

Discourse and manipulation – the miscegenation of genres in written press

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Abstract: This paper focuses on the appearance of certain instances of “intermediate genres” in written press derived from the miscegenation of press editorials and advertisements. It analyses the case of a specific advertisement and health editorial printed in VIP – a Portuguese social magazine – in April 2010. It appeals to a theoretical framework from Discourse Analysis in order to prove the miscegenation of genres between the two chosen texts. Four aspects are developed: the context and co-text of the analyzed discourses; the genres involved; the language and paralanguage used; the pragmatic values activated – locutionary, illocutionary, perlocutionary.

The study aims at proving that different genres combinations formed from advertisements and other types of discourse, especially in media discourses, are a sign of the colonization that advertising carries on other discourses financially dependent on it.¹

Keywords: Discourse analysis, miscegenation of genres, manipulation, advertisements, press editorials.

Advertising has a double sided passive/active relationship with society in the sense that, on one side, it reflects the changes going on and, on the other side, it helps speeding up certain changes, preparing individuals for what is to come. This double sided nature makes it a valuable field of study.

One aspect of its behavior that makes it a prominent type of discourse amongst the others is its tendency to contaminate – sometimes intentionally sometimes not intentionally – other types of discourse with its way of working and its linguistic markers.

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¹ This paper is a developed version of the communication presented in the workshop “Discourse and Manipulation” with Professor Christian Plantin in CLUP, June 2010.

The fusion between different discourse types is a sensitive issue in the advertising discourse in the sense that it is frequently “parasitic”² upon other discourses, not only because it imitates other discourses generating instances of intertextuality, but also because it normally occurs together with or embedded in other discourses to which it makes no direct reference³, but with which it establishes and inevitable implicit dialogue. Although many times undesired and seen as the “black sheep” of the flock, magazines, newspapers and television channels depend on advertisements to survive.

We approach the theme of manipulation through discourse in this paper by analyzing a recent advertising campaign to a nutrition supplement indicated for weight loss – Bioactive C.L.A. Booster. This analysis will be focused in a particular press context where the advertisements of the product appeared, specifically in a *fashion and social Portuguese magazine* called VIP. This magazine covers real life stories, particularly of the rich and famous and other matters related to fashion and lifestyle.

Describing the factual situation that originated this reflection, we can say that on the 685th edition of VIP (April 2010) any reader could come across two texts located on pages 68 and 71 that shared approximately the same theme but with different discursive approaches. On page 68 was located the health editorial – a regular Section of the magazine – covering the scientific discovery of the effects on weight loss of three chemical substances: *chá verde*, *CLA* and *carnitina*. This health editorial besides explaining the chemical compounds also mentioned the benefits of physical exercise on the reduction of adipose tissue. On page 71 was inserted an advertisement about a medicine named *BioActivo CLA Triplo*, indicated for the loss of weight and chemically composed by three substances: *chá verde*, *CLA* and *carnitina*.

These pages are shown in Annex I and from now on also identified as Text A (health editorial) and Text B (advertisement).

In fact, although consciously the reader might not establish an immediate connection between the two texts, subconsciously, they seemed to complete one another, since the first talked about a recent discovery of three chemical substances with direct results on weight loss and the second gave these three substances a commercial name *BioActivo CLA Triplo*, an identity, an image, so that the buyer could recognize it, and useful information about where to find it in the market. One forced the attention upon the other, both forcing the attention upon the product – the same product that might have gone unnoticed had it been just promoted by a conventional advertisement.

So this was, in short, the factual frame that motivated my linguistic observations on the question. It is a relevant situation to be described in the frame of the Discourse Analysis, because it constitutes a new approach of the advertising discourse as a type of discourse. It constitutes a new approach that endangers (in a neutral sense) the frontiers of the types/the genres involved. It constitutes a new approach that generates a hybrid discourse genre and, as such, favors the miscegenation of genres in the press and it

² Cf. Cook, 1992: 29.

³ This situation of embedding is the case that we are going to study further, since we extracted the advertisement from a press magazine.

constitutes a new approach in the pragmatic sense, since it creates a sort of a pragmatic compound/complex that works together, manipulating the reader in a very subliminal way.

