

JIHOČESKÁ UNIVERZITA V ČESKÝCH BUDĚJOVICÍCH

PEDAGOGICKÁ FAKULTA

KATEDRA ANGLISTIKY

DIPLOMOVÁ PRÁCE

Speech Acts in Contemporary Advertising

Řečové akty v současné reklamě

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České Budějovice 2013

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V Českých Budějovicích 29. dubna 2013

Miroslav Hoffmann

Acknowledgement

Rád bych zde poděkoval vedoucí diplomové práce Mgr. Janě Kozubikové Šandové za její rady a čas, které mi věnovala při řešení dané problematiky.

Anotace

V současnosti je reklamní diskurs jeden z nejdůležitějších žánrů novodobé komunikace, ve kterém se používají různé typy jak lingvistických, tak i nelingvistických prostředků. Cílem je ovlivnit naše vidění světa a s tím i náš hodnotový systém. V teoretické části této diplomové práce se budu zabývat reklamním diskursem a jeho problematikou. Uvedu způsoby komunikace a různé lingvistické prostředky, které se zde vyskytují. Dále se budu zabývat také problematikou genderu. V praktické části diplomové práce se budu zabývat analýzou řečových aktů, kde jako východisko použiju soubor tištěných reklam, který se objevil v současných britských a amerických časopisů se specifickým zaměřením na cílové skupiny z hlediska jejich rodu, četnosti výskytu a produktového zaměření.

Abstract

Advertising is one of the most important discourse genres of modern communication. There are various types of linguistic and non-linguistic means. The aim of advertising is to influence our perception of the world and thus our value system. In the theoretical part of this thesis I will deal with advertising discourse and its problems. I will discuss a variety of communication methods and linguistic means that can be found in advertising. Further I will discuss the issue of gender problems. In the practical part I will deal with analyses of speech acts. The bases of this research are print advertisements that appeared in contemporary British and American magazines. There will be a specific focus on the target groups in terms of their gender, frequency of occurrence and product focus.

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1. Introduction

Advertising is not only a phenomenon of our time. For example advertising billboards have been used since Roman times. The evidence is shown for instance in the ruins of Pompeii. But times have changed. The advertising of nowadays is more aggressive and sophisticated. To sell more products or services and to make more money we need more aggressive and sophisticated language.

Corporations, firms and even small businesses produce all kinds of products – from services to cars – which they want to sell. The potential buyers are experienced with the products or services which are currently offered. It is certain that at the present time the advertisement should establish the advertising brand on the market and attract a wider audience.

For a long time we have come to realize that advertising is everywhere around us, affects our life every day and all the time tries to manipulate us. When we go just down the street, or open some magazine we meet advertisements that try to persuade us to buy something which is currently being offered. We read various slogans such as “*Low prices only in this shop.*”, “*Be cool and buy this!*” or “*Haven’t you forgotten something?*” These slogans use speech acts to inform us, to command us or to question us.

The advertising is always aimed at a specific target audience and the recipient is always a man or a woman. The main aim of this thesis is focused on the analysis of the speech acts in terms of their function and frequency. The next focus is on the gender problematic in contemporary advertising.

This diploma thesis consists of two parts – a theoretical one and a practical one. In the theoretical part we learn about how advertising exactly works, what the basic features of advertising are and what are the basic features of gender in advertising. The practical part is based on the research of authentic magazines that occurred in English-speaking countries in the years 2010 and 2011 and are divided according to the gender of the target readership in to three groups: Magazines for women, magazines for men and magazines for both sexes. The reason why the magazines are divided is to find out whether there are any abuses against gender policy within the specific target groups.

I. THEORETICAL PART

2. Advertising

In this chapter we learn about the theory of advertising and the main aims that advertising has. The main focus is to find out which definition is the most useful for understanding the term *advertising* in general.

2.1 Defining Advertising

The term advertising has its origin in the medieval Latin. The verb *advertere* means: “to direct one’s attention to.” When we look at its etymology we can define advertising as any type of public announcement which has an intention to steer people’s attentiveness.

There are many definitions of advertising and are varied. Lars (1999: 4) defines the advertising as “an activity which normally involves language, the purpose of which is to sell a product or service.” According to Longman Dictionary of Contemporary English (1987: 15) advertising is: “the business of encouraging people to buy goods by means of advertisements.”

Bovée and Arens (1989: 4) see advertising: “as nonpersonal communication of information, usually paid for and usually persuasive in nature, about products, services, or ideas by identified sponsors through various media.”

As we can see from the definitions above they have one thing in common; it is a kind of communication between a sponsor and the one to whom the product or service is offered. When we want to get a clear notion of advertising we have to bring out some universal definition that perfectly describes this term. Jefkins and Yadin (2000: 5) point out: “advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost.” This definition seems to be very brief but their analysis summarizes that

here we have a combination of creativity, marketing research and economic media buying. Advertising may cost a lot of money but that cost is justified if it works effectively and economically. A good advertising campaign is one which planned and conducted so that it achieves the desires results within an acceptable budget. Many advertising campaigns cost millions of pounds, but that is relative to the seize of the market and the volume of sales required to maintain constant output of a factory’s produc-

tion capacity, whether it be a detergent or a motor-car.(Jefkins, Yaden 2000: 5)

Defining advertising is not easy but according to the above mentioned definitions we can indicate advertising as communication which has only one aim – to earn money. In my point of view all of the above mentioned definitions are very important because they express the main aim of advertising as selling a product or service at the lowest possible price.

2.2 A Brief History of Advertising

The chapter *A Brief History of Advertising* takes us through from the very beginning of advertising to the current shape of contemporary advertising.

2.2.1 Ancient Times

Bovée and Aren's *Contemporary Advertising* (1989: 9) refers: "most historians believe the outdoor signs carved in clay, wood, or stone and used by ancient Greek and Roman merchants were the first form of advertising." This theory Sivulka (1998: 4) confirms and adds: "Archaeologists found evidence of a strong merchant spirit in the ruins of marketplaces on ancient civilisations around the world."

There were already first references to advertisements in the late Stone Age. This age is associated with the need of exchange of products. As early as 3000 BC, an ancient civilisation, known as Phoenicians, developed trade and distribution routes (cf. Sivulka, 1998); they sailed the seas and searched for spices, precious metals and textiles. The advertising means was primarily a personal arrangement. The most important moment of advertising development was the separation of the traders who began to circumvent the others with information about their products. Naturally not all products had the same quality so that is why the manufacturers began to mark them with various images, brands and symbols.

Advertising originally existed mainly in oral form, especially in the marketplaces. The traders were shouting over one another and were praising their goods. Sivulka (1998: 4) adds: "the Babylonian merchants employed barkers to advertise them by shouting florid description of newly arrived shipments of wine, spices, rugs and other wares to passer-by."

2.2.2 The 16th and 17th Century

Our understanding of advertising nowadays is dated to the beginning of the 17th Century. Although the letterpress printing had been invented over 200 years previous, there was no suitable medium which could bring the advertising leaves in a big way among the people. Sivulka (1998: 6) points out: “In 1625, the first newspaper advertisement published in English appeared on the back page of a newsbook; it also promoted a book. In subsequent editions, the ads appeared on the last page or inserted among the news.”

Searching for the first ads as we know it today, we have to search in various countries. There are many hypotheses which relate to the modern concept of advertising's establishment. One hypothesis (cf. Liebert, 2002) refers back to Prussia because the first daily newspaper in the world was published in 1650 in Leipzig. Apart from the commercials in newspapers there was a quick establishment of newspapers which specialized in advertising. The traders promoted their products in there in exchange for their wares. The state earned from each ad. In order to increase yields and make the business with ads to monopoly King Frederick William I had banned the advertisement in newspapers.

2.2.3 The 18th and 19th Century

In 1850 the advertisement was enabled again for newspapers. So the free market has developed the multifaceted advertising system as we know it today. Stoltzfus (2007: 12) sees the development of multifaceted advertising system in a new corporate order, which began with the railroad industry in the United States of America: “In the 1850s, incorporation began in the railroad industry, and in the decades that followed it spread to other industries, becoming the primary form of business organisation. Railroads formed the foundation of the new economy, making it possible to develop steel, iron, and coal. Across industries, a flurry of merges further shifted the economic landscape, giving rise to ever larger corporations”. Tungate (2007: 16) concisely summarizes: “Everyone agrees, then, that advertising got into its stride with the industrial revolution – aided and abetted by the rise of the newspaper as a mass medium.”

In the second half of the 19th Century, the number and the content of advertising have radically changed. The first commercials wanted to be always sensationalist. The ads directed at specific social groups. Today it is known as ad targeting. The boom in the advertising industry resulted in editing of the content in newspapers. The recent reports and news were getting smaller; the place was used rather for advertising. Around 1900 (cf. Liebert, 2002) many newspapers degenerated into advertising journals. Some newspapers were up to 80% of advertisement. Looking at magazines and newspapers today we can see that the percentage of advertising in these mass media has not much changed. Tungate (2007: 18) emphasizes: “In space of a single generation, the foundations for the profession had been laid both in the United States and the major European economies. Consumer motivation came into play. Jobs in advertising became professional roles. Buying advertising space was now conducted according to quantitative, objective criteria.”

2.2.4 The 20th Century

With the advent of electric energy the neon signs in the cities have become a popular marketing tool. In the 20th Century the ideas of improving marketing communication had gone further. The 20th Century (cf. Bootwala and Lawrence) witnessed the discovery of the radio, television and satellite communication. It has seen the world shrink into one global village. With advertising has received a major boost as never before. New, different advertisements are the order of the day. We can see and hear advertisements across the length and breadth of the world.

One of a special form was for example the Air Promotion. It represented promotional messages with the help of balloons or airplanes. They could write for instance various slogans or short messages with white smoke into the sky. Every new form of advertising attracts consumer’s attention and has great relevance for the advertisers.

Since the 50s and 60s in the twentieth century – along with the boom in the economy – the advertising boosted. We indicate this era as “modern times in advertising.” Modernity also meant television. We have to mention that the televi-

sion industry completely changed the landscape which had been formed by radio till the 50s and 60s.

The advertising of nowadays challenges the accepted notion of private life; everything is possible – the questions of contraception, free love or gender relations (the former roles – the women at the stove and the man earning the money – no longer meet today) are now open to public debate and thus advertising is developing and adapting to today's society.

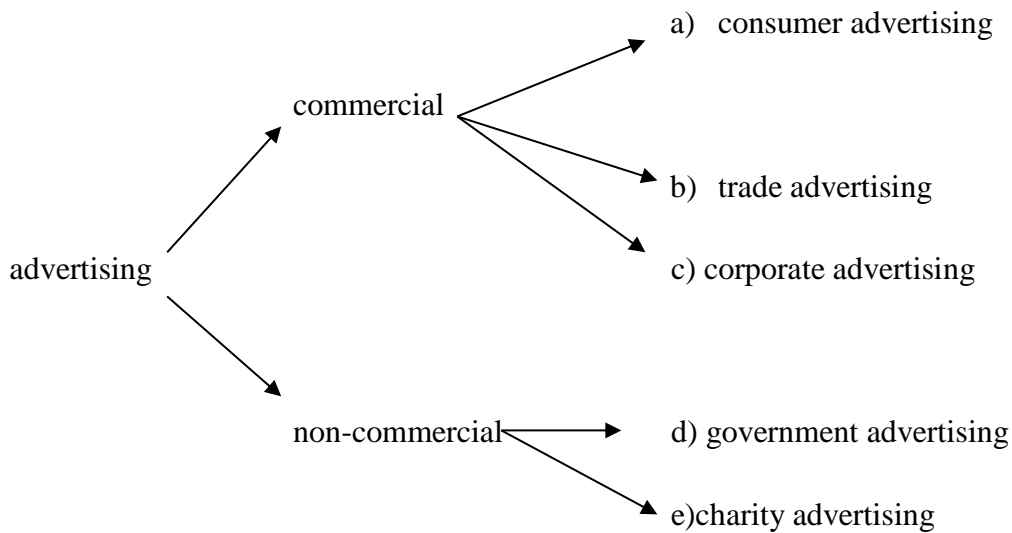
Looking back at the development of advertising, it is up to us if we can indicate this progress as negative or positive. But there is one significant example from history where we can say that advertising was completely misused.

Under the reign of the Nazis in Germany the advertising was, just like the other media, ideologically exploited. The advertisements served as a tool for Nazi propaganda. During World War advertising showed its real power; a lot of people were manipulated by this medium – they really believed in what was said and showed.

2.3 Classification of Advertising

Companies and manufacturers give the potential buyers information about new products through the advertising and thus affect the purchasing behaviour of their customers. Advertising messages can reach us almost everywhere in our everyday life; it can be consciously or unconsciously. The different types of advertising often target specific groups. Advertising messages can reach us in the newspaper or magazines, on the television, radio, on the internet or in public places. There are many ways of dividing the types of advertising. One of the ways of dividing the types of advertising can be according to these mass media (see chapter 1.6).

Herman Lars (1999: 15) divided the types of advertising according to commercial and non-commercial division:



The main aim of commercial advertising is to get competitive advantages in relation to competing entities. Commercial advertising (cf. Lars 1999) is clearly dominant over the other types. To protect the interests of consumers against overly aggressive and socially harmful behaviour of competing entities there is a regulatory arrangement. The non-commercial division tries to draw attention to specific problems in our society. The main themes of non-commercial advertising can be racism, disabled people, environmental sensitivity or confidence in politics.

Now we can describe the basic features (cf. Lars 1999) of advertising types:

- A) The consumer advertising is primarily aimed at *customers' needs*. This type of advertising is the most widespread.
- B) The trade advertising is mainly addressed to business partners. It is based on mutual communication between two or more the manufactures. We can find these advertisements for example in some special interest magazines. In business language we call it *business-to-business advertising*.
- C) The last of the commercial advertising is the *corporate*. This type wants to advertise the overall image of some specific company. The corporate advertising is a long-term process.
- D) *The government advertising* can be seen such as any communication through any medium to promote any political interests. The government advertising can promote some particular candidate, political parties, politi-

cal organisations or governments. The main function is to inform or persuade people about specific political values.

- E) *The charity advertising* is the process of persuasion too but the essence is different. This kind of advertising wants to influence the human behaviour. However, this non-commercial advertisement uses the same techniques which we can see in commercial division.

2.4 Advertising as a Form of Communication

Communication is the fundamental activity of human society by which a person reacts to stimuli which come from the external environment. The term communication comes from Latin *Communis*, which means common. It is based on the mutual transfer of information. The communication process can be briefly summarized as an interaction between two or more parties which are intended to transfer information.

Sugarman (1998: 92) claims: “Every communication should be a personal one, from the writer to the recipient, regardless of the medium used.” Sugarman’s statement is true but is not entirely valid for advertising communication. Jefkins (2000: 13) refers: “advertising is specialized form of communication because in order to satisfy the marketing function it has to do more than inform. It has to persuade people to complete the marketing strategy which is designed to sell at a profit what the marketing department believes people are willing to buy.” Bovée and Arens define advertising communication very aptly, they claim that

all forms of advertising provide some message to a group of people. The simple communication of information is an important function of advertising. In fact, in terms of time costs – the time required to collect data relevant to the selection of goods – the informational value of advertising is significant to most consumers. Some advertising, therefore, is used primarily for the communication of basic information. Examples include the ads in telephone directories, newspaper classified ads, and the legal notice published by various organizations and government bodies. (Bovée, Arens 1989: 10)

We should also mention that the advertising is only a part of the marketing communication program. We can call this program “communication mix.”

