another AAA-1 syllogisms operated to validate the proposition dark and spotted skin is undesirable skin (on the basis that the readers assume that flawed sin is undesirable skin). Then, an AEE-4 syllogisms operated to validate the opposite implication white and clear skin is flawless skin. And, finally, another AEE-4 syllogism operated to validate the proposition no white and clear skin is undesirable skin.

On the other hand, the syllogistic pattern that operated in the validation process of the propositions implicated by the practical domains of each text was as follows: an AAA-1 syllogism validating a proposition implicated from the ‘inscriptions’, for example, Bi-White is an effective product. Then, another AAA-1 syllogism operated to validate the proposition Bi-White is a good quality product (on the basis of the reader’s assumption that effective products are good quality products). Finally another AAA-1 syllogism operated to validate the proposition Bi-White is a good choice to buy (on the basis of the reader’s assumption that a good quality product is a good choice to buy).

For the practical domains of the texts, AEE-4 syllogisms could not operate, because there were no opposite implications in question, in that there were no opposite classes for the classes referred to in the implicated propositions. That is, the implicated proposition Bi-White is a good quality product does not implicate an opposite proposition like, say, H2O+ is a bad quality product, as in dark and spotted skin is flawed and white and clear skin is flawless. Therefore, syllogisms AEE-4 cannot operate in the practical domain.

Two tables representing these patterns are presented below:

Table 1

| Syllogisms operating in the validation process of each proposition implicated by the affective |

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domain

| a) AAA-1 syllogism (validating the implicated proposition in question) |
| b) AAA-1 syllogism (validating the proposition \( X \) is undesirable) |
| c) EEE-4 syllogism (validating the opposite implication of the implicated proposition in question) |
| d) EEE-4 syllogism (validating the proposition \( Y \) is desirable) |

Table 2

| Syllogisms operating in the validation process of each proposition implicated by the practical domain. |
| a) AAA-1 syllogism (validating the implicated proposition in question) |
| b) AAA-1 syllogism (validating the proposition \( X \) is a good quality product) (this syllogism only operates for the validation of some implicated propositions) |
| c) AAA-1 syllogism (validating the proposition \( X \) is a good choice to buy) |

Since all of the syllogisms that were used represent deductive reasoning (Copi 1968), we could conclude that written advertisements (at least of the type where the central message is implicated rather than made explicit) are interpreted via deduction. Furthermore, induction could not operate in the interpretation of written advertisements, because there is no real empirical evidence to validate the main premises.

Also, the results of the surveys demonstrate that the implications and pre-assumptions described in the analyses are socially valid. The majority out of ten women who were asked the same questions answered \( yes \) to the questions formulated. It is interesting to note that the questions that were based solely on the advertisements received a \( yes \) answer unanimously by all of the women. This reveals that the implications made by the ‘inscriptions’ in each text and the further implications triggered by the readers’ validated predetermined assumptions and the texts’ macro-speech acts are clearly inferred by the readership, providing valid premises (arguments) for the texts’ argumentative structures. The questions formulated for the sections concerning the practical domains of each advertisement consisted of the possible predetermined assumptions that the readership may have in
order to interpret the information about the aspects and qualities of the products. The pre-assumptions proposed for the analysis of the texts were also unanimously validated by most of the women surveyed.

The macro speech act in the advertisements were also validated through the use of the modal verb *should* in the questions that the ten women were asked. In all of the questions where the verb *should* was employed, the majority of the women answered *yes*. On this basis, the macro speech act of the text promoting Bi-White, for example, was formulated as follows: *We suggest that you should buy and use Bi-White if you have dark and spotted skin.*

Finally, on the basis of these results, another important conclusion may be drawn, i.e. advertisements represent, support and possibly modify certain aspects of our culture. According to Hymes, “culture is a system of ideas that underlies and gives meaning to behavior in society” (cf. Keesing 1974). Culture thus comprises a general “world view”: a set of assumptions and beliefs that orient and organize the way people think, feel and act (Shiffrin 1994). In this sense, the notions that dark and spotted skin and aging skin are undesirable are supported by the advertisements that promote products that are, as mentioned above, ‘responses’ to these ‘problems’. Finally, in supporting the existence of these problems, advertisements create a necessity in the readership to buy and use the products that are promoted in order to solve the problems in question. This is mainly achieved through the macro-speech act structure and the argumentation presented in the texts.

REFERENCES


ABSTRACT
The main object of this study is to present the analysis of the argumentative strategies deployed in English advertisements for women’s beauty care products. The linguistic data under analysis, two international advertisements for skin care lotions, unfold the simultaneous operation of a structural triad consisting of an implicated macro-speech act, a partially explicated propositional structure, and an implicated argumentative structure. The working of each structure is based on the semantic-pragmatic expected interpretation on the part of the target audience of the inscriptions forming the linguistic text, as well as the reader’s general relevant knowledge, which will also be a platform for the discourse elaboration intended by the addresser, i.e. the advertiser. The analysis of each message level takes into account what the addresser may intend to implicate through the inscriptions of the texts, compared to what the addressee may infer from them. The suggested implications in the analyses were validated through the use of syllogisms and surveys containing questions regarding the target readers’ general knowledge related to the advertisements and regarding the target readers’ possible interpretations of the linguistic elements in the texts.
NEW

Bi-WHITE
Kojic Acid + Pure Vitamin C

Double correction against spots and dark tone of skin.

Reduces spots: -16%
Visibly clarifies skin tone: +29%
Hypoallergenic

With Vichy thermal spa water

Exclusively at drugstores

VICHY. HEALTH IS VITAL. START WITH YOUR SKIN