Framing the question in linguistic terms – a broad perspective of Linguistics, one that includes Discourse Analysis – implies that some assumptions about the following topics should be stated:

- the context and co-text of the analyzed discourses
- the genres involved
- the language and paralinguistic used
- the pragmatic values activated – locutionary, illocutionary, perlocutionary.

1. The health editorial

As far as the health editorial is concerned, we can say that it is an editorial article⁴, written by the staff of the magazine, usually unsigned and supposed to reflect the opinion of the periodical. It covers, in this particular case, a scientific matter and because of this thematic constraint, the piece stays more close to the tone of a news than to an opinion article, in the neutral tone; in the pragmatic aim and in the fact that it covers a recent discovery.

These editorial articles are common in the magazines and newspapers and very often inserted in regular items or sections that make the editorial frame of the magazine. As so, for instance, a reader of the magazine *Visão* knows that its editorial alignment is always made of the same sections – *Radar; Portugal; Economy; World; Society; Culture and Opinion* – that which changes, from edition to edition, are the particular themes covered in each section. This alignment conveys a substantial part of the magazine's identity and ideology, generating, thus, legitimate reading routines and expectations in the buyers.

In the case in analysis, the article was inserted in the section “Health”, a regular section of the magazine *VIP*.

The knowledge of the genres is a part of the communicative competence of the speaker, more specifically of his textual competence, it enables him to recognize different types of texts and activate in their presence different types of perceptive strategies. Also, the preexistence of a genres competence in the speakers mind activates a frame of legitimate expectations towards a specific text. This discourse genres competence is an integrated competence, in the sense that it permits the identification of a genre through a set of characteristics that range from internal aspects of the text and the co-text, to external aspects of the context, as well as pragmatic issues (Cook, 1992: 4,5).

⁴ *Editorial* is used here as a synonym of being promoted and under the responsibility of the editorial board of the magazine. In this sense *editorial* means every piece of work that may belong to very different discourse genres, such as news, opinion article, interview, amongst others, that is opposed to the advertisements or pieces of propaganda or other materials promoted by other entities than the editorial board of the magazine. These other materials are normally paid.

To describe texts A and B as prototypical types of text implies the analyses of not only their internal textual features but also their visual frame since it is no peripheral feature in their definition as genres.

As far as Text A is concerned the section where it appears is a typical section in the magazine, as was said before. It is identified by means of a prototypical label in upper case inserted in a red text box. It has a title and a preliminary title. It is accompanied by a photo allusive to the theme. A part of the text is in a detached box, which is also a prototypic paralinguistic feature.

Some of the linguistic markers that are prototypical are:

- the technical approach of the matter with the description of the chemical compounds and processes involved in the loss of weigh by means of the substances described.
- the technical lexicon used: “A substância activa do chá verde, designada EGCG (galhato de epigallocatequina)...”
- the identification of the information source: “a investigação científica descobriu a formula”; “investigadores documentaram que” (cf. Text A);
- the use of quantitative data to support the argumentation: “o chá verde aumenta a oxidação das gorduras em 17%”.

Text A. Health Editorial, VIP, nº 685, 14 April 2010, p. 68

SAÚDE

Uma solução para queimar gorduras e devolver firmeza



Três segredos para um corpo perfeito

NÃO seria espectacular se conseguisse substituir essa flacidez por um corpo magro e firme? O exercício físico ajudaria bastante, mas seria preciso mais. A investigação científica descobriu a fórmula perfeita: uma associação de três substâncias redutoras de gordura que se encontra à venda em farmácias

Vamos directos ao assunto: pode tomar um comprimido que diminui a gordura, previne o aumento de peso e lhe garante muito mais firmeza e uma silhueta mais magra. Tudo o que precisa de fazer é ajudar com algum exercício físico. Correr, andar de bicicleta, nadar – pode escolher – desde que pratique desporto. O efeito resulta da combinação de actividade física com este suplemento redutor de gorduras.

Está curiosa em saber o que existe neste comprimido? São três substâncias activas, cada uma com o seu efeito. Uma das substâncias designa-se CLA (que significa ácido linoleico conjugado) e é uma substância natural que se encontra na carne e nos laticínios. O CLA diminui a gordura corporal e mantém – ou aumenta – a massa magra (também designada de músculo).

Uma bela silhueta

A segunda substância é o chá verde. A substância activa do chá verde, designada EGCG (galhato de epigallocatequina) possui também uma elevada acção enquanto “queimador de gordura”. Investigadores documentaram que o chá verde aumenta a oxidação das gorduras (ou seja, a sua combustão) em 17%. Imagine só o que pode fazer por si.