Mukesh Trehan and Ranju Trehan (2010: 174) claim: “Marketing mix or promotion mix is a particular combination of promotion tools used by a business unit to communicate with the audience. ”We distinguish (cf. Mukesh Trehan, Ranju Trehan, 2010) seven major tools of the marketing communication:

- A) Advertising
- B) Personal selling
- C) Sales promotion
- D) Public relations
- E) Direct marketing
- F) Sponsoring
- G) New media

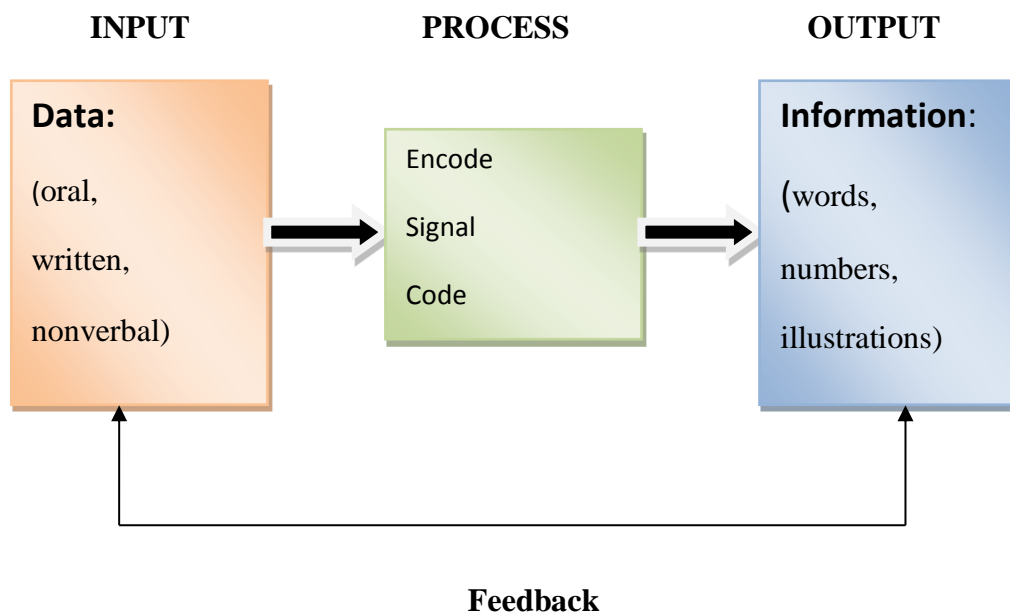
2.4.1 Communication System and Components

When we look at communication as a whole we see a system in it. The communication system is composed of three major components. These components (figure picture No. 1) are (cf. Ricks and Gow, 1987) input, process and output. Advertising communication is based on similar system but is more developed and complicated (see chapter 2.4.2).

- The input into the communication system is the data having several different forms – oral, written, or nonverbal. E.g.: There can be an idea, feeling, experience that someone wishes to convey.
- This data are then somehow processed. Firstly they have to be encoded – that means that they must be translated into a form for transmission. Secondly the data are transmitted by some signal. Thirdly the data are decoded – that means that they are somehow interpreted. E.g.: The idea, feeling or experience is conveyed through the selection of verbal or non-verbal symbols that are employed by using gestures, vocabulary, grammar and syntax.
- The output is information that is conveyed through words, numbers, illustrations, and actions. The last link in this system is feedback. Feedback is the perception of the response to our message. When we send a message (cf. Samarov, Porter, 2007) to someone we usually expect some respond to our action. Samarov and Porter claim that

Feedback typically has two stages. First, it applies to the reactions you obtain from your communication partner. Second, in most instances you use that reaction to decide what to do next. In this way feedback controls the ebb and flow of the conversation. You smile at someone. Your smile is greeted with a frown. You respond by asking, “Are you okay?” (Samarov, Porter 2007: 31)

Picture No.1: Communication system:

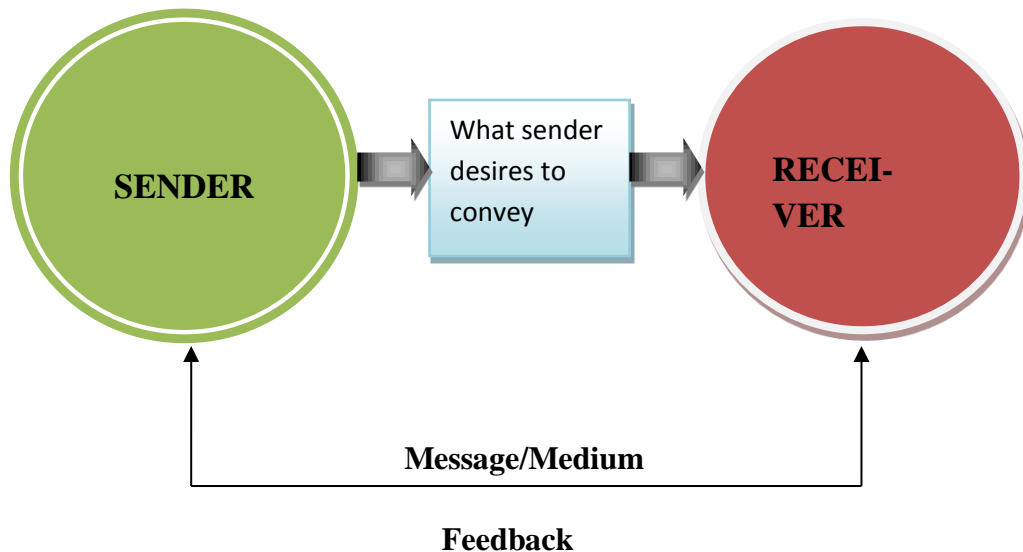


When somebody desires to communicate something, we call him the sender. When something is communicated, we call it the message. And finally when somebody receives the message, we call him the receiver (figure picture No.2). Feedback is always provided within the communication system to be ensured that mutual understanding is accomplished (cf. Ricks and Gow, 1987).

As we can see in the picture No. 2, which represents basic communication concept, the sender starts with message; he uses language (it can be oral, written, or nonverbal language) that preferably depicts what is to be conveyed. The message is given through a medium (it can be words, numbers, illustrations or actions) that expresses ideas and intentions of the sender. The message can be consisted of written, verbal, nonverbal, or pictorial symbols which are represented as a source’s particular state at a specific moment (cf. Samarov, Porter, 2007). The

receiver of the message renders it and gives feedback that enables the sender to evaluate whether the message was received.

Picture No. 2: Communication components:



2.4.2 Communication Components and System in Advertising

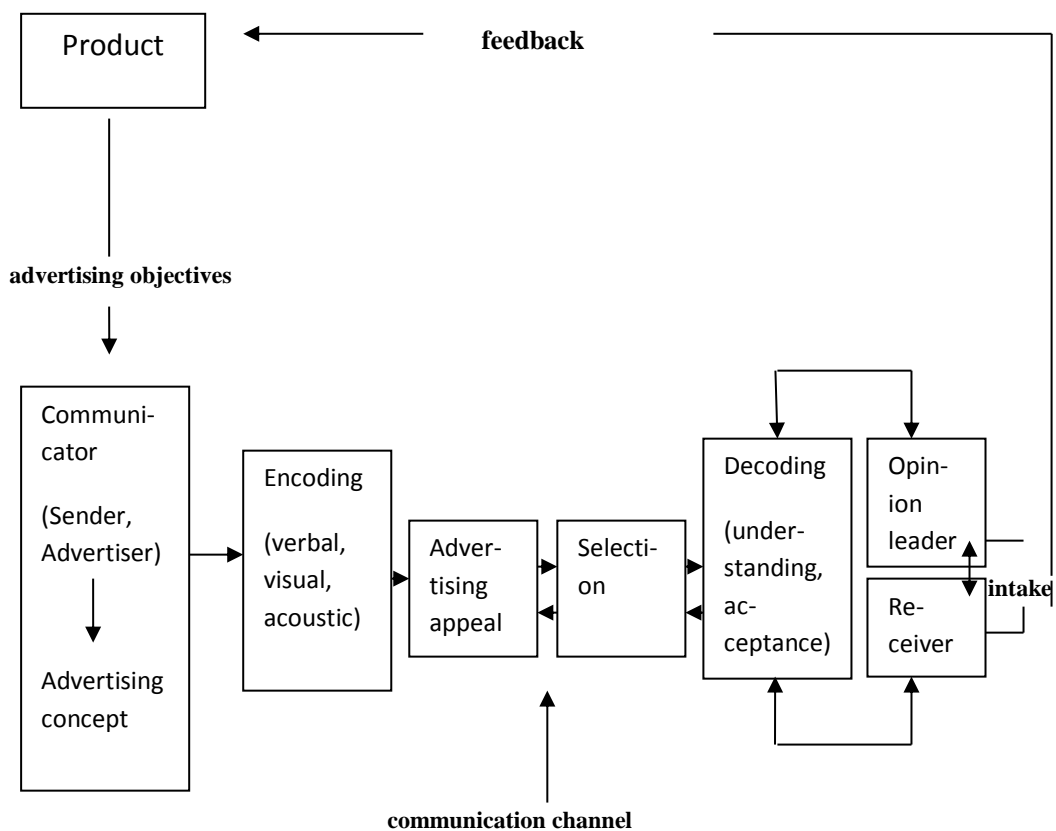
The communication in advertising is a form of mass communication but there is one exception – the communicator and the receiver do not interact directly with each other. The communicator (advertiser) develops thoughts and ideas (figure picture No.3) for some specific product. The thoughts and the ideas should concern needs and interests of the receiver. Then the communicator must select some communication medium and encodes that verbally or visually. The receiver selects the message and decodes it. John O’ Shaughnessy and Nicolas J. O’ Shaughnessy emphasize that

we think of communication as the exchange of new information but we communicate all the time in exchanges that do not contain, and not expected to contain, new information. The traditional model of the communication process ignores the fact as it sees the communicator encoding and the receiver of the communication decoding the message.(John O’ Shaughnessy, Nicolas J. O’ Shaughnessy 2004: 130)

When we look at the picture No. 3, we find out that the communication system (cf. Sowinski, 1979) in advertising should look like in the following sketch

(figure picture No 3). The advertising message is designed by the communicator (sender, advertiser). The decoding and encoding is done usually with two or three codes (it can be some image, text, or even music). The advertising message cannot reach all receivers of a particular advertising medium (for example the readers of magazines), therefore there is a message and information filter at the receiver's side which provides the necessary selection. Advertising impulses reach the potential customer, either directly from the advertisements or indirectly by so-called opinion-leader (opinion-leader ((cf. Sowinski, 1979)) gives the promotional impulses mostly in direct communication within their social environment). A feedback is not directly possible because in advertising communication feedback means that the product or service is being successfully sold.

Picture No. 3:



2.5 Functions of Advertising

The essence of advertising effect is the mediation of message which catches the eye, retains interest and convinces the potential customer about purchasing

and using the product or service which is offered. Advertising can be divided into the following functions (cf. Bootwala, Lawrence, 2007).

1. **Information function:** Advertising can have an informing nature. The purpose of it is to provoke interest and demand. This function informs us about new products or services, about organisations, about society – the trends in society, about environment or about some political parties. It can inform us almost about every aspect of life. Bootwala and Lawrence add (2007: 16): “As such, its primary responsibility it is



to deliver the relevant information to a specific audience.” An example of an information function we figure picture No.4. This advertisement promotes an alcohol tester that is connected to the car starting system. It measures alcohol level in blood and if the driver’s alcohol level in blood is increased, this product prevents

starting the car. This type of advertising delivers the relevant information to a specific audience because it informs us about specific features of the product.

2. **Persuasive function:** The word *persuasion* comes from the Latin *persuasio* which means: “to convince somebody. ”The persuasive function is always seen as the priority and wants to entice the recipient to its side. The main aim is to convince the potential customer that the product or service is the best choice for him. Srpová defined the basic features of persuasion(2007: 30):

- author’s intention to influence
- concept of target (what the author wants to convince and what wants to achieve)
- process

- human communication
- freedom of decision, focus on attitudes, system of values and behaviours

Bootwala and Lawrence emphasize (2007: 17): “This process of moving consumers to purchase may take minutes, hours, months or even years. But it is the ultimate goal of all advertising.”

When we look at picture No. 5, we see the advertisement of the American government that persuades us to



Picture No. 5

enlist the U.S. Army. The author of this advertisement wants to influence and convince people that they are needed. When we think of this advertisement we find there the basic features of persuasion which defined Srpová. There is a human communication, freedom of decision, concept of target.

3. Reinforcement function: The reinforcing function is very similar to

Picture No. 6



consumer’s emotional experience. For example when the recipient hears a beautiful melody that gives a pleasant feeling and is repeated too often, then the recipient gives the same pleasant feeling when he meets the advertised product alone. Bootwala and Lawrence complete (2007: 18): “By making people feel good about their previous decisions to buy a

product, advertising serves a reinforcement function. Such advertisements reinforce in the minds of the customers that their decision to purchase was the right one. Advertisement in picture No. 6 represents Coca Cola Company. Its function is reinforcing because it reinforces in our mind that since 1886 there are no added preservative food addi-

tives and no artificial flavours which could endanger our health. This advertisement for Coke means that we make always right decision when we buy this product and we can feel good about using this product.

4. Precipitation function: This kind of function wants to move people to buying a product in a step-by-step fashion. The potential customer is firstly totally unaware of the product and at the end he buys it. Bootwala and Lawrence point out that according to Lavidge and Steiner people have to through seven steps to reach threshold of purchase (2007: 17):

- unawareness of good or service
- awareness of the product
- knowledge of what the product offers
- linking for or a favourable attitudes towards the product
- a preference for one brand over others
- a desire to buy the product and a conviction that buying it would be wise
- purchase

Picture No. 7



They also add (2007: 17):

“The steps in this hierarchy are not necessarily equidistant from each other. And customers can move up several steps simultaneously.”

To understand clearly what precipitation function is we have to look at picture No.7. When we look at the advertisement, firstly we do not know what the product or

service is – this the first step – we are unaware of good or service. To find out more about this product or service we have visit their websites

– this is the second step. The next steps are awareness of the product, purchase etc.

- 5. Reminder function:** Last important function is to provide constant reminders. This type of advertising is applied when the product is in the stage of maturity and its purpose is to remind the potential costum-

Picture No. 8



er a product or service. Bootwala and Lawrence define the reminder function (2007: 19): “Usually reminder ads that are intended to keep the advertiser’s name fresh in the minds of the target audience perform this function.” This function is important one; we see it clearly in the picture No. 8.

The product is in the stage of maturity and reminds us how this product evolved.

2.6 Advertising Media

Different types of media are very important in the contemporary world of advertising in that they shape and influence it substantially. This chapter deals with the definition and types of media which are very essential for advertising because without media the advertising could not exist at all.

2.6.1 Defining Media

Media make possible that at the same time the messages can reach millions of people. Dines and Gail provide the definition of media very appropriately:

Radio, television, film and other products of media culture provide materials out of which we forge our very identities, our sense of selfhood; our notion of what it means to be male or female; our sense of class, of ethnicity and race, of nationality, of sexuality; and of “us” and “them.” Media images help shape our view of the world and our deepest values: what we consider good or bad, positive or negative, moral or evil. (Dines, Gail 1995: 9)

In this connection, Dines and Gail (1995:9) add that media stories provide us specific symbols or myths and these symbols and myths we constitute a common culture.

2.6.1.1 Print Media

Kipphan (2001: 4) claims: “Topical surveys on the significance and use of print media prove that the need for print media is growing worldwide. It is true that the age of electronic media has started; however printed information is and remains omnipresent.”

The advertising in print media is widely spread. Hardly a newspaper or a magazine comes out today without advertising. With pictures, short articles or slogans the potential buyers are made aware of new products. Thereby the publishers of print media know exactly which advertising appeals to their readers. That is why there are large differences in advertising for instance between the tabloid journalism and scientific magazines.

The market for print products offers more variety than ever before. Kipphan adds that

usually, printed products are categorized into commercial printing and periodicals. This classification differentiates printed matter with regard to its *frequency of publication*. Since the production process also depends largely on these basic conditions, printshops usually specialize in one or the other market segment. (Kipphan 2001: 4)

The commercial printings are produced only occasionally. Here we can point out some leaflets, business cards or brochures whereas the periodical printings are produced in repetition. We can find them every week or every month in the market. The typical periodical printings are newspapers and magazines.

2.6.1.2 Advantages of Newspapers and Magazines in Advertising

When we compare magazines and newspapers to other media such as television and radio, we can say that the advertising in the printed media doesn't disappear within few seconds. But this is only one of many advantages: for example Bovée and Arens (1989: 409) point out: ”newspaper advertising also has credibil-

ity. Studies have found that newspaper ads rank highest in believability over other kinds of ads; in fact, one survey showed that some 42% of respondents considered newspaper ads to be the most believable; TV ads came in a distant second, with only 26% ranking them as most believable.”

When we look at magazines we can see that there are many advantages in advertising too. According to Bovée and Arens (cf. Bovée, Arens 1989), one of the best advantages is an element of the creative mix: flexible design, availability of colour, excellent reproduction quality, permanence, prestige and most of all, and excellent audience selectivity. The last advantage is very important one because the companies do not have to think much about target audiences. Bovée and Arens emphasise that

magazines offer flexibility in both readership and advertising. They cover the full range of prospects – with a wide choice of regional editions as well as national coverage. Each magazine lends itself to a variety of lengths, approaches, and editorial tones. The advertiser therefore has the choice of using long copy, black-and-white, editorial ads; short copy, colourful poster ads; humorous cartoons; or any of an infinite variety of approaches.(Bovée, Arens 1989: 425

When we look at the figures (cf. Jefkins: 2000) in table 1.1 we can see that the dominance of press advertising is clear.

Table 1.1

	£ million	%
Press	6,413	60.60
TV	3,333	31.50
Outdoor and transport	426	4.00
Radio	344	3.25
Cinema	73	0.65
Totals	£10,589	100.00

Source: Advertising Statistic Yearbook, The Advertising Association 1996

2.6.2 Television and Radio

One of the most effective types of promotion is the advertisement on television. There are many commercials breaks during television broadcasting and each single commercial addresses a large crowd of people. What someone perceives as annoying; the others might find it informative. The concise videos reach with the advertising message millions of people. However the advertisement on radio works much like the advertisement on television. At specific time, usually when lot of listeners are present, there are couple of short commercials to hear. According to O'Guinn and Allen (2009: 475) is television and radio one of the most powerful medium: „With the benefit of sight and sound, colour and music, action and special effects television advertising can be the most powerful advertising of all...Radio advertising also has key advantages. The ability to reach consumers in multiple locations and the creative power of radio rank as important communications opportunities.”

2.6.3 Internet

The advertising on the Internet is nowadays more frequently phenomena. Many websites are financed by advertising banners and unhide other websites. There is no such easy business as one click on some banner and the proper website gets paid the commission of it. Schimp (2010: 396) summarizes: “Internet advertisers use a variety of advertising formats. The two largest forms of online advertising – e-mail and search engine advertising – command perhaps 70% or more of all Internet advertising.”

2.6.4 Outdoor Media

The last type of these mass media is the advertisement on billboards or on large posters. This type of advertising is particularly effective in busy public places or next to some important roads. In a pending traffic or large gatherings of people advertising reaches its potential buyers. The outdoor ads promote not just the products of all kinds but it could promote some political parties or some upcoming movies. In addition to billboards and posters the other popular medium are cars, buses or sport stadiums.

2.7 Product

Products and services are the most important part of all advertisements because without it, it would be pointless to advertise. This chapter points out the basic definitions of product and classifies it.

2.7.1 Defining Product

A product is considered as a physical carrier of some brand. It may take the form of physical product, service, environmental learning, a simple idea etc. Products are derived from the needs of customers. The customer expects a specific product that can satisfy his needs. The customer also needs to be sure that the product has a high quality and will work well. According to Oxford Dictionary (1999: 1140) a product is an article or substance manufactured or refined for sale. It is a substance which is produced during natural, chemical, or manufacturing process and it is a result of an action or process. Bovée and Arens (1989: 128) confirm this definition and add: "a product is a bundle of utilitarian and symbolic values designed to satisfy functional, social, psychological, economic, and other consumer needs."

2.7.2 Classifications of Products

We can classify products in many ways. There are many varied interpretations which concern the classifications of products. William J. Stanton and Michael J. Etzel (1989: 128) classify the product in two ways. They divided it in business and consumer division. 1) Some important features of consumer product:¹

- a) The consumer has enough knowledge to make the purchase before going to buy it.
- b) It typically has a low unit price.
- c) The advertising burden is on the manufacturer, not the retailer.
- d) Consumers have a strong brand preference.
- e) Customers generally compare brands in several stores before a purchase.
- f) Examples: groceries, drug sundries.

¹William J. Stanton, Michael J. Etzel: Instructor's Manual to Accompany Fundamentals of Marketing Ninth Edition, McGraw-Hill, Inc. The United States of America, 1991, p. 134

2) Some important features of business product:²

- a) The supply is limited, and cannot be substantially increased.
- b) Usually there are only a few large producers.
- c) Promotional emphasis is on personal selling rather than advertising.
- d) Branding is generally unimportant - buying decisions are based on price and seller service patterns.
- e) Examples: office supplies, cash registers.

This classification seems to be sufficient but when we compare it to the classifications that are described in *Contemporary Advertising*, we will find out that the classification according to *Cotemporary Adverting* (cf. Bovée, Arens 1989) is more detailed and therefore, much preferable. We divide the types of product into four fields:

- I. The first field represents market. We can find there consumers and industrial goods. The consumer goods consist of product and services we use in our daily lives such as food, clothing, furniture or automobiles. The industrial goods consist of products which are used by companies for the purpose of producing other products - raw materials, agricultural commodities, machinery, tools, and equipment.
- II. The second field is classified by rate of consumption and tangibility. There are three kinds of goods - durable goods, nondurable goods and services. The durable goods are consisted of tangible products that are long lasting and infrequently replaced - it can be cars, trucks, refrigerators or furniture. The nondurable goods are again tangible products but they may be consumed in one or a few uses and usually need to be replaced at regular intervals. To this section belong for instance: food, soap, gasoline or oil. The services are some activities, benefits, or satisfactions which are offered for sale. This division contains the offers such as travel, haircuts, legal and medical services, or messages.
- III. The third field is represented by purchasing habits. There are three kinds of goods. The first one of goods is convenience goods. Here purchases are made frequently and with a minimum of effort - cigarettes, food, or news-

²William J. Stanton, Michael J. Etzel: Instructor's Manual to Accompany Fundamentals of Marketing Ninth Edition, McGraw-Hill, Inc. The United States of America, 1991, p. 137

papers. The second one is shopping goods. These are infrequently purchased items for which greater time is spent comparing price, quality, and style, warranty (furniture, cars, clothing, or tires). The third one is specialty goods. There are products with such unique characteristics that consumers will make special efforts to purchase them even if they are more expensive (fancy photographic, equipment, special women's fashions, or stereo components).

- IV. The last field is classified according to product description. It can be package goods (cereals, hair tonics, and so forth), hard goods (furniture, appliances), soft goods (clothing, bedding) or services (nontangible products).

2.8 Target Audience

An advertising message has typically significance only for a certain or large group of people, for some social group; both sexes are no exception. In advertising practice we speak of the target audience.

When some company or just a businessman wants to sell something to somebody, they must know who would be the potential customer. Then the advertising can successfully target at that potential customer.

When somebody wants to advertise a new product that should be introduced on the market then he should know that there arise a lot of questions such as for example: "To whom should be the product sold?" "What are the characteristics of the target group?" or "What are the preferences of the target group?"

The advertising messages are aimed at diverse groups of people. The people (e.g. pensioner or housewife) are selected from the advertising so that the addressed target group members can identify with them – in practice it means that the advertising message is personalized and humanized.

It is truth that advertising is always aimed at a concrete section of the population (cf. Bovée, Arens 1989). When we see ads that don't appeal to us, sometimes it might be because the ad is aimed at a group of people to which we do not belong. For example, a television commercial for a new washing powder detergent might offer little relevance to a teenager. Similarly, a homemaker with three small children may have little interest in an advertisement for denture cream. Ac-

According to Arens and Bovée (1992: 12) the target audience is: "generally defined as that group of individuals to whom the advertising message is directed."

2.8.1 The Basic Features of Target Audience

We can distinguish three main target groups according to their characteristics (cf. Bovée, Arens 1989). The first one is according to their 1) socio-demographic features. Into this section we put: *sexes, age, profession, income, educational attainment, family status, and household size.*

The second important part of this classification are 2) psychological features. We can put into this section: *achievement orientation or social orientation.*

The last one important part of this characteristic are 3) communication-related features. There can be for example: *newspaper readers, magazine readers, internet users or cinema goers.*

3. Advertisement and Language

Language can be sometimes apart from non-linguistic features such as pictures or photos the only expressive component of advertising, in other cases language can be the main component or can appear in the advertisement minimally – for example, sometimes it can be only in the form of the name of the advertised product or service.

The chapter *Advertisement and Language* deals with the use of language in advertising. The main focus is on the advertising slogan and its composition.

3.1 Use of language in Advertising

In addition to the language elements, there can be non-verbal elements in the advertisement. These two elements – verbal and non-verbal – form together a whole that gives the advertisement the content and gives the advertising sense. These elements follow each other and in many cases we cannot secede them from each other, because we could change the meaning and the quality of the advertisement. It is not possible to specify which means are most important for the ads, because there are different creative processes in each commercial. It always depends on the intention of authors.

One of the factors which create the advertising is a team of creators of the advertising texts. On one hand their work is primarily tied to the requirements to the companies, on the other hand those creators can apply their language skills and create something what can be remembered for a long time.

When we look at the writing of the ad we find out there four elements that make up every ad. According to Fred E. Hahn (1993: 13) these elements are:

A) The *headline*, commonly called “the head.”

B) *Body copy*, which is everything except the headline and the identifying signature, or “logo.”

C) The *offer*, which is part of the body copy, but has to be thought out separately.

D) The *logo*, or signature, which identifies the company and is generally the same as or very similar to the letterhead.³

Advertising gives the language unlimited space. We can say literally that advertising plays with word and creates new phrases, which can be funny or serious – it depends on the type of advertisement. But we have to admit that there are many phrases which are easily remembered and are embedded in our subconscious. The advertisement uses the language to influence our perception of the world, shapes and changes our thinking, attitudes and values. In short, it tells about the state of society in which we live and about ourselves. The text of the advertising statement must capture the main idea of the whole advertisement to approach the potential customer.

3.2 Advertising Slogan

The slogan is typically very simple and brief. Companies create a stable, long-time constant verbal logo so that the company can be immediately identified just by hearing it or facing it. It is also connected to logo, for example when we look at the logo of McDonald's Corporation, the first that comes to our mind could be some kind of hamburger or their slogan – "I'm lovin' it."

Advertising slogans have usually an effect on emotional perception of the receiver. We can't persuade the potential customer with rational arguments why he should choose exactly this company or this product. We have to hit him with some emotional intervention. Especially some basic human needs are very often used in the advertising slogans – i.e. the need of safety. As we said, the advertising slogan can awake varied emotions in us. There can be the emotion of fear (we can see these slogans especially in advertisements that deal with some medical stuff or treatment), there can be also the emotion of love (as we can see in the advertisement for McDonald's) or we can find the emotion of excitement, danger and effervescence (typical example is the slogan for Red Bull advertising – "Red Bull gives you wings"). Shimp (2010: 222) adds: „Slogans, or tagline have always played an important role in advertising. Effective slogans encapsu-

³Fred E. Hahn: Do – It – Yourself Advertising: how to produce great ads, brochures, catalogs, direct mail, and much more, Small business series, New York 1993, p 13

late a brand's key positioning and value proposition and provide consumers with memory tag for distinguishing one brand from another.”

3.2.1 Composition of an Advertising Slogan

The slogan should say something clear and meaningful, something that the potential customer can take. It mustn't contain unspecific and empty words. The length of each slogan should not exceed eight words. Joseph Sugarman (1998) emphasizes advantages of fewer words, he points out that with less copy, the ad will look less imposing to prospect and he or she will more likely to read it. The second advantage is that we are making the slippery slide even more slippery by making it shorter.

Firstly we should realize what kind of message we want to give to the audience. Then we should select best words which represent our business. The creativity, specificity and originality are for this branch essential. It is not really easy to follow these steps therefore we can say that making of good slogan is kind of art.

English website adslogans.com has established thirteen features which should have each slogan and seven features that should be avoided. The features that correlate best with the slogan are:

- 1) Credible
- 2) Neat
- 3) Easy and simple
- 4) Original
- 5) Brings back memory
- 6) Reminds us of the brand
- 7) Includes the main benefit
- 8) Differentiates the brand
- 9) Instils a positive feeling about the brand
- 10) Illustrates the brand personality
- 11) Strategic in nature
- 12) Competitive in nature

13) Campaignable⁴

The features that should be avoided are:

- 1) Normal, generic, cliché
- 2) Generates sarcastic or negative responses
- 3) Pretentious
- 4) Makes you express the following responses: “so what?” or “oh yeah?”
- 5) No meaning
- 6) Difficult or awkward
- 7) Used by other companies at the same time⁵

The above mentioned features of an advertising slogan are very clear and look simple but to compose such a slogan must very difficult because to fulfil these directives the creators need to be more than talented. Nowadays it is not simple to come up with something new and original.

⁴Tymothy R. V. Foster FAQ [online], last revision 19th of April 2012 [cit. 2012-4-13].
<http://www.adslogans.co.uk/ans/index.html>.

⁵Tymothy R. V. Foster FAQ [online], last revision 19th of April 2012 [cit. 2012-4-13].
<http://www.adslogans.co.uk/ans/index.html>.

3.3 Speech Acts

This chapter deals with the meaning of terms speech acts, speech action and communicative function of an utterance. This chapter is essential for the research because in the practical part we investigate the occurrence of speech acts across magazines (see chapter 5.1). We need to interpret why one type of speech act is more used than another one in the magazines I have chosen for the research.

3.3.1 Speech Acts Theory

The speech acts theory can be seen as a communicative competence which concerns the ability of using utterances in speech actions. It is not easy to find out the best definition that would perfectly describe the speech acts theory. Oxford Dictionary (1999: 1379) defines the speech act as an utterance which is considered as an action, particularly with regard to its intention, purpose, or effect.

Other definition we can see in Random House Webster's Unabridged Dictionary (1999: 1833); this dictionary provides the extended explanation that defines the speech act as any of the acts that may be performed by a speaker in making an utterance, as stating, asking, requesting, advising, warning, or persuading, considered in terms of the content of the message, the intention of the speaker, and the effect on the listener.

In both definitions we can see that the speech acts concern an utterance and express the speaker's attitude to the listener. But when we want the complete definition of the speech acts, we have to go further. According to John R. Searle,

the speech act or acts performed in the utterance of a sentence are in general a function of the meaning of the sentence. The meaning of a sentence does not in all cases uniquely determine what speech act is performed in given utterance of that sentence, for a speaker may mean more than what he actually says, but it is always in principle possible for him to say exactly what he means. Therefore, it is in principle possible for every speech act one performs or could perform to be uniquely determined by a given sentence

(or set of sentences), given the assumptions that that the speaker is speaking literally and that the context is appropriate.⁶

3.3.2 Classification of Speech Acts

It is not easy to classify speech acts because they are divided into many fields. To classify speech acts clearly we have to search in many linguistic books that concern this classification. Austin was the first linguist who divided speech acts into three types (cf. Austin, 1962):

1. **Locutionary act**
2. **Illocutionary act**
3. **Perlocutionary act**

The **locutionary act** might be defined as the meaning of the statement itself. As an example when we tell someone to “go away”, the meaning of our statement is to tell someone to go away. The **illocutionary act** has the contextual function. E.g.: When we tell someone to “go away”, we can see him in danger and warn him to go away. The **perlocutionary act** affects the hearer. Austin adds (1962: 108): „we may also perform *perlocutionary acts*: what we bring about or achieve by saying something, such convincing, persuading, deterring, and even, say, surprising or misleading.”

The other classifications (cf. Searl, Kiefer, 1980) might be according to the grammatical markers and their possible functions (figure Table 1.2) in a given language.

Table 1.2

Speech Act	Function
The interrogative mood	to question
The declarative mood	to inform
The imperative mood	to command

Searl and Kiefer’s Speech Act Theory and Pragmatics offers more speech act-classifications:

⁶John R. Searle: Speech Acts: An Essay in the Philosophy of Language, Cambridge University Press, United Kingdom, Cambridge, 1969, p. 18.

The speech acts can be classified according to (a) the type of propositional content, and (b) the type of illocutionary outcome or the type of satisfaction condition, respectively. Because of the interrelationship of propositional content and illocutionary outcome, an independent classification to either (a) or (b) is not possible. The results will partly overlap with the first classification (figure Table 1.2), but they will not coincide. (Searl, Kifer 1980: 298)

3.3.3 Speech Acts by John Searle

John Searle continues linguistic analysis in the spirit of Austin (cf. Austin 1962), “careful elucidation of some of the concepts of ordinary language.” Language is of interest not just because of its usefulness for figuring philosophical issues but in and of itself.

Like Austin, Searle says that it is not possible to account for meaning in the absence of the context of a speech act. According to Searle, sentences do not express a proposition. Tokens or sentences, which are put in a context, express propositions (cf. Searle 1969).

According to him there are two types of locutionary act which are actually utterance *acts*, where something is declared (or a sound is made) and which does not have to have any meaning, and propositional acts, where a particular reference is made.

Searle (cf. Searle 1969) pointed out five illocutionary/perlocutionary points:

1. *Assertives*: statements that can be seen as true or false because they aim to describe a state of affairs in the world (e.g.: “It is snowing now.” ; “Columbus discovered America in 1492.”)
2. *Directives*: statements which attempt to make the other person's actions fit the propositional content. (e.g.: “Leave this room now!”; “In which room is he?”)
3. *Commissives*: statements which want to commit the speaker to a course of action as described by the propositional content. (e.g.: “I swear to tell the truth!”)

4. *Expressives*: statements that specify the “seriousness of the speech act”. (e.g.: “Congratulation!”)
5. *Declaratives*: statements that try to change the world by “representing it as having been changed”. (e.g.: “I pronounce you husband and wife.”)