Por último, contém também carnitina, uma substância natural necessária ao transporte dos ácidos gordos para as “cabinas de combustão” das células, nas quais a gordura é convertida em energia. Os suplementos de carnitina contribuem para uma melhor utilização da gordura. O efeito da toma conjunta destas três substâncias é um aumento do metabolismo das gorduras, um corpo mais tonificado e mais firmeza.

Exercite-se

Apesar de CLA, chá verde e carnitina representarem um impacto positivo na combustão da gordura mesmo sem a prática de exercício físico, é importante incluir a actividade física no seu estilo de vida para conseguir uma silhueta mais bela. Exercitando os músculos, estimula-se a massa muscular – muito importante para prevenir o aumento de peso. Como provavelmente já sabe, as células musculares são unidades de combustão de gordura altamente eficazes e, por isso, algumas pessoas têm tão maus resultados nas dietas. Perdem peso, mas uma vez que uma parte do peso perdido é representada pela massa muscular, o seu potencial para processar a gordura fica reduzido. Assim que começam a aumentar novamente a ingestão de calorias, ganham rapidamente peso, porque não são capazes de converter a gordura tão facilmente. Com CLA, chá verde e carnitina e exercício físico regular previne-se a perda de massa muscular e mantém-se eficazmente a conversão de gordura. 

O ácido linoleico, associado ao chá verde e à carnitina em forma de comprimido à venda em farmácias, ajudam a reduzir a gordura no organismo, prevenindo o aumento do peso e garantindo uma silhueta mais firme. Os bons resultados serão mais evidentes se a toma for associada a exercício físico

On the other hand, some of the linguistic markers that are not prototypical are:

- the positive qualifying adjectives present in the headline “perfeito” and in the body copy: “espectacular”; “magro e firme”; “bela”; “elevada”, “positivo”, “eficazes”;
- sequences of coordinated adjectives: “magro e firme”;
- the combination of intensifier adverbs with positive adjectives such as: “altamente eficazes”;
- the presence of explicit directive speech acts in the discourse: “Exercite-se” “Imagine”.
- The direct interpellation of the reader by means of several instances of dictics: demonstratives “essa flacidez por um corpo magro e firme”; personal pronouns “si”, possessive pronouns “o seu estilo de vida” the use of the second person in the verbs⁵: “você” “se conseguiu” “pode tomar um comprimido que diminui a gordura”, “Tudo o que precisa de fazer”, “pode escolher”...
- The presence of rhetorical questions as a means of textual and argumentative construction: “Não seria espectacular se conseguisse substituir essa flacidez por um corpo magro e firme?” “Está curiosa em saber o que existe neste comprimido?”.

Nevertheless, we can state that the context of Text A plays a decisive role to explain the hybrid features it shows. In fact, the press magazine where the texts were taken from was already briefly classified as a prototype of the social fait-divers magazines. This type of press implies linguistic constraints on the writing of the texts.

Two of the contextual constraints that are relevant for this study are thematic and stylistic constraints. As far as thematic constraints are concerned, the theme treated is weight loss, a theme that is highly valued by female readers, the main target of these magazines. As to stylistic constraints, the style of the writing is less neutral than the prototypic style of a reportage in a newspaper, allowing for a more dialogic tone, where the reader is directly involved in the text, by means of the linguistic resources we have identified; rhetorical questions, second person dictics, amongst others. This means that the information has to be given to the reader in a light version, with some effects of colloquialism to make it more interesting and with some strategies of “easy reading” to facilitate the input.

Although the text has hybrid features that approach it from the advertising discourse and moves it away from the written news discourse, partially explained by the contextual constraints, there are also some negative markers that clearly distinguish it of advertising discourse:

- It has no identification of a product nor of a brand, only chemical substances
- It has no identification of a point of sale
- It has no direct appeal to the purchase

⁵ The verbs are grammatically in the third person but their semantic and functional value is the second person. It is an idiomatic feature of the Portuguese language that the pronominal form “você” that conveys a more formal treatment than “you” is conjugated with the verb in the third person.

In this enunciative frame it is legitimate for the reader to extract one central assertive illocutionary value from the text that we could describe as “conveying information”. Derived from this value we could extract also a directive value of warning and advice. The reader is to decide on a perlocutionary value of belief/disbelief and acceptance/non-acceptance.

It is also legitimate to presuppose in this enunciative frame that the speaker conveys the information without a persuasive aim over the reader. He adopts a neutral point of view and simply states the facts. The speaker who is not designated in the text is identified with the editorial board of the magazine. This identification produces important effects on the credibility of the information and its sources. And this credibility produces important derived pragmatic effects on the reader that interprets the information as reliable.

2. The advertisement

As far as the advertisement is concerned, we know that it is not an editorial product in the sense that it is promoted by an external entity. It corresponds to a bought space and is meant to promote a product or a brand. Viewing this fact, the reader is compelled to search for the enunciator of the message and establish whether he considers this enunciator a credible one.

In this type of text the central illocutionary values are directive: to make believe and to make act – buy the product; adhere to the brand, although there is also a non-directive derived illocutionary value: to inform. Thus it is clear for both sender and addressee that, in this enunciative frame, the speaker arranges the information aiming at making the reader believe it (make believe = convince). Thus there is a basic persuasive objective that restrains the *dispositio* of the facts and the information.

The addressee receives the message aware of this manipulative intention of the sender and thus activates perceptive defenses towards the information conveyed: the addressee of an advertising message departs from the presupposition that the information he reads in the advertisement may not correspond to the truth but to an “alternative”, biased truth. This enunciative frame withdraws a certain degree of credibility to the sender and to the information conveyed in this type of discourse.

As we have seen for the editorial text, in the advertisement the paralinguages are also central to the identification of the text as a token of this type. In fact in this type of text the paralinguages such as the visual and graphic languages that coexist with the verbal text are decisive to the identity of the genre.

This derives from the fact that a press advertisement is normally a multimodal entity where several different languages converge to make meaning.

Thus in the advertisement in analysis we find the prototypical graphic substance of the type, such as: combination of image, photo and text; text written in different types of lettering and different colors, aligned in different text boxes. In terms of structure and content, we find the copy distributed in different functional text units such as headline; body copy; slogan; packshot; additional information. The text is presented in informa-

Text B. Advertisement, VIP, nº 685, 14 April 2010, p. 71.



Cláudia Jacques:

“BioActivo CLA Triplo ajuda-me a manter elegante e sinto-me fantástica!”

Com 44 anos e mãe de duas filhas, a modelo e relações públicas Cláudia Jacques tem uma silhueta e espírito invejáveis que muitas jovens gostariam de ter. Revelamos o seu segredo!

Manter um corpo elegante não é fácil, mas Cláudia Jacques conseguiu e muito bem. Para Cláudia é essencial estar em forma e sentir-se bonita.

“Uma mulher que se sinta bem consigo mesma já tem o caminho aberto para o sucesso! Nada me faz sentir melhor do que manter um corpo elegante e firme”, explica Cláudia Jacques.

BioActivo CLA Triplo ajuda Cláudia Jacques a manter a forma. Cláudia dedica algum do seu tempo livre a praticar exercício físico e tem um cuidado especial com a sua alimentação. Cláudia também toma o suplemento BioActivo CLA Triplo que contém uma combinação única de substâncias naturais que ajudam o corpo a ficar mais firme, com mais massa muscular e mais energia.

“Tenho cuidado com a minha imagem e o BioActivo CLA Triplo é uma grande ajuda. Faz toda a diferença!” afirma Cláudia Jacques.

Queime 3 vezes mais gordura!

O BioActivo CLA Triplo é uma ajuda essencial para melhorar a firmeza corporal.

A combinação única dos 3 ingredientes ajuda a reduzir a massa gorda e a aumentar a massa muscular, dando mais firmeza e contribuindo para um corpo mais tonificado.

- O CLA diminui a massa gorda e dá firmeza ao corpo
- O chá verde aumenta os níveis de energia
- A carnitina ajuda a queimar a gordura

+ A venda em farmácias

Pharma Nord
Tel. 21 413 11 30 - Fax: 21 413 11 31
www.pharnord.pt

O BioActivo CLA Triplo é um suplemento alimentar sob a forma de cápsulas e não substitui um regime alimentar variado. Para mais informações consulte o seu médico ou farmacêutico.