Direct vs. indirect Speech Acts

When we speak we always perform a speech act (cf. Searle 1969). It can be a question (“*Where is my jacket?*”), a command (“*Go away!*”), a statement (“*I am ill*”), or it can be other speech acts – promises, threats or requests. These speech acts have direct impact. However the indirect speech acts are used very often in socially distant situation. For example: “*Are you going with him?*” can be a statement (“*I do not like him.*”) or even a command (“*Do not go with him!*”)

3.3.4 Speech Acts in Advertising

Speech acts in advertising have one aim – to persuade people. According to my research (figure chapter 6.2), we find out that the most used act in advertising is perlocutionary act. John O’ Shaughnessy and Nicolas J. O’ Shaughnessy (2004:144) confirm this theory and explain that every advertisement is trying to cause some effect and they add:

Perlocutionary persuasive speech acts in advertising should *not* be transparent. If they are to be successful, the audience must not realize the speech act is trying to manipulate them. Audiences need to feel autonomous in their decision making, so the best rhetoric is that which leads them without their perceiving the advertiser’s persuasive strategy...Commonly, the persuasive perlocutionary act uses *indirect* means like appeals to greed and gullibility or, more typically, emotional to self-image...the perlocutionary act involves the notion of what someone does by saying something not like the illocutionary speech act in saying something.(John O’ Shaughnessy, Nicolas J. O’ Shaughnessy 2004: 144)

The knowledge from this chapter is essential for the research in the practical part because the main aim is focused on the analysis of the speech acts in terms of their function and frequency.

4. Gender

The chapter *Gender* deals with the gender problematic in the advertisement discourse. As first step I will point out some definitions which concern this problematic. Further subchapters deal with the gender policy in contemporary advertising.

4.1 Defining Gender

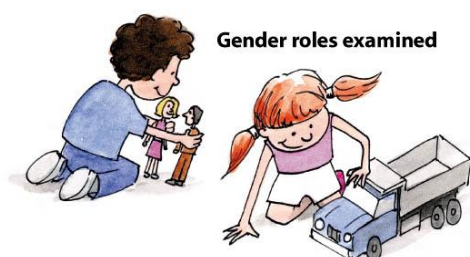
When we want to define “gender studies”, we have to mention that these studies do not want to try solving the biological differences between men and women; it is not about “biological sex”; it means that the gender stands for social differences between female sex and male sex.

From language scope of view, Random House Webster’s Unabridged Dictionary (1999: 794) defines gender very aptly; this dictionary sees

gender (in many languages) as a set of classes that together include all nouns, membership in a particular class being shown by the form of the noun itself or by the form or choice of words that modify, replace or otherwise refer to the noun, as, in English, the choice of *he* to replace *the man*, of *she* to replace the woman, of *it* to replace *the table*, of *it* or *she* to *the ship*.

From sociological scope of view, Janell L. Carroll sees the problematic of gender in gender roles. Carrolls says (cf. Carrol 2010) that the constellation of traits that has been traditionally seen as masculine and feminine may becoming less rigid and for a long time the types of gender traits were seen as inborn, unchanging. Carrolls also adds that most scientists believed that men and women are fundamentally different.

Picture No. 9



When we put it into practise we can see lot of prejudices what men and women concern. There are many expectations of both sexes in the society. The gender role or the “social gender” is more learned and is convinced about that there is the possibility that this role may change or can be changed (see picture No. 9). The research of gender draws a line wider and sets the pure biological sex into a cultural and sociological context. Gender mainstreaming means: Integration of equal opportunities in all measures. The main aim is the equivalence between men and women as a political principle.

4.2 Gender in Advertising

The powerful presence of advertising in the public and frequent repetitions of mediation fixes social stereotypes. On one hand, advertising seeks to show an ideal state of living but on the other hand it takes back cultural clichés. It seems that advertising cements natural attributions - it is true for relation to sex too.

We can date the term “Gender in advertising” to the early 70s. In these years there was first women’s movement which was about the representation of women in the media. It was related to the various media – newspaper, magazines and television. In centre of focus there were analyses of women’s and men’s language and there was also analysis of visual representation of men and women in the world of media. Especially the advertising was particularly remarkable example of the stereotypical view of men and women in sexist writing and visual language.

According to German linguist Christiane Schmerl who has presented a number of media studies of representation of women in advertising, there are seven points (cf. Schmerl, 1980) in typical “recipes” of advertising which deal with women:

1. Woman = Sex: The reduction of female on sexuality makes women’s bodies universal usable.
2. Woman = product / Product = woman: Women are treated like consumer products. The products are as women: young, beautiful and fresh.
3. Household = woman: home, children and the pampering of man is the only and favourite activity of women.

4. Typical woman: feminine “weakness” and “vice“ are overstated: they are hardworking or refined, gossip addicted or helpless (mostly in dealing with technology).
5. Cosmetic straitjackets: There is not meant normal beauty, but the permanent invitation for women to be beauty only for men.
6. Emancipation: The ad shows that the emancipation – from cars to comfortable clothes - can be purchased.
7. Male cynicism: A look at the woman from the perspective of men’s jokes.

Schmerl refers that indeed the advertisement has slightly changed in past twenty years but basically we can still find these factors in many advertisements. Nevertheless the researches on this topic subsided significantly occasions (cf. Schmerl, 1980):

- A) Firstly, it has been recognized that sexism in advertising needs to be seen in a much larger context of the entire media – for example in the connection between gender representations in news programmes, shows and entertainment formats.
- B) Secondly, it was evident that the overall supply of advertising provides a very different picture and indeed there is sexism in those television spots and commercials.
- C) Thirdly it became evident how important is the reception – the way how the advertising messages. At the centre was no longer the analysis of the advertising message itself, but the social discourse of masculinity and femininity.

4.3 Sexism in Advertising – a Problem or Hype?

When we should think of the gender advertising as a whole, is it really a problem that should be dealt or is it only some kind of “hype”? To find out answer is very difficult because there doesn’t exist an unequivocal reply. There are lot of arguments that tend to side with feminist but there are also many counterarguments which try to deny this whole thing.

On one hand, one of the most used arguments says that the sexist advertising is a reflection of nowadays society (cf. Schmerl 1980) because it only figuratively expresses what people think of sexiness that concerns women. In practise it

looks like that the way in which the women are portrayed in advertisements corresponds to the modern image of women in our society. We can see this evidence when we look at a commercial break on television. There is almost anytime some erotic themed advertisement for a perfume that is followed by some advertising where an attractive housewife promotes a certain type of coffee.

But on the other hand, one of the most used counterarguments opposes that the advertising is in no way a reflection of our society because in the same way, in which the women are portrayed, the men are portrayed too and all of this does not correspond to reality because the image of women and men has become nowadays very diverse. It is no longer truth, that the women are portrayed like some vamps or cleaning moms.

According to website *www.momgrind.com* there are 10 things in advertising which are against the gender policy in the magazines for women's audience⁷:

1. Retouching: Most women's magazines publish ads and fashion spreads featuring super-thin, airbrushed-to-perfection young models. Women of all ages feel inadequate when they compare themselves to these unrealistic images.
2. Some women's magazines tell women that they should let men be in charge. "Letting him see your vulnerable side will bring him closer because it unlocks his instincts to take care of you. So give him chances to take charge, and thank him after he does.
3. Often, women's magazines subtly convey the message that getting married is a woman's most important goal, then proceed to teach women tricks that would help them achieve that goal. "He still hasn't proposed? This famous recipe might do the trick".
4. Women's magazines often encourage women to spend ridiculous amounts of money on shoes, handbags and clothes, and often place no value on being thrifty, on saving and on becoming financially independent. "Need it now: Manolo Blahnikheels – \$685."
5. Women's magazines think women should freak out about aging at the tender age of 30. Thirty!

⁷VeredDeLeeuw FAQ [online], last revision 2012 [cit. 2012-12-2].
<http://momgrind.com/2008/09/07/you-read-womens-magazines-ill-give-you-ten-reasons-to-stop/>

6. Women's magazines say things like, "Over the next year, dieters will shed pounds and gain confidence." Can't women gain confidence without losing weight?
7. Women's magazines often encourage women to follow idiotic fashion and beauty trends while completely disregarding practicality or eco-consciousness. "Usually it's women who suffer in the name of beauty, but next fall, it just might be the ozone layer. Break out the hairspray, because high-maintenance hair that requires more than a few spritzes is about to be everywhere."
8. Bikini Body Countdown! When encouraging women to lose weight, many women's magazines often focus on looks more than they focus on health.
9. Women's magazines tell women things like, "Men want to be constantly admired. Guys know they're not perfect, but they want you to tell them they are, or at least highlight frequently the things they do best."
10. Women's magazines often promote short "diet plans" instead of slow, healthy weight loss.

In my point of view all these examples are partially truth because according to my research in practical part we can find some those abuses against gender policy (see chapter 5.2.1).

Conclusion of Theoretical Part

In the theoretical part we learned about advertising from different points of view. We compared various definitions of advertising, learned about the history of advertising from the very beginning.

After that we found out what the basic features of advertising are and what the basic classification of advertising includes.

Then we dealt with the gender problematic in the advertisement discourse and pointed out some definition which concern this problematic.

The next chapters involve the speech acts theory and gender issues that connect advertising to these areas. The practical part will follow the knowledge which we gained in the theoretical part and will analyse the results of research from magazines that I have chosen for this diploma thesis.

II.PRACTICAL PART

5. Introduction into Practical Part

The main aim of this thesis is focused on the analysis of the speech acts in advertising slogans in terms of their function and frequency. The next focus is on the gender problematic in contemporary advertising.

The research was to pick up 300 advertising slogans from authentic magazines that occurred in English-speaking countries in the years 2010 and 2011 and divide them into three groups according to their gender target readership. It means that I picked up 100 advertising slogans from women's magazines, 100 advertising slogans from magazines for men and 100 slogans for all readers.

The issues in the magazines for both sexes are varied and are according to the nature of each magazine. The articles concern movies, economy, nature, history, travelling or photographing.

After that I divided these advertising slogans according to the product they represent.

To complete this classification I categorized the advertising slogans according to their persuasive functions. The persuasive function is represented by speech acts. There I followed the classification of speech acts (cf. Searl, Kiefer, 1980) according to the main grammatical markers and their possible functions (figure Table 1.2).

To classify speech act in advertising for this diploma thesis clearly as assertive, directive, expressive etc. is not as easy task as it would at first glance seem because in some cases it is possible to classify it subjectively. That is why I indicated the pages in the magazines where each advertising slogan occurred to ensure that the classification is not out of the context and subjective.

5.1 Criterion of Magazines - Speech Act, Target Audience and Product

As a first step I would like to introduce these magazines. There are 12 magazines which are divided according to the gender of the target readership into three groups. There are three magazines for women audience, three magazines for men audience and six magazines that are for both sexes.

These magazines were published in English-speaking countries between years 2010 and 2011. The magazines for women are:

- *Glamour, July 2010*

- *New!*, December 2010

- *Reveal*, December 2010

In these magazines we can find a wide range of issues. There are real-life stories, articles that concern fashion, beauty, well-being, food, sex horoscopes or travelling.

The magazines for men are:

- *Maxim*, July/2011

- *Esquire*, August, 2010

- *Men's Health*, October/2010

The articles in above mentioned magazines concern sex, fashion, cars, travelling or life style.

The magazines for both sexes are:

- *Empire*, November 2011

- *The Economist*, August 2011

- *National Geographic*, July 2011

- *History*, September, 2011

- *Outdoor Photographer*, August 2011

- *Wildlife* January, 2011

5.2 Magazines for Women's Audience

In the chapter "Magazines for Women's Audience" I want to emphasize details regarding magazines for women and advertisements which are aimed at women, men and both sexes. This chapter is divided into several subsections which deal with gender correctness, product, speech act and target audience.

5.2.1 Gender abuses in Magazines for Women's Audience

As a first step I will focus on the gender stereotypes in those magazines. In this section I have chosen the slogans which demonstrate the way how the speech acts work and whether there are some abuses which are against the gender policy.

Assertive speech act with stating function

When it comes to Protect & Perfect Intense, we let you do the talking...

From 26 assertive speech acts there is only one which can be against gender correctness. This slogan represents a cosmetic product of company No.7. There are two sentences and both of them are in the form of assertive act with stating function. The first clause informs us about the situation in which women need this product. The assertive act in the first part of slogan represents the product in the way of need. The second part is also informing but with one difference – there is a hidden message which is clearly against the gender policy. It is not important whether the author of this slogan is male or female, but the male irony radiates of it. The verb phrase “we let do you the talking” puts a woman in the role of a human being who can talk only about cosmetic. The woman then becomes a “typical woman” who likes to gossip and whose greatest weakness is usually an inability to cope with any other issue. She is presented as “a poor soul” whose biggest problem is to look perfect so that’s why we would not give her space to talk about the issue she understands well. The assertive speech act in this slogan abuses indirectly the women audience.

When we figure the table 1.3 (p. 86) we find out that there are no more slogans in assertive act which can put women into the role of a human being whose only concern is the cosmetics. The rest of assertive acts with informing function describes the product in the way of usage or function.

Directive speech act with commanding function

- A. Don't just volumize, millionize your lashes in Extra Black**
- B. SHOW THEM HOW SENSATIONAL YOU LOOK NUDE**
- C. "Love your shape"**
- D. Treat yourself to a great fashion accessory**

These slogans have several common things: they are intended for women and insist that the woman should be beautiful.

The directive speech act with commanding function in the slogan A can force the woman to give the maximum of her to achieve a perfect look of re-touched top model who represents the desired product.

The slogans *B* and *C* carry the same meaning. Both slogans command that women should take care of them all the time to have a perfect figure. These slogans can be evaluated as against the gender policy because they do not judge the woman as a human being. They basically say that the perfect figure is more important than human proportions.

The slogan *D* has close to slogans *B* and *C* but with different message. The woman is presented as a decoration. She should be just a decoration for a man because it is her duty.

From the slogans with commanding function there are four which could be against the gender correctness. The rest of them does not want to persuade the reader on the basis of gender stereotypes (figure table 1.3: 86).

Non-verbal slogans

INSTANT SEXY

When we look at this slogan we find out that the meaning might be against the gender correctness. The slogan appeals to women to be always sexy. So we can say again that this advertisement pushes the women to look always (instant) sexy. According to this slogan the external properties are more important than the internal properties.

This advertisement primary abuses the women audience however it can abuse the men audience as well because it puts men in the role of superficial beings who want only the women who is “instant sexy” .

5.2.2 Product, Speech act and Target audience in the magazines for Women

This chapter points out which are the most advertised products and the most frequent speech acts according the target audience.

In the magazines which are for women’s audience, the most advertised products are from the section of “Cosmetics, Health and Care”. From 100 advertisements there are 54 advertisements which concern “Cosmetics, Health and Care”. It is obvious that the most desired product is “beauty”. The society in the magazines for women audience is being pushed to buy those cosmetic products to look pretty.

5.2.2.1 Women's Target Group

Cosmetics, Health and Care

From the section "Cosmetic, Health and Care" there are 47 ads which are clearly aimed at women audience. The slogans like: *"No time to wash your hair? Get it on the secret to fresh, clean hair even if you skip a shampoo"* or *"Go Super Luxe Blonde in just 10 MINUTES"* are intended only for women.

When we look at women's target group there are 18 advertisements from the section "Cosmetic, Health and Care" which have commanding function of directive speech act (e.g.: *tell us what inspires you and win a trip to hollywood, GET THE LONDON LOOK*) and 17 advertising slogans which have stating, claiming and informing functions of assertive speech act (e.g: stating: *While blending away blemishes - it's busy undercover too.* claiming: *I love a happy ending. All 100,000 of them.* informing: *FASHION'S IN THE AIR*). So we can clearly see that the most used speech act in the section "Cosmetic, Health and Care" is the directive one with commanding function.

Four slogans in the section "Cosmetic, Health and Care" are the combination of assertive and directive speech act; from those slogans there are another two slogans which have stating and commanding function: *If you must scrape a razor across your underarms, kiss them better afterwards, IT'S YOUR CHANCE, EMBRACE IT.* The questioning, informing and claiming function have two slogans. In those combinations the most frequently used speech act has questioning function; we can find four slogans which interrogate and then inform, claim or command.

A separate chapter form so-called "non-verbs slogans". They cannot be always counted as speech acts because they do not have any verb. The non-verbs slogan can be counted as speech act (cf. Searle 1969) for example in that case if the expression is used indirectly e.g.: Y: *Are you going with him?* X: *Him?* or it can be expressive speech act with function – congratulating e.g.: *Congratulations!* In this section we can find six no-verbs slogans however from the context these slogans have no such features as above mentioned examples. The examples of non-verbs slogans – *THE GODDESS OF ME TIME* or *INSTANT SEXY*– perfectly illustrate this term.

Stores

The second most frequently advertised product in the magazines for women audience is from the section “Stores”. There are seven advertisements, four ads are assertive speech acts with informing function e.g.: *Fashion loved for longer* and three slogans have commanding function e.g.: *Eat fresh. Pay less!*

Rest

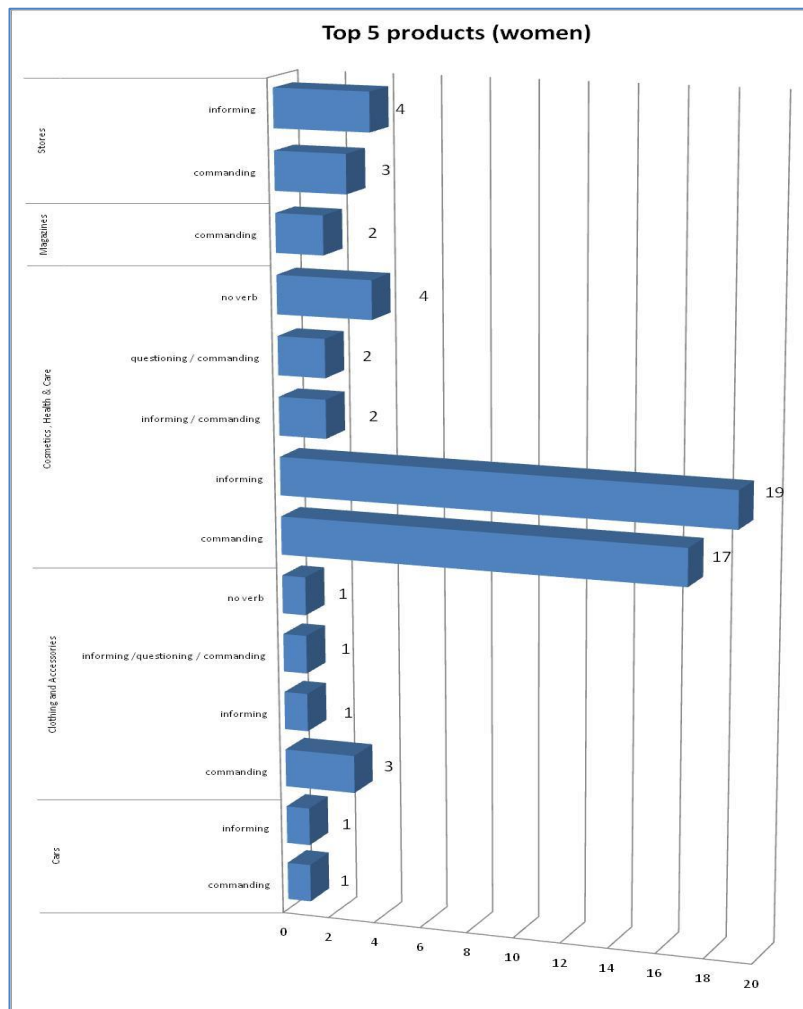
From the rest of advertised products which are aimed at women is the “Clothing and Accessories” mostly frequent. It was expected that one of the most desired product will be just “Clothing and Accessories”. However there are only six advertisements which concern this branch. For representing this area the most used speech act was directive one- it occurs there for four times – three of them have commanding function and one have combination of commanding and questioning function like this slogan for Pandora: *MOMENTS. MAKE A FLEETING MOMENT LAST FOREVER. THREAD YOUR CHOICE OF OUR BEAUTIFUL HANDFINISHED CHARMS ONTO A BRACELET OF 14CT GOLD, STERLING SILVER, LEATHER OR FABRIC. WHAT’S YOUR MOMENT? BE INSPIRED AT WWW.PANDORA.NET*

In the section “Clothing and Accessories” there are two slogans that have no verb e.g.: *BLACK AND WHITE FOR DAY OR NIGHT, THE ULTIMATE GIRLS’S DAY OUT!*

The products “Magazines” and “Cars” are published in the magazines for women audience only for two times. The slogans for the product “Magazines” want to command and for “Cars” once it wants to command like in advertisement for a new Cooper: *Be mini* and once there is no verb for a new Peugeot: *LEATHER-LINED ESSENTIALS FROM PEUGEOT*

Remaining three products which are aimed at women represent “Home” and “Services”. All of them use the assertive act with stating and informing function to attract the potential customer (e.g.: stating: *THE CHORES WILL WAIT. THE PERFECT SATURDAY AFTERNOON WON’T.* informing: *Jenny Craig. The delicious new way to lose weight*).

Graph 1.1



The analysis shows that the least popular way how to attract a potential customer is through questioning function. Most forms are used by assertive and directive speech act with informing, stating and commanding function. Non-verbal ads that are not speech acts are not evaluable in the perspective of this thesis but they are frequently widely represented in the magazines.

Informing, stating and commanding functions of speech acts are the ways how to attract the potential readers. The informing and stating function is usually based on normal real communication, in the second case there are put some demands on consumers. The advantage of these functions can be in a certain offence. The readers are not able to ask any questions about the product, which is sufficient to enable the readers to become a customer. Thus we can say that the use of assertive and directive speech acts with informing, stating and commanding function is the most effective way to take a reading audience.

5.2.2.2 Men's Target Group

Cosmetics, Health and Care

Surprisingly not all of the ads in the women's magazines were targeted at women. Although the advertisement is with overwhelming dominance focused on women – from 100 advertisements there are three ads which want to attract the male gender in the section “Cosmetic, Health and Care”: *presstoplay, Treat yourself to a new man this Christmas* and *FINALLY, A DOVE BODY WASH FOR MEN. ISN'T IT TIME THEY STOPPED STEALING YOURS?* First two slogans have commanding function and the third has questioning function of directive speech acts.

5.2.2.3 Men and Women's Target Group

When the advertisement aims at both sexes in the magazines for women audience the one of two most used products is from the section “Food and Drink”

Food and Drink

There are eight advertisements from the section “Food and Drink”. The slogans like: *They'll go to great lengths to hide Milka's secret - Alpine milk* and *OUR POTATOES ARE FAR AND AWAY THE BEST BECAUSE THEY DON'T COME FROM FAR AND AWAY* are in the form of assertive speech act with stating function and three slogans want to persuade the men and women audience by commanding them e.g.: *Don't eat until you've read it, LET'S TALK ABOUT YOUR WORKOUT*. The directive speech act with commanding function has slightly dominance in this section. Two advertisements cannot be counted as any speech act because they do not have any verb.

Stores

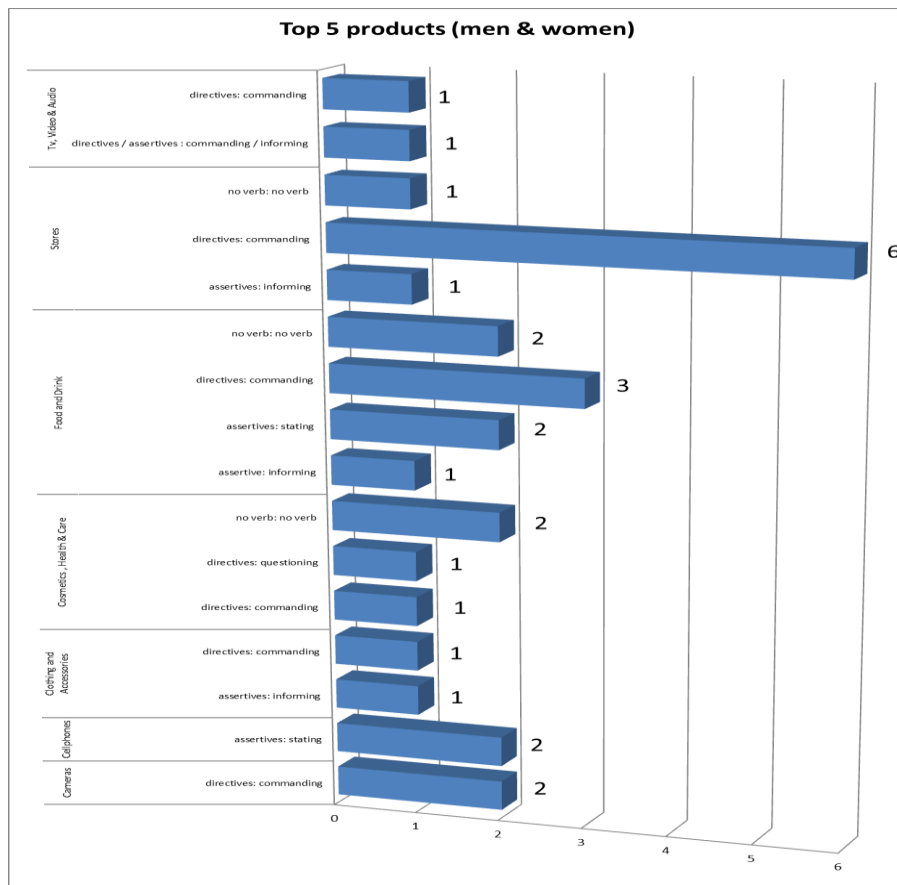
The second one of most advertised products for both sexes represents the section “Stores”. There are also eight advertisements in this section. The tool for persuasion is here commanding function of directive speech act with six ads e.g.: *Cross more off the list than you planned* or *get merry*. Only one advertisement - *Every little helps this Christmas* - wants to inform the men and women audience and one advertisement has no verb. In the section “Stores” the assertive act with informing function is significantly outnumbered by dominance of directive act with commanding function.

Rest

The third most advertised product for both sexes is from the section “Cosmetics, Health and Care”. There are four advertisements that represent this branch. There are two directive speech acts – one with commanding function and the other with questioning function. Then there are two ads like *Bigger packs, better value* and *Smooth & Silky hair with the winning touch*. These ads have no verb.

The products “Cell phones”, “Cameras”, Clothing and Accessories” and “TV, Video and Audio” which are aimed at both sexes have each two advertisements. There are two assertive acts with informing function in the product “Cell phones”; the way how to sell the product “Cameras” is to command the potential customer; there is one commanding and one informing function for the product “Clothing and Accessories” and there is one commanding and one commanding/informing function for the product “TV, Video and Audio”.

Graph 1.2



The use of assertive and directive speech act with informing, stating or commanding function seems to be balanced in terms of magazines, which are identical with those for women audience. The readers are not burdened with superfluous information, but directly encouraged to purchase the product. Plethora of information would come to me in such types of advertising unnecessary. The priority is the functionality of slogans.

5.3 Magazines for Men's Audience

The chapter "Magazines for Men's Audience" emphasizes details regarding men's audience magazines and advertisements which are aimed at men, women and both sexes. This chapter is divided into several subsections which dealt with gender correctness, product, speech act and target audience.

5.3.1 Gender abuses in Magazines for Men's Audience

In this chapter I want to bring out details regarding the magazines for the men's audience and advertisements which are aimed at men. From this section I have chosen the slogans which demonstrate how the speech acts work and whether there are some abuses which are against the gender policy.

Assertive speech act with claiming function

Last night? Never happened.

This slogan represents a cosmetic product of company. The slogan has two parts. The first part is without a verb and the second has informing function. The slogan could represent a situation when a man drinks a lot and next day wakes up and so he needs to use one cosmetic product to look like he never drinks. That is why this slogan could be misleading for someone who deals with gender issues, because this could potentially indicate that this is not just about cosmetics, but there is no longer taboo that a lot of people have problem with alcohol.

Assertive speech act with stating function

If you think Old Spice isn't great smelling or that this image isn't available for download at oldspice.com, you are insane.

The slogan represents again a cosmetic product. There are two clauses in this slogan. All of them are assertive speech acts with stating function.

Who recently saw couple of TV commercials for the cosmetics product of company Old Spice cannot be surprised. The latest commercials for Old Spice are based on perfect image of a man. When we look at this print advertisement we can see that there is no difference. The ad forces men to look as someone who looks like an idol of all women. It actually says that we cannot be “real men” without this product. We can declare that this informing slogan is clearly against the gender policy because according to it the external properties are more important than the internal properties.

This advertisement primary abuses the men audience however in a way it can abuse the women audience as well because it puts women in the role of superficial beings who are only interested in men with the external properties and they do not care about the nature of men.

Directive speech act with advice

We told you... keep it in your pants

This advertisement represents the product from the area “Clothing and Accessories”. The sexual allusion radiates from this slogan. This slogan is an example of how one gender sex is put to the role according to stereotypes. We witness here that the male population is seen as a group of hunters who cannot “keep it in their pants”. This ad cannot be in accordance with gender policy.

Directive act with commanding function

Dress Like a Guy, Not *That* Guy.

The slogan “Dress Like a Guy, Not *That* Guy consists of directive speech act with commanding function. There is an instruction which commands to dress like someone. Here again we meet with the slogan which is not in accordance with gender policy.

The slogan represents a certain piece of clothes which we should wear because when we wear it then we avoid fashion faux pas. We can see the superficiality of the advertisement which represents a certain piece of clothes.

5.3.2 Product, Speech act and Target audience in the magazines for Men

In the magazines which are for men's audience there are two most advertised products in the section of "Cosmetics, Health and Care" and in the section of "Clothing and Accessories". Both of them have 21 advertisements (figure table 1.4: 89). As in the magazines for women's audience the society in the magazines for audience is being pushed to buy those cosmetic products to look pretty.

5.3.2.1 Women's Target Group

Food and Drink

There is only one advertisement in the magazines for men's audience which is clearly aimed at women. To persuade the potential buyer the slogan is used in combination with stating function of assertive speech act and with advice of directive speech act- *WHEN YOU LEAN IN MAKE SURE HE DOESN'T LEAN OUT*. The people who publish the advertisements into the magazines for men's audience count on the curiosity of female population with one ad.

5.3.2.2 Men's Target Group

Clothing and Accessories

When the advertisement aims at men in the magazines for men's audience the most used products is from the section "Clothing and Accessories". We can find in this section 18 ads. The most used speech act to attract men for this product is the assertive with stating and informing function – there are seven slogans in that form and six slogans have stating function e.g.: *INDEPENDENCE IS A STATE OF MIND*. Six slogans want to command to persuade the potential buyer and one slogan is the form of assertive/directive speech act with claiming function and advice e.g.: *We told you... keep it in your pants*. The rest of slogans has no verb – there are four of them.

Cosmetics, Health and Care

The second most used ad that aims clearly at men's audience is from the section "Cosmetics, Health and Care". There are 17 ads in this section. The most used speech act for the product "Cosmetic, Health and Care" is the directive one with commanding function – there are seven slogans which command the men to buy that product (e.g: *Wear your face, Live unforgettable moments*). Five slogans are in form of assertive speech act with stating (four of them) and claiming (one

of them) function (e.g.: *GILLETTE FRESH & CLEAN WASH. OUT - OF - THE SHOWER FRESHNESS THAT LASTS*). Only one ad tries to persuade by questioning. The slogans like *REAL DOCTORS · REAL SCIENCE · REAL RESULTS!* or *THE FRAGRANCE FOR HIM* have no verb – there are four of them.

In this section we can find slogans like: *IF YOU THINK OLD SPICE ISN'T GREAT-SMELLING OR THAT THIS IMAGE ISN'T AVAILABLE FOR DOWNLOAD AT OLDSPICE.COM, YOU ARE INSANE* or *GILLETTE FRESH & CLEAN WASH. OUT - OF - THE SHOWER FRESHNESS THAT LASTS*; these slogans are only aimed at men's audience. When we compare them to the slogans that are aimed only at women we find out that their implementations are same – we would recognize the target group according their structure. The options how to recognize the target group could be A) a pronoun, B) the picture of the ad that gives us the context, or C) clear determination of the target group in the slogan.