PUBLICIDADE

tion chunks / topics introduced by graphical signs alien to the conventional writing signs, such as colored dots (cf. Text B).

The product is clearly identified by means of a photograph of the package and by a Name – *CLA Triplo*. And the pharmaceutical laboratory is also identified as well as the sale point of the product.

In argumentative terms, we find in this advertisement the combined technique of the personal testimony about the effects of the product, in this case made through the endorsement of a VIP that can function as a reference for the target audience. This technique of the endorsement carried out by the presence of a photograph of the VIP, a legend with her name and a quotation of her speech about the product – “BioActivo CLA Triplo ajuda-me a manter elegante e sinto-me fantástica!”; “Uma mulher que se sinta bem consigo mesma já tem o caminho aberto para o sucesso! Nada me faz sentir melhor do que manter um corpo elegante e firme”, is combined with the description of

the product and its benefits by the advertisement's enunciator and also with the direct appeal to the addressee – "Queime 3 vezes mais gordura!"

3. Health editorial and advertisement: quantitative analysis

To analyze further the similarities and the differences between these two texts, we submitted both of them to the syntactic analytical tool VISL – Visual Interactive Syntax Learning⁶ – in order to obtain an annotated corpus output. This procedure allowed us to get a lexical and syntactical x-ray of the texts, supporting our qualitative diagnosis with quantitative data.

As the total number of words was dissimilar – 277 in the advertisement compared to 586 in the health editorial – we reduced the two texts randomly to the same number of words in order to obtain comparable results. The tables 1 to 7 below show several aspects of the grammatical and lexical distribution of the two texts.

The lexical quantitative distribution, as can be seen in table 1, is not distinctive. The lexical words that could function as differential markers of genre such as the adjectives do not establish the difference between these two texts. Contrary to the expectations, they were more frequent in the health editorial than in the advertisement.

Table 1. Lexical quantitative distribution

	TOTAL UNITS	NAMES	ADJECTIVES	VERBS
Health Editorial	276	53	27	48
Advertisement	276	46	25	46

Previous studies carried out on larger *corpora* of press advertisements and newspaper news showed a very distinctive distribution of the grammatical class of adjectives in these two types of texts⁷. In advertising discourse adjectives exhibited the double of the frequency as compared to journalistic discourse – news. Not only the frequency but also the semantic classes of the adjectives were distinctive, with the relational adjectives dominating in the journalistic discourse – news – and the qualifying adjectives dominating in the advertising discourse.

On the contrary, the lexicon comparison of the texts, shown in table 2, allows us to see that neither the frequency nor the type of adjectives show substantial differences from the advert to the health editorial. From a total of 52 adjectives, 16 are overlaps,

⁶ VISL is an internet-based grammar tool for research developed at the Institute of Language and Communication (ISK), University of Southern Denmark (SDU), implemented since September 1996. It allows the parsing and syntactic-semantic annotation of corpora of large dimensions. It is based on the parsing system *Palavras* and generates an automatic grammatical analysis in a Constraint Grammar framework.

⁷ Cf Pinto, Alexandra Guedes – Aspects of the textualization of the Advertising Language: a typological delimitation. PHD Dissertation in Linguistics submitted to Faculdade de Letras da Universidade do Porto in August 2008.

Table 2. Lexical overlaps

NOUNS		ADJECTIVES		VERBS	
Health Editorial	Advertisement	Health Editorial	Advertisement	Health Editorial	Advertisement
53	46	27	25	48	46
ácido linoleico	ajuda	activas	bonita	ajudam	aberto
ácido linoleico	ajuda	bela	corporal	ajudar	afirma
atividade	alimentação	bons	elegante	ajudaria	ajuda
associação	anos	científica	elegante	andar	ajuda
assunto	caminho	conjugado	elegante	associada	ajuda-
aumento	chá	corporal	especial	associado	ajudam
aumento	combinação	curiosa	essencial	umenta	umenta
bicicleta	combinação	espectacular	essencial	consegue	aumentar
carne	corpo	evidentes	fácil	consequiu	consequiu
chá	corpo	firme	fantástica	correr	contém
chá	corpo	firme	firme	descobriu	contribuindo
combinação	corpo	firme	firme	designa-	dá
comprimido	corpo	físico	físico	designada	dando
comprimido	cuidado	físico	gorda	devolver	dedica
comprimido	cuidado	físico	gorda	diminui	diminui
corpo	diferença	magra	grande	diminui	é
corpo	energia	magra	invejáveis	é	é
desporto	energia	magro	jovens livre	é	é
efeito	espírito	natural	muscular	encontra	é
efeito	exercício	perfeita	muscular	encontra	estar
exercício	farmácias	perfeito	naturais	escolher	explica
exercício	filhas	preciso	única	está	faz
exercício	firmeza	reductor	única	existe	faz
farmácias	firmeza	reductoras	verde	fazer	ficar
farmácias	firmeza	segunda		for	gostariam
firmeza	forma	verde		garante	manter
firmeza	gordura			garantindo	manter
flacidez	gordura			mantém	manter
fórmula	imagem			nadar	manter-
gordura	ingredientes			pode	melhorar
gordura	mãe			pode	praticar
gordura	massa			pratique	queimar
gordura	massa			precisa	queime
gorduras	massa			prevenindo	reduzir
gorduras	massa			previne	revelamos
investigação	modelo			queimar	sentir
lacticínios	mulher			reduzir	sentir-
massa	níveis			resulta	sinta
músculo	relações = públicas			saber	sinto-
organismo	segredo			são	tem
peso	silhueta			serão	tem
resultados	substâncias			seria	tem
segredos	sucesso			seria	tenho
silhueta	suplemento			significa	ter
silhueta	tempo			significa	toma
silhueta	vezes			substituir	tonificado
solução				toma	
substância				tomar	
substância				vamos	
substâncias					
substâncias					
substâncias					
suplemento					

correspondent to a level of 31% of them and the distribution of the relational and qualifying adjectives is nor relevant (distinctive) in these corpora.

In the class of nouns, from 99 tokens 52 are overlaps, which means 53% and in the class of verbs we find a level of 46% of overlaps.

Another aspect of the texts' lexical and grammatical performance that reveals a substantial level of overlap is shown in table 3, where the verbal tenses where analyzed, with the result of a 90% level of similarity between the two texts.

Table 3. Lexical quantitative distribution – Verbal tense

VERBAL TENSE		Health Editorial	Advertisement
Present	indicative	22	24
	subjunctive	2	2
Future	indicative	1	-
	subjunctive	1	-
Past		1	1
Imperfect	subjunctive	1	-
condicional		3	1
Infinitive		12	14
Gerund		2	2
Participle		3	2

Analyzing now some aspects of the functional class distribution, present in tables 4 to 6, we can say that the difference from 9 to 15 conjunctions between the advertisement and the health editorial corresponds to different types of textualization: “disjunctive” and “discursive” as Leech (1966) put it.

Table 4. Functional quantitative distribution

	KC Coordination conjunction	KS Subordination conjunction	Artd Definite Article	Arti Indefinite Article
Health Editorial	11	4	25	9
Advertisement	7	2	24	9

Table 5. Functional quantitative distribution – Pronouns

	Pronouns			
	personal		possessive	
	3S	1S	3S	1S
Health Editorial	5		1	
Advertisement	3	4	3	1

Table 6. Functional quantitative distribution – Verbal persons

	VERBAL PERSONS				
	1S	3S	Você	1P	3P
Health Editorial		20	6	1	3
Advertisement	1	22	1	1	2

According to this author (*ibidem*: 93), the appearance of the unit “phrase” – NP, AdjP, PrepP e AdvP – as an autonomous syntactic unit, isolated by full stops is a variable with such a distinctive value that it can work as a marker of the “disjunctive grammar” as opposed to the “discursive grammar”:

This brings us to the crux of the difference between discursive and disjunctive grammar: in fully discursive grammar, minor and non-finite clauses are dependent; in fully disjunctive grammar they are independent (...) in disjunctive language a sentence need not contain a finite predicator, and this in turn means that a single nominal group or a single adverbial group may be grammatically independent. Either of these groups may in turn consist of a single word. In other words, there is no limit to the simplicity of a grammatical unit. (Leech, 1966: 93)

Also, the preference for coordinated structures instead of subordinated structures is a marker of advertising discourse. Several studies show a very low frequency of explicit subordinated structures in this type of discourse (Leech, 1966; Lanao Bernad, 1992; Sánchez Corral; 1991). In semantic terms, the absence of explicit logical relations between sentences is an intended persuasive strategy as Leech defended (*ibidem*: 150) “Disjunctive copy communicates at a ‘sub-logical’ level and helps in the reinforcement of the associative, as opposed to the cognitive, side of the message.”