A) *THE FRAGRANCE FOR HIM*

B) Picture



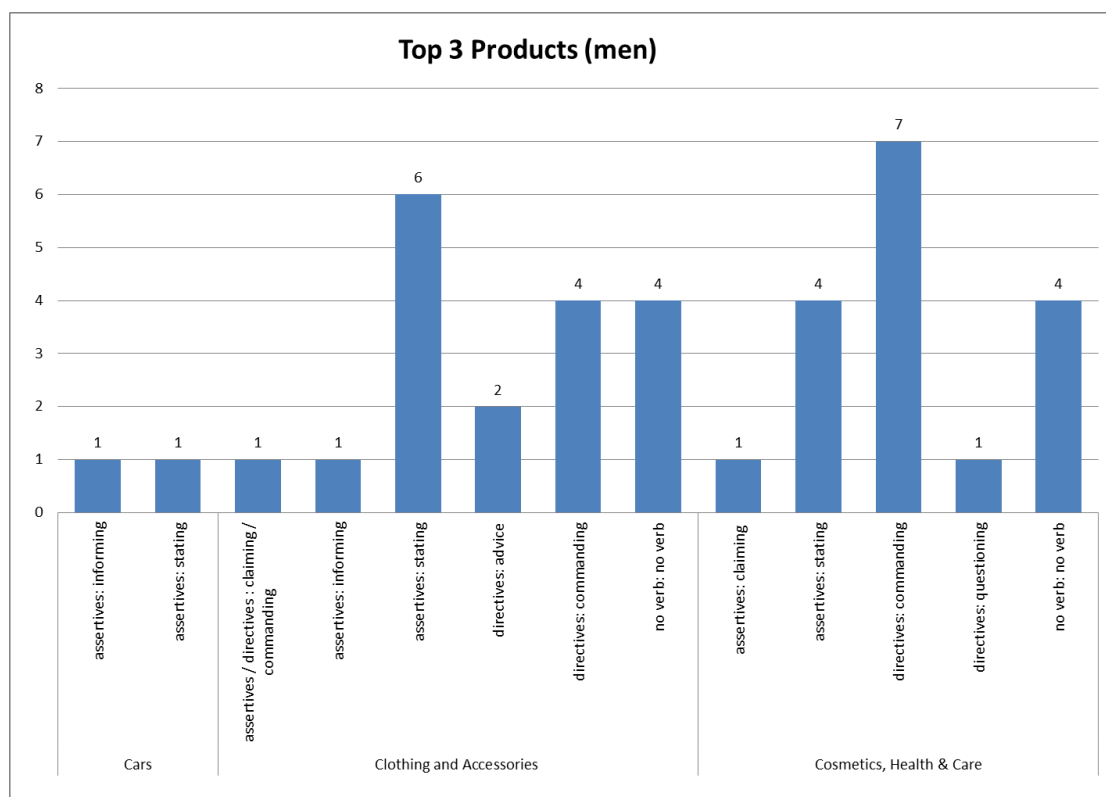
C) *DRESS LIKE A GUY, NOT that GUY*

Rest

The third most used product aimed at men is from the section “Cars”. However there are only two advertisements and both of them are in the form of assertive speech act with one stating and informing function - *The most rational decision your heart can make; NO ONE INHERITS THEIR FATHER'S DIGITAL WATCH*. Three questioning functions are used for the products from section “Magazines”, “Tobacco” and “Stores”. The products “Services”, “Books” and

“Computer and Software” are being offered using the directive speech acts with commanding and questioning function (figure graph 1.3).

Graph 1.3



5.3.2.3 Men and Women’s Target Group

Food and Drink

When the advertisement is aimed at both sexes in the magazines for men audience the most advertised product is from the section “Food and Drink”. There we can find 19 advertisements for this product. The way how to present “Food and Drink” is through the assertive speech act with stating function and suggestion (e.g.: suggestion: *FOR WHEN YOU’RE SICK OF THE RUSH HOUR CRAWL*. stating: *It isn’t about looking smooth. It’s about being smooth*). There are nine slogans in assertive act with stating function (8) and suggestion (2). Five slogans try to persuade us by using the directive act with commanding function and one slogan is the combination of assertive and directive act with claiming/commanding function (e.g.: *SAVE YOUR SUMMER!!!*). There is only one

advertisement (*Ever tried speed skating on dry ice?*) which interrogates. Four advertisements such as *LIGHT BEER HUGE FLAVOR* or *THE PREFERRED RUM IN THE LAND OF RUM* have no verb.

Cars

Nine advertisements represent “Cars”. The way how to sell his product is to inform man and women’s audience – the assertive speech act with informing, claiming and stating function occurs there for seven times (e.g.: informing: *About as far away from invisible as you can get, YOU CAN’T BOLT ON GRIP. BUT YOUR CAR CAN, INNOVATION THAT LASTS*). Two ads have no verb - *VAN. MYTH. LEGEND, The 265-horsepower merry-go-round*.

Rest

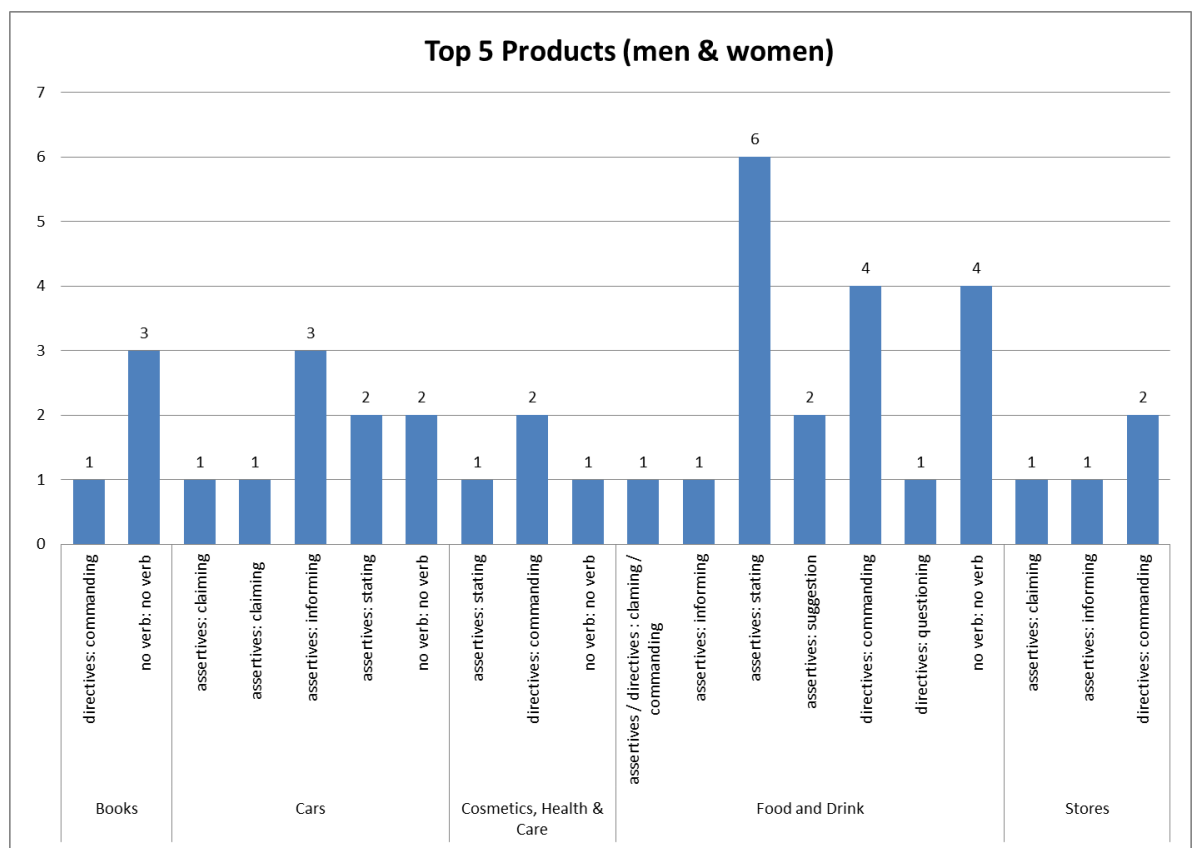
The third mostly advertised products are from the sections “Books”, “Cosmetics, Health and Care” and “Stores”. Each section has four advertisements. When we look at product “Books” we find out that there is only one ad that can be counted as speech act and it is directive one with commanding function: *Lose weight at home... and on the road!* Next three advertisements consist of no verb. The products from the section “Cosmetics, Health and Care” are presented two times in the form of directive act with commanding function - *find your magic at Macy’s, where it all comes together* and one times in the form of assertive speech act with stating function - *SUNBURN HAPPENS* and one advertisement is without verb. There are two directive speech acts with commanding function (e.g.: *find your magic at Macy’s, where it all comes together.*) and two assertive speech acts –one with informing (e.g.: *Fresh taste. Fresh place. It’s More Than Just A Tagline. It’s our Approach To Everything We Do*) and one with claiming function (e.g.: *I am an lams pet*) in the section “Stores”

The products “Clothing and Accessories” and “Services” which are aimed at both sexes occur each three times in the magazines for men’s audience. To attract the costumer to buy something from section “Services” the only used speech act is the directive one with commanding function e.g.: *Gear up for the ride of your life* or *SEE MORE BE MORE*.

There is one assertive speech act with stating function (*PERFORMANCE MATTERS*) for the product from section “Clothing and Accessories” and the next two ads have no verbs (e.g.: *COLD WEATHER GEAR*).

We can find slogans with no verbs in the advertisement for “Computers”; directive act with commanding function is used to attract the potential customer for the product “Magazines; questioning is used for “Charity”; the products from section “Banks” wants to rather inform and last product in this category is from the section “Travelling” which wants to inform and command at the same time - *THIS IS WHERE YOU'LL FIND AMERICA'S BEST RIDING AND SKIING . WHERE BLUEBIRDS SKIES FRAME FIELD OF SOFT, DRY POWDER. AND WHERE THE FIRST RUN OF THE DAY LASTS FOREVER IN YOUR SOUL. COME VISIT 26 UNIQUE SKIE AREAS AND RESORTS. START PLANNING YOUR ADVENTURE TODAY AT COLORADO.COM*. All above mentioned products have each one representative in the advertisements which are clearly aimed at both sexes (figure graph 1.4).

Graph 1.4



5.4 Magazines for Both Audiences

The chapter “Magazines for Both Audiences” emphasizes details regarding magazines for male and female audiences and advertisements which are aimed at both sexes. This chapter is divided into several subsections which dealt with gender correctness, product, speech act and target audience.

5.4.1 Gender abuses the Magazines for Both Audiences

The chapter “Gender abuses the Magazines for Both Audiences” wants to point out whether there are any abuses which could be against the gender policy in the magazines for both sexes.

In comparison to the magazines for men (figure chapter 5.3) and women’s audience (figure chapter 5.2) there are no such advertisements in the magazines for both audiences which might abuse males or females. We can declare that in the magazines which are intended for both sexes there are no slogans that can carry gender stereotypes.

5.4.2 Product, Speech act and Target audience in the Magazines for Both Sexes

In the magazines which are intended for both sexes there is the most advertised product from the section “Cameras”. There 13 advertisements considering this product. For example the advertisement for a new Camera from Sony: *BE CAPTIVATED BY VIERA NEO PLASMA*. In comparison to the magazines for men (figure chapter 5.3.2) and women’s audience (figure chapter 5.2.2) the society is not being pushed pretty but to use technical devices.

5.4.2.1 Women’s Target Group

From 100 slogans which are published in the magazines for both sexes there is no advertisement that is clearly aimed at women. The marketing management could have gauged the fact that women are not so interested in this area.

5.4.2.2 Men’s Target Group

Cosmetic, Health and Care

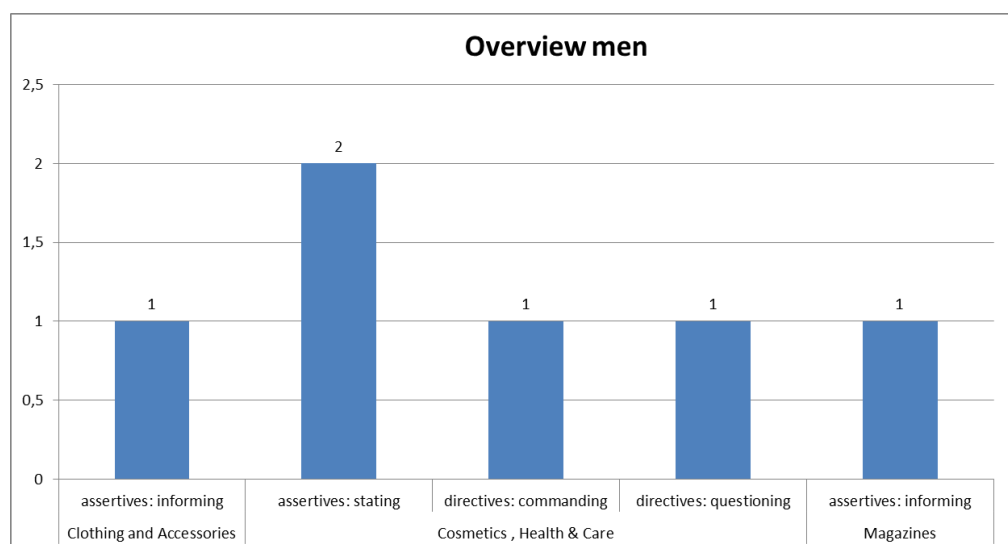
When the advertisement aims at men in the magazines for both sexes then the most used products is from the section “Cosmetic, Health and Care”. We can find in this section four ads – two of them use for persuasion the assertive speech

act with stating function e.g.: *WHETER'S ON JENSON'S MIN IT' NOT DAN-DRUFF* or *WE COULD HAVE LOUNCHED WITH 1 NEW INNOVATION. WE CHOSE TO DELIVER 7 ALL AT-ONCE*. Then there two slogans in the form of directive act with commanding and one with questioning function e.g.: *ARE YOU ON THE LIST?* and *"DON'T LET YOUR EYES BETRAY YOU"*

Rest

The rest of the slogans belong to products from the section “Magazines” and “Clothing and Accessories”. The first mentioned product use assertive speech act with informing to persuade the potential costumer (e.g.: *FIT, FUNNY AND WHAT HD TELLIES WERE MADE FOR*). The slogan for the product “Clothing and Accessories” has the form of assertive speech act with informing function, too: *George Clooney's choice* (see graph 1.5).

Graph 1.5



5.4.2.3 Men and Women's Target Group

Cameras

The most advertised product in the magazines for both sexes which is aimed at men and women's audiences concerns “Cameras”. There are 13 advertisements which concern this product. The most frequently used speech act is the directive one. There are six directive speech acts - four slogans with commanding function (e.g.: *SNAP HAPPY, BE CAPTIVATED BY VIERA NEO PLASMA* or *Change your lens, change your story*), one with questioning function (e.g.: *Your chances of finding digital filters better than Heliopan?*) and one with suggestion

(e.g.: *Turn a cloudy day into something beautiful*). Four slogans have no verb (e.g.: *One lens. Every moment*). One slogan is the combination of speech acts with questioning function and advice: *Looking for the best camera carrying solution? The answer is black & white!* There are only two slogans in the form of assertive speech act - one with informing function (e.g.: *THE MYSTERIES OF THE LOST TIGERS OF BHUTAN UNCOVERED WITH THE HELP OF THE BUSHNELL TROPHY CAN*) and the other with stating function (e.g.: *We help image makers find THE PERFECT BLEND OF GEAR to realize every job, style, hobby & creative vision*).

Travelling

The second most advertised product in this section concerns the area of “Travelling” – there are 11 advertisements (e.g.: *EXPERIENCE WILDLIFE & CULTURE HOLIDAYS FROM £799*). To attract the costumers to visit some destination the advertisement uses the assertive speech act with informing and stating function – it occurs there six times (e.g.: informing: *Here, you can lose a day and then find yourself*; stating: *The journey is just the start of the adventure*). There are also two directive speech acts – one with commanding function and one with suggestion (e.g.: *Experience India. Encounter Its Wildlife*). One slogan is the combination of directives and assertives with commanding and informing function (e.g.: *Enjoy a Real Wildlife Holiday - without returning in need of one!*). There are two slogans which has no verb.

Rest

The third most advertised products are from the section “Cars” and “Magazines” – both of them have ten advertisements. To sell more “Magazines” the most used speech act is here the directive one with commanding function. We can find there three ads (e.g.: *Unlock a fresh perspective*). There is also one directive speech act with advice (e.g.: *SAVE 50% when you subscribe today!*). The second most used speech act is assertive one with informing and stating function – there are two slogans. One slogan is in the form of directive speech acts with questioning function and suggestion (e.g.: *What are you doing this summer? Whatever you want to do this summer do it with a magazine from great magazines.co.uk*) and there are two slogans with no verbs. There is one expressive slogan with greeting function: *WELCOME TO NATURES’S GYM*.

The product “Cars” is mostly presented in informing way. From ten slogans there are four assertive speech acts – two with informing function (e.g.: *The new Jetta. Less expensive than you'd like to admit*) and the other two with stating function (e.g.: *Home is where you park it!*). There are also four directive speech acts with three commanding (e.g.: *GET IN SYNC WITH THE CITY GUIDE*) and one with questioning function (*What can a car maker learn from a horse and rider?*). Two slogans have no verbs (e.g.: *More style per hour. The new C-Class Coupé*).

The fourth most published product concerns “School”. In this section we can find eight ads (e.g.: *More than words. Perspective*).