This same fact can be demonstrated by the difference in the frequency of full stops and commas shown in table 7. More full stops and fewer commas in the advertisement as compared to the inverse equation in the health editorial.

Table 7. Punctuation

	Total signs	.	:	!	?	,
Health Editorial	32	12	2	-	2	8
Advertisement	31	15	1	5	-	4

As far as dicitic markers are concerned, we view from table 5 and 6 that the advertisement shows the presence of the first person in the form of personal and possessive pronouns and verbal persons, justified by the fact that it is built in the format of personal testimony, as we saw above.

What comes as unexpected, and contributes to the thesis argued in this article of the miscegenation of genres in written press, are the 6 occurrences of verbal persons with the value of “você” in the health editorial, functioning, thus, as direct interpellations of the reader, as compared with 1 occurrence in the advertisement. The occurrence of question marks in the health editorial confirms this dialogic tone of the text.

In the advertisement it is important to signal 5 occurrences of exclamation points that mark expressive, commissive and directive illocutionary acts: “sinto-me fantástica!”; “Revelamos o seu segredo!”; “Queime 3 vezes mais gordura!”, respectively.

4. Conclusions

We can conclude that apart from paralinguistic markers that establish clear frontiers between the two genders represented here, a few linguistic characteristics such as the use of more technical lexicon or complex sentences and pragmatic aspects like the presence of a logo and a brand and information such as the sales point, in locutionary terms these two types of text are very alike, establishing a reciprocal intended intertextual remission.

As we have seen above, the threshold level of overlapping vocabulary for the three basic lexical components of the texts is high, and cannot be attributed only to the fact that the two texts share the same theme. The vocabulary quantitative data gathered support the thesis that these two texts have not been independently produced.

On the contrary, these texts work together as a sort of a pragmatic compound/complex that we could describe by means of the equation:

$$\text{HEALTH EDITORIAL OF PRODUCT X (CREDIBLE INFORMATION AND SOURCE) + ADVERTISEMENT OF PRODUCT X (DIRECT APPEAL TO ACTION) = HIGHLY MANIPULATIVE PRAGMATIC COMPLEX}$$

Probably, in this particular case, the brand responsible for the product announced in the advertisement – *Laboratórios Farmacêuticos Pharmanord* – is also the sponsor of the health editorial, concerning the effects on the loss of weight of the substances, *chá verde*, *CLA* and *carnitina*.

The sponsorship is a form of advertisement that allows the sponsor to assure its presence in the text or program in various ways. In this case the sponsor probably determined the theme that should be treated in the section *Health* of the magazine and also imposed contextual constraints related to the location of the two texts: they should not be placed in continuous pages but they could neither have too many pages in between, being the location in this case a determinant factor to the persuasive strategy of the announcer. Continuous pages would make the connection between the two texts too explicit, making them seem two parts of the same advertisement; too many pages in between would cancel the echoic effect upon which lies the persuasive strategy.

Due to pressures of financial profitability these types of interventions on the editorial content of the press media are likely to increase in the near future which will lead to a corresponding increase in miscigenated press genres.

It is the movement, described by Fairclough (1992) of colonization of other discourses by the official discourse of capitalism and consumerism: the advertising discourse.

To the reader, these more subliminal persuasive techniques derived from the miscegenation of genres raise the problem of a biased process of communication between sender and addressee: on the one hand, an intended manipulation of the sender; on the other hand, the lack of the awareness of the process by the addressee.

The advertising discourse is very quick in regenerating itself, building always new unattended forms of messages that meet a non prepared reader. This constant genetic change makes way for more efficient forms of manipulation.

This manipulation is strongly connected to the fact that media depend on advertisements to survive, creating, thus, dangerous areas of contact and contamination.

Advertising agencies can buy space in specific locations and exercise considerable control over the interaction of one discourse with another. Sponsoring certain sections of the magazines, newspapers or TV programs is an important means of cutting the costs of broadcasters and publishers and makes way to the rising of intermediate discourse genres that tend to bloom in periods of economic recession.

We need, thus, to be especially attentive to see what new forms of colonialism will arise in this territory in the next few years.

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