To persuade the potential students to visit some of advertised schools is mostly in the way of commanding. There are three advertisements which use the directive act with commanding function (e.g.: *LEARN FILMMAKING & ACTING FOR FILM*). Two ads are presented through assertive speech acts – one ad wants to inform (e.g.: *How to realize leadership potential*) and one ad wants to give a statement (e.g.: *I SEEK INSPIRATION. WE INSPIRE GREATNESS*). The last ad from this section first interrogates and then suggests (e.g.: *Learning a language? Consider it child's play*). There are two more ads without any verbs.

The product “Cell phones” has each seven advertisements. The way, how to let the customers know that there is a new mobile phone on the market, is to inform and give a statement. There are five slogans which use the assertive act with informing and stating function (e.g.: informing: *The Dual Core Processor of GALAXY S II delivers an optimized performance for faster web browsing, more efficient multi-tasking, a smoother UI and a seamless gaming experience*; stating: *It's here! The Focus iPad app has arrived*). There are also two slogans which have no verbs (e.g.: *Cutting-edge style with the 8.49mm ultra-slim and ultra-luxurious GALAXY S II*).

“Computers” and “Services” have each four advertisements. When we look at slogans from section “Computers” we find out that the most used speech act to sell this product is assertive one with informing function (e.g.: *Lex Jet can Help You Print like a Pro*). Then there are two directive slogans - one with the function of commanding (e.g.: *SEE WHY 400,000 GEEKS BOUGHT WD EXTERNAL HARD DRIVES FROM US*) and one directive speech act with question-

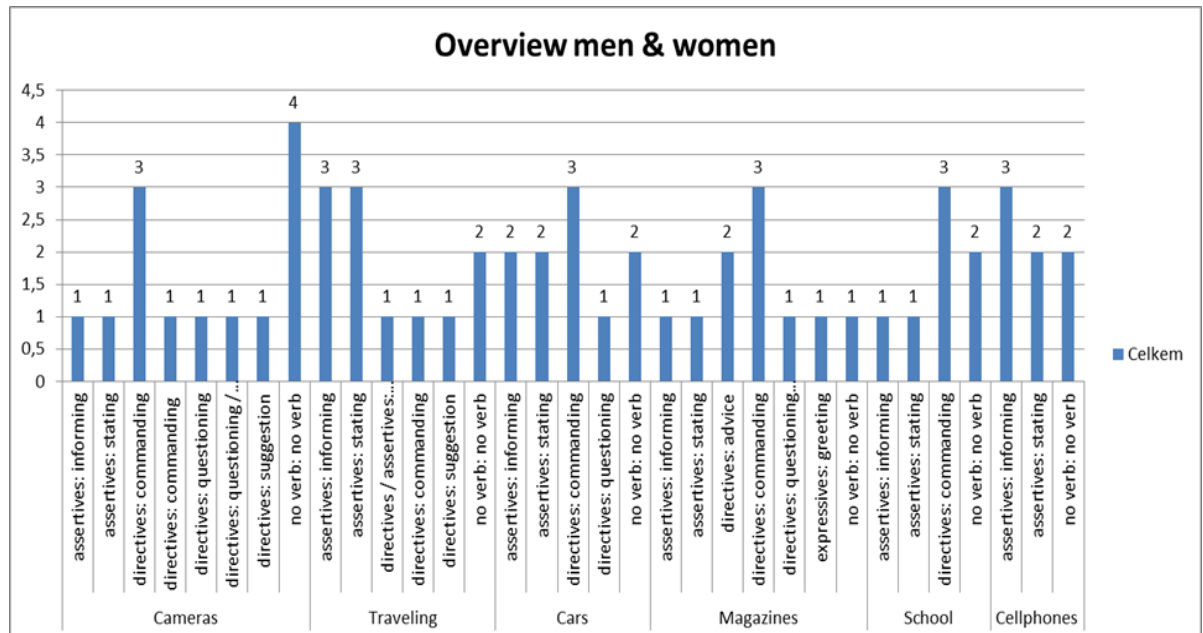
ing function (e.g.: *Is cloud computing secure computing?*). When we look at “Services” there is the most used directive speech act with questioning function – it occurs two times there. Then there is one directive slogan in the function of commanding (e.g. *Bring Your Creativity to Life*) and one which have an informing function (e.g.: *WE ARE COMMITTED TO THE SAFE AND RESPONSIBLE DEVELOPMENT OF CLEAN AMERICAN NATURAL GAS*).

There are four advertisements for the products from “Clothing and Accessories” and three for “Cosmetics, Health and Care”, “Food and Drink”, “Books”, “Stores” and for “TV, Video and Audio”. For “Clothing and Accessories” there are is equal directive speech act with commanding function and assertive speech act with informing function (informing: *THE WORLD’S LARGEST EXPORTER OF SEXUAL ENERGY. ((Alternativ, but not always clean.))*); commanding: *Pack your gear. Go fast and light...*). Two slogans do not have any verbs (e.g.: *At home outdoors*). In the advertisement for the products from “Cosmetic, Health and Care” prevails the assertive speech act with stating function (e.g.: *"With all the vaccines being developed today, hopefully people won't have to suffer like I did."*) over the directive one with commanding function (e.g.: *SWITH TO THE MOST EFFECTIVE SENSITIVE TOOTHPASTE*) – in the opposite way we can see the section “Books” (e.g.: stating: *Everything you need to enjoy wildlife more*; commanding: *ORDER NOW*). By “Stores” is the situation different. There is one directive speech act with commanding function (e.g.: *get closer*) which is outnumbered by slogans without verbs (e.g.: *Guaranteed scorchers, BEST FOR BAGS - TERRIFIC FOR TRIPODS*). For the products from the area “TV, Video and Audio” there are is equal directive speech act with commanding function (e.g.: *GET SMART*) and assertive act with informing function (e.g.: *Chaos Made Clear*). One slogan does not have any verb.

The products such as “Banks and “Software” have each two slogans. The advertisements for “Banks” attract customers by directives with commanding (e.g.: *Be IDB*) and *questioning/stating* (e.g.: *"How many bankers know the names of your kids? These folks feel like family"*). The products from the area “Software” use one directive speech act with combination of questioning/commanding (e.g.: *Do your images reflect your vision? Now they can...with HDR processing!*). The next slogan has no verb.

There is also one advertisement for “Contest” with assertive speech act with informing function (e.g.: *Getting people involved in conversation*) and one ad for “Hobbies”, ”Foundation” and “Culture” with directive speech acts with commanding functions (e.g.: *Enter Vale’s “Eye on Sustainability”*). To see the results figure graph 1.6.

Graph 1.6



6. Interpretation

The chapter “Interpretation” deals with the data which has been collected from all magazines. To interpret these data first of all I will start with the gender incorrectness, then with speech acts, products and target groups.

6.1 Gender abuses

The gender abuses occur both in the magazines for women’s and men’s audience. In the magazines for both sexes there is no such an advertisement that would abuse a man or a woman.

When we look at gender incorrectness in the magazines for women’s audience we find out that from 100 advertisements there are only six ads which in a way could abuse women. In my point of view the slogans like *SHOW THEM HOW SENSATIONAL YOU LOOK NUDE* or *Love your shape* confirm Schmerl’s theories that *Woman = Sex*; there is a reduction of female on sexuality that makes women’s bodies universal usable or that there is not meant normal beauty, but the permanent invitation for women to be beauty only for men.

Of course it is my subjective view, therefore figure table 1.3 to find more or less advertisements with more or less gender abuses. But we assume that there are six of them. The question, whether the advertisement is against the gender policy, is answered. Yes, the advertisement is gender incorrect but not in such extent as we expected (figure chapter 4.2). 94% of advertisements in the magazines for women behave in accordance with gender policy. We can talk about the remaining 6% (figure chapter 5.2.1) as the exception that proves the rule. Advertising, among other things, wants to provoke and this is the best way how to attract more consumers, because when something is not in accordance with any rules, it always opens a discussion. And the discussion about the products and the way how they are presented is exactly what companies want. The product does not have to be always described in positive way because the people who work in risk management know that sometimes the negative advertising can be as successful as positive one. For example the slogan - *Dress Like a Guy, Not That Guy* - abuses a specific group of men who wear “different” clothes and are described like *not that guys* in negative way.

In the magazines for men’s audience we can find only four ads (figure chapter 5.3.1) which do not have to be in accordance with gender policy. Accord-

ing to those results we can declare that advertising in women's magazines is more gender incorrect than in men's magazines but the difference is only two advertisements. Here we can find the same strategy which wants to open a discussion as in magazines for women.

The creators of advertising for the magazines for both sexes do not rely on provocation. There is no such an ad which could abuse male or female in the magazines which are intended for both sexes. The reason why they do not want to provoke seems to be a product. When the advertisement is against the gender policy in the magazines which were intended for women's and men's audience, there are always two types of products which have always something to do with "Cosmetics, Health and Care" and "Clothing and Accessories" (figure chapter 5.2.1 and 5.2.3). These types of products are always aiming directly at the customer – they tease that customer mostly with some intimated issue, whereas the most advertised products, in the magazines for both sexes, were from the section "Cameras" and "Travelling" (figure chapter 5.4.2.3). These types of products offer the customer some technical thing or experience and do not need to attract him/her with some intimated issue.

According to gender incorrectness in advertisement (see chapter 4.2) we can partly confirm some Schmerles' theories. For example the advertisement *INSTANT SEXY* confirms the theory: *Woman = product / Product = woman: Women are treated like consumer products. The products are as women: young, beautiful and fresh.*

The ad *When it comes to Protect & Perfect Intense, we let you do the talking...* also corresponds with Schmerle because there can be hidden *male cynicism* where is a look at the woman from the perspective of men's jokes.

On the other hand the fact is that men are facing the same gender stereotypes as women.

The next Schmerles' theories like *Household* or *Emancipation* do not occur in those magazines.

When we look at the gender abuses in the magazines for men's and women's audiences we find out that there also differences between using of speech acts in those situations. When there are some abuses against the gender policy in the magazines for women, the most used speech act is the directive one with com-

manding function. From six ads there are four in directive way, whereas in the magazines for men's audiences there is only one advertisement (from four) which is directive one with commanding function. We can infer this that the gender incorrectness in the magazines for women is more aggressive than in men's magazines.

6.2 Speech Act

This chapter investigates the occurrence of speech acts across all magazines (see chapter 5.1). We need to interpret why type of speech acts are more used than another one.

Searle's theory gives us five concepts under which we can quite clearly classify different types of speech acts. The language formulas (e.g.: *I pronounce your husband and wife* or infant baptism) which are rooted in most cultures and often help us to classify those acts. These automated formulas would not work by themselves. Often we know of the situation without statements would not make any sense. It follows that those speech acts such as expressives, declaratives or commissives are suitable for expression of advertisements. Although we could argue that speech acts such as assertives and directives are automated I would describe them as much more comprehensive in terms of importance for advertising. Therefore they can be used to express many different situations that are not automatically linked with our minds. Nevertheless this theory does not have to be fool proof, because it always depends on the judgment of individual reader and his point of view how he decides to interpret advertising slogans according to Searle's speech act's theory.

From 300 slogans we can see that the most used acts are the assertive one with informing, stating, claiming etc. function (with 113 slogans) and directive one with commanding function (with 120 slogans). The difference in the number of occurrences between the assertive speech acts and directive one is quite equal because from such a sample as 300 slogans the difference is only seven slogans. The reason why these two speech acts are most used is in the reception of potential customer because as we know (see chapter 2.4) the advertisement is communicating with us all the time. When we think about it we find out that we are

every single day influenced by lot of varied information. We have to select the right ones and choose which one is the best for us. There is not much time within one day for us to answer the questions or to be interrogated. The low number of directive speech act with questioning function (we can find only 11 ads in all magazines) is not coincidence. When we compare these three acts to each other we will see the difference in it.:

Assertive speech act with stating function

- A) *THE CHORES WILL WAIT. THE PERFECT SATURDAY AFTERNOON WON'T.*
- B) *The most rational decision your heart can make.*

Directive speech act with commanding function

- C) *CHARM UP YOUR LIFE*
- D) *Live your passion*

Directive speech act with questioning function

- E) *HAVE YOU HAVE ROCKHARD WEEKEND?*
- F) *ARE YOU ON THE LIST?*

As you can see above I have chosen 6 slogans (figure tables 1.3, 1.4 and 1.5) to point out why the questioning function is outnumbered by informing and commanding one.

Assertive speech act

The slogans *A* and *B* are assertive speech acts with stating and informing function. The slogan *A* represents a product from home equipment – specifically a washing machine. The way how the slogan communicates with us is to describe us a specific moment in the Saturday afternoon. The description of perfect afternoon at weekend (when we usually want to relax) is presented by two simple stating sentences. The ad doesn't need to interrogate us to find out what we are going to at weekend when the laundry needs to be done because most of us doesn't want to do the laundry or at least think about it. The slogan *A* gives us suggestion about

the “hated” laundry – it says that there is also another way how to do the laundry, not only the annoying one. In my opinion I would say that when somebody reads this slogan and needs to buy some washing machine then he/she would remember this concrete suggestion rather than some question. The similar persuasion we can see in the slogan *B*. The advertised product is from the section *Cars*. We can see almost the same suggestion as in the slogan *A*.

Directive speech act with commanding function

When we compare the slogans *C, D* with commanding function to the slogans *A, B* with informing one, we can see that they have the same suggestions in common. Except for the fact the commanding function is more aggressive. It commands us to do it and the slogan addresses us very directly. The slogans in informing and commanding way are written in such a way that when we open up the magazine we have the feeling that the advertised product, which is described in some situation, is there for us no matter what.

Directive speech act with questioning function

The slogans *E, F* are in questioning form and try to interrogate us. When we receive such a question as *Have you have rockhard weekend?* or *Are you on the list?* we usually do not know the correct answer. Sometimes the question can concern us but again we usually do not want to answer this because nowadays there are too many information every day and we have to select the right ones so we do not have much time to answer some questions.

Combinations of Speech Acts

The rest of speech acts were different combinations of above mentioned acts. The slogans like *What are you doing this summer? Whatever you want to do this summer do it with a magazine from great magazines.co.uk* or *Do your images reflect your vision? Now they can...with HDR processing!*

The most used combinations were assertive and directive speech acts (see tables 1.3, 1.4 and 1.5) – there were 17 advertisements in this way.

The reasons why the slogans are combined can be in certain anticipation that is aimed at consumers. For example the slogan *What are you doing this summer? Whatever you want to do this summer do it with a magazine from great magazines.co.uk* on one hand interrogates about our plans for summer but on the other hand anticipates that our plans should be fulfilled with the advertised products.

We can see that questioning function can be used most in those combinations because we there is an answer or suggestion. The second most used combination was the informing, stating and commanding function.

6.3 Non-verbal slogans

In these magazines we can find slogans that cannot be counted as speech acts because they do not carry any verb. There are 53 slogans without verbs (see tables 1.3, 1.4 and 1.5). This is the third most used way of how to advertise a product. The reason why they are used so often could in their simplicity.

A) *FROM MANAGER TO LEADER*

B) *VAN. MYTH. LEGEND.*

C) *Bigger packs, better value*

When we look at the slogans above we can see how simple and accurate they are. The slogan *A* represents some type of school. To describe how to be successful after finishing this school the slogan does not need any verb. There are just two nouns and prepositions to describe what you can learn there. The slogan *B* represents a product from the section *Cars*. Again we can witness here a simple way how easy a slogan with reminder function (see chapter 2.5) can describe the development of one specific car. The slogan *C* represents products for section *Cosmetic, Health and Care* and tries to attract the potential customer with two nouns and two adverbs which again do not need to have any verb to describe the advantage of purchase of this product.

The next interesting thing about first two slogans is “block language”. The use of block language (cf. Quirk 1985) appears in such functions as titles, newspapers, headlines or advertising. This type of language is very useful for advertising because the message is furnished by the context which is often followed by

some picture. The connection of those two elements can engage customer's attention very quickly.

6.4 Product

The most advertised product in these magazines was from the section *Cosmetics, Health and Care*. From 300 advertised products there are 82 advertisements which concern *Cosmetics, Health and Care*. The second most advertised product was from the section *Clothing and Accessories* – we can find 34 ads in all magazines. As it was expected the highest occurrence of these products was in the magazines for women and men (see chapter 4.2). In the magazines for both sexes the number of these products was minimal (see tables 1.3, 1.4 and 1.5).

When we see these results, on one hand we can say that the merchants simply ignore human values and try to attract the potential customers with their external properties. We can also say that our society is becoming more superficial and the merchants are exploiting this. On the other hand it should be a matter course that people should take care of them automatically and so hygiene is one of the most important parts of our life but what we can see in these magazines is a fight of cosmetic brands which are trying to impose us the goods at any price. The cosmetic brands, with all their persuasive devices (see chapters 5.2.2, 5.3.2 and 6.2), can sneak into our subconscious and tell us that we have some kind of problem and we buy it (see table 1.3, 1.4 and 1.5).

The most important goods for us should be food and drink. There are 33 advertisements in all magazines which concern the section *Food and Drink* (see tables 1.3, 1.4 and 1.5). The number of advertised "Food and Drink" products is not so great and we can clearly see that cosmetic products and products from clothing and accessories are more important than food and drink. This result shows indeed certain superficiality in nowadays society but on the other hand it depends on the target audience of a particular journal. When we compare e.g. the *Glamour* – typically lifestyle magazine that is read by "ordinary girls/women" to sophisticated *The Economist* – we see that the ads are different. In *The Economist* the ads are smarter, more sophisticated.

Across all magazines there were many different advertised products which were advertised. To see complete results, please figure the chapters 5.2.2, 5.3.2 and 5.4.2.

6.5 Target Group

After that I divided these advertising slogans according to the product they represent I distinguished whether the advertisement is aimed at women, men or both sexes.

Magazines for Women's Audience

Surprisingly not all of the ads were targeted at women in women's audience. From 100 advertisements there were three ads which are aimed only at men's audience (e.g.: *Treat yourself to a new man this Christmas*) and 30 ads which are aimed at both sexes in magazines for women's audience (e.g.: *GET THE LONDON LOOK*). In this case we can say that the marketing management, which is responsible for advertising in magazines for women, certainly relies on the human's curiosity. In my point of view there are many reasons to read magazines for women. On one hand there can be a situation in which men need to find there some advice, tips or recommendation how to please their partners, sisters or mothers. On the other hand men can find these types of magazines almost everywhere, for example they can be sitting in a doctor's waiting room and pick one of these magazines up and read it – it can be just coincidence. The marketing realizes these facts and count on it so that's why we can find some advertisements which are aimed at men in the magazines for women.

Magazines for Men's Audience

The advertising in the magazines for men is more focused on both sexes). There are 55 ads which are aimed at both sexes and one advertisement which is clearly aimed at women in the magazines for men's audience (e.g.: *WHEN YOU LEAN IN MAKE SURE HE DOESN'T LEAN OUT*). The number of advertisements for both sexes is higher in the magazines for men than in the magazines for women. The reason can be in the human's curiosity too. When we look at the issues in the magazines for men we find out that there are many topics which con-

cern women. The magazines such as *Maxim* or *Esquire* are overflowed with interviews or stories of famous women who talk about their secrets or about their attitudes toward the men and these kinds of stories are interesting for both audiences. This could be one the main reasons why we can find advertising for women or both sexes in the magazines for men. This result indicates almost the same case of curiosity as in the magazines for women.

Magazines for Both Sexes

From 100 advertisements there are 94 ads which are aimed at both audiences. This result is not surprising because these kinds of magazines are dealing with topics which must be interesting for both audiences. The interesting thing is that the rest of six ads are aimed only at men's audience (e.g.: *WHETER'S ON JENSON'S MIN IT' NOT DANDRUFF*). When we look at advertised product of those six advertisements we find out that they represent the section *Clothing and Accessories* and *Cosmetic, Health and Care*. These types of products aims mostly only at one audience. 5 advertisements which were aimed only for men's audience were published in the movie magazine *Empire*, the reason why there some ads only for men could be in the current offer of movies which might be more interesting for men than for women.

Conclusion

This diploma thesis investigates linguistic persuasive devices and strategies which occur in the discourse of contemporary magazine advertising.

The thesis is divided into two parts – theoretical and practical. In the first part I dealt with the theory of advertising. The aim was to obtain the necessary information about how advertising exactly works. To get this knowledge it was necessary to explore dozens of specialist books, publications and Internet articles. Advertising is a very diverse industry; the specification is very difficult. Therefore I have used various formulations from literature and let them compare.

It is also very necessary to outline the history of advertising where is shown how the ad has developed in the hundreds of centuries and what form has at present. The importance of the history of advertising is not marginal; it is very closely related to the current incentive advertising.

The next step was to distinguish between different types of advertisement where is important to point out in which areas these types belong.

Then I had to compare models of human communication to the models of promotional communication, I pointed out the consensus and differences in these two at first sight different processes.

As another very important area of theoretical part I outlined the function of advertising and media. With their help I was able to capture the persuasive function of advertising. Media section helps us to identify the means by which is advertising distributed.

An integral part of this thesis is to define the product in advertising and target audience. These two sections link tightly together and are the starting point for the practical part. Here I analyzed the characteristics of the product and the target groups and their importance for the advertising industry.

Language is also an integral part of advertising. The aim is not to represent advertising in rhyme, alliteration, euphony, etc., because this issue has been solved in many theses. That is why I focused on the Speech Acts Theory. I dealt with the meaning of speech acts, speech action and communicative function of an utterance. This chapter of my thesis is essential for the research because in the practical part I investigated the occurrence of speech acts across the magazines.

Last section of theoretical part points out the gender issues. The aim was to decode what the basic features of gender and problems are in advertising. These gender issues are essential for this thesis because I connected them with research of authentic magazines from English and American countries that occurred in years 2010 – 2011. These magazines I later divided according to gender of the target readership into three groups - magazines for women, men and for all readers. The reason why the magazines are divided is to find out whether there are any abuses against gender policy in specific target groups which is shown in the practical part.

As a tool for distinguishing the persuasive devices and strategies I have chosen the speech act's theory. The main focus is on men and women's audiences and on their persuasion by advertising slogans. The aim is to find out whether the advertising discourse uses the same strategies for both audiences because there are many abuses towards the gender correctness in contemporary advertising. The speech acts theory helps to find out whether the used language in advertising tries to persuade and at the same time distinguish people according to their gender by commanding, informing or questioning.

The corpus consists of 300 advertising slogans which basically represent speech acts. When we look at the results of this research we find out that there is only one – the advertising wants to rather inform us that command or interrogate us and uses the same persuasive strategies for both target readerships. Let me develop this statement: When we look at women's magazines, men's magazines and all readers' magazines we can classify the slogans (speech acts) according to:

1. the most advertised products and its clear target group. This is the most significant classification. The use of assertive speech acts and the directive acts is the most preferable way. As we can see (figure tables 1.3, 1.4, 1.5) the competition between informing, stating and commanding function is evident.
2. The next classification can be according to sexes and the most advertised product for them (figure table 2.4).
3. Then we can classify according to speech act as it occurs in these magazines - we do not take in consideration the most advertised

product, target readerships and gender and its speech act. We clearly see that there is magnificent dominance of assertive and directive acts with informing, stating and commanding function.

When we compare these classifications to each other according to using of speech acts as a tool for persuasion we find out that in the contemporary advertising the most used speech acts (according to their functions) are informing, stating and commanding.

When we compare the results to each other we see there that the contemporary advertising does not distinguish people according to their gender by using commanding, informing or questioning. The distribution of speech acts according to the target readership, the target group and most advertised product is according to these results gender-fair because the most used speech act is the assertive one with informing and stating function and we can find its leading position in almost all divisions. Directive speech act with commanding function is the second most used speech act in all divisions and according to the target readership, the target and most advertised product is distributed relatively equally. The persuasive devices and strategies according to speech acts are almost the same as for women's audience as well for men's audience.

In conclusion we have to add that in some cases the contemporary advertising doesn't behave in accordance with gender policy (cf. Schmerl, 1980). However when we see the gender incorrectness in the magazines for men's and women's audiences we find out that the number of abuses is small and is almost equal in both types of magazines.

Summary

Tato diplomová práce se zabývá reklamou a jejím využitím v praxi z hlediska jazykových přesvědčovacích nástrojů a strategií, které se vyskytly v časopisech mezi lety 2010 – 2011. Důraz je také kladen na problematiku genderu, která je s reklamou úzce spjata.

Diplomová práce je rozdělena do dvou částí. V první části – teoretické – jsem se zabýval teorií reklamy. V kapitole *Advertising* jsem se zabýval reklamní strukturou. Cílem bylo získat nezbytné informace o tom, jak reklama ve své podstatě funguje. K dosažení tohoto cíle bylo nutné probádat desítky různých odborných knih, publikací a internetových článků. Jelikož reklama je velmi rozmanité odvětví, její specifikace je obtížná. V kapitole *Advertising* jsem proto musel vytyčit základní pilíře, abych mohl pokud možno co nejlépe vystihnout její proces a funkci.

Jako první krok jsem zvolil definici reklamy. Definovat reklamu co nejvýstižněji je složité. Proto jsem použil různorodé formulace z odborné literatury a nechal je porovnat.

Dalším krokem bylo nastínit stručně historii reklamy. Podkapitola *A Brief History of Advertising* poukazuje, jak se reklama v řádech staletí vyvíjela a jakou podobu má v současnosti. Důležitost historie reklamy není marginální, protože je velmi úzce spjata s motivací současné reklamy.

V podkapitole *Classification of Advertising* jsem musel rozlišit různé typy reklamy, aby bylo zřejmé, v jakých sférách se reklama pohybuje a pro jaký segment se využívá.

Dále bylo nezbytné ukázat reklamu jako formu komunikace. V této podkapitole (*Advertising as a Form of Communication*) jsem nechal porovnat modely lidské komunikace s modely reklamní komunikace, abych poukázal na shody a rozdílnosti v těchto dvou na první pohled rozdílných procesech.

Jako další důležité pilíře pro kapitolu *Advertising* jsem vytyčil funkce reklamy a media. Podkapitola *Functions of Advertising* se zabývá přesvědčovacími prostředky v reklamě. Do této podkapitoly jsem přidal obrázky; s jejich pomocí jsem dokázal lépe vystihnout přesvědčovací funkce reklamy. Sekce *Media* nám pomáhá poznat prostředky, jimiž se reklama distribuuje.

Nedílnou součástí kapitoly *Advertising* jsou podkapitoly *Product* a *Target audience*. Tyto dva úseky spolu pevně souvisí a jsou výchozím bodem pro praktickou část. Zde jsem rozebral vlastnosti produktu a cílových skupin a jejich důležitost pro reklamní odvětví.

V kapitole *Advertising and Language* jsem se zabýval především teorií řečových aktů a teorií reklamních sloganů. Cílem nebylo představit reklamu např. v rýmu, aliteraci, eufonii apod., protože na toto téma bylo napsáno již bezpočet bakalářských či diplomových prací. Tato kapitola je velmi důležitá pro praktickou část.

Další velmi důležitou a nedílnou částí pro praktickou část je kapitola *Gender* ve které jsem se snažil poukázat na tuto problematiku jak z jazykového a sociologického hlediska.

V praktické části jsem se pracoval s údaji, které jsem nasbíral z různých anglických a amerických časopisů. V kapitolách 5.2, 5.3 a 5.4 jsem analyzoval výsledky z oněch časopisů. Analýza byla zaměřena na reklamu z hlediska řečových aktů, cílových skupin a produktu. V kapitole *Interpretation* jsem se dále snažil interpretovat výsledky výzkumu. Seznam všech údajů, které jsem z těchto časopisů nasbíral, jsem poté zařadil do sekce *Attachment*.

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Attachment

Table 1.3

Magazines for Women

Slogan	Product	Magazine	Page	Target group	Speech act	Function
1. Lift each lash with big, bold, weightless volume.	Cosmetics, Health & Care	Glamour 7/2010	1	Women	directives	commanding
2. REFLECT AND CONNECT AT GUCCIEYEWEB.COM	Cosmetics, Health & Care	Glamour 7/2010	2	Women	directives	commanding
3. While blending away blemishes - it's busy undercover too.	Cosmetics, Health & Care	Glamour 7/2010	5	Women	assertives	stating
4. IT'S YOUR CHANCE, EMBRACE IT.	Cosmetics, Health & Care	Glamour 7/2010	6	Women	assertives / directives	stating / commanding
5. THE NEW FRAGRANCE AS CAPTIVATING AS YOU.	Cosmetics, Health & Care	Glamour 7/2010	17	Women	assertives	informing
6. BLACK AND WHITE FOR DAY OR NIGHT	Clothing and Accessories	Glamour 7/2010	20	Women	no verb	no verb
7. The ease of an Olay moisturiser, the finish of a sheer Max Factor foundation.	Cosmetics, Health & Care	Glamour 7/2010	26	Women	no verb	no verb
8. Don't just volumize, millionize your lashes.	Cosmetics, Health & Care	Glamour 7/2010	41	Women	directives	commanding
9. FASHION'S IN THE AIR	Cosmetics, Health & Care	Glamour 7/2010	42	Women	assertives	informing
10. THE PERFECT TAN MADE EASY BY THE EXPERTS.	Cosmetics, Health & Care	Glamour 7/2010	45	Women	assertives	informing
11. Be mini	Cars	Glamour 7/2010	46	Women	directives	commanding
12. Hot hair? Yes. Hot stuff? Absolutely. Hot weather? Fingers crossed.	Cosmetics and Health	Glamour 7/2010	49	Women	directives / assertives	questioning / informing
13. Remember those long, hot, lazy, hazy days of summer? No, nor we. Never mind. These'll warm your cockles (we do hate cold cockles.) New Aussie Summer Limited Editions. Our already legendary Colour Mate Collection, freshly dolled-up in funky, flowery packs inspired by the hottest Australian designers. All concocted to make your hair colour positively sizzle. Now all you need are the four essential summer 's. Sun, Sea, Sand and, er... Shampoo (what were you thinking?)	Cosmetics, Health & Care	Glamour 7/2010	51	Women	directives / assertives	questioning / informing
14. Because you're worth it	Cosmetics, Health & Care	Glamour 7/2010	53	Women	assertives	stating
15. Choose your DESTINY	Stores	Glamour 7/2010	54	Women	directives	commanding
16. LEATHER-LINED ESSENTIALS FROM PEUGEOT	Cars	Glamour 7/2010	67	Women	no verb	no verb
17. A quick comeback should come back quickly.	Cellphones	Glamour 7/2010	70	Men and Women	assertives	stating
18. Sun - Sensitive Skin? Embrace the sun without the worry with new PIZ BUIN [®] Allergy	Cosmetics, Health & Care	Glamour 7/2010	73	Women	directives	commanding
19. SHOW THEM HOW SENSATIONAL YOU LOOK NUDE...	Cosmetics, Health & Care	Glamour 7/2010	75	Women	directives	commanding
20. ...OR PINK, OR RED, OR PLUM, OR PEARL	Cosmetics, Health & Care	Glamour 7/2010	77	Women	no verb	no verb
21. Now, there's no such thing as bad lighting.	Cosmetics, Health & Care	Glamour 7/2010	80	Women	assertives	informing
22. tell us what inspires you and win a trip to hollywood	Cosmetics, Health & Care	Glamour 7/2010	83	Women	directives	commanding
23. Reetone	Clothing and Accessories	Glamour 7/2010	92	Women	directives	commanding
24. ALL TOGETHER NOW Samsung Monte. The easy way to hang out with mates wherever you are.	Cellphones	Glamour 7/2010	94	Men and Women	assertives	stating
25. THE CHORES WILL WAIT. THE PERFECT SATURDAY AFTERNOON WON'T.	Home	Glamour 7/2010	97	Women	assertives	stating
26. BE PREPARED TO CAPTURE THE UNEXPECTED	Cameras	Glamour 7/2010	98	Men and Women	directives	commanding
27. NEW DELICIOUSLY JUICY FRESH FRUIT MEDLEYS	Food and Drink	Glamour 7/2010	101	Men and Women	no verb	no verb
28. Discover more about our new channel at tv.com/1tv1hd	Tv, Video & Audio	Glamour 7/2010	102	Men and Women	directives	commanding
29. THE GODDESS OF ME TIME	Cosmetics, Health & Care	Glamour 7/2010	106	Women	no verb	no verb
30. SINK INTO FAIRY CLEAN & CARE	Cosmetics, Health & Care	Glamour 7/2010	110	Women	directives	commanding
31. When it comes to Protect & Perfect Intense, we let you do the talking...	Cosmetics, Health & Care	Glamour 7/2010	118	Women	assertives	stating
32. INSTANT SEXY	Cosmetics, Health & Care	Glamour 7/2010	122	Women	no verb	no verb
33. So easy to use, 88% of Glamour readers recommend Weet Wax Strips.	Cosmetics, Health & Care	Glamour 7/2010	126	Women	assertives	stating
34. Jenny Craig. The delicious new way to lose weight.	Services	Glamour 7/2010	136	Women	assertives	informing
35. A fresh new way to bring the exotic home	Home	Glamour 7/2010	139	Men and Women	assertives	informing
36. They'll go to great lengths to hide Milka's secret - Alpine milk	Food and Drink	Glamour 7/2010	141	Men and Women	assertives	stating

37. CHARM UP YOUR LIFE	Clothing and Accessories	Glamour 7/2010	145	Men and Women	directives	commanding
38. On and off stage, I've got nothin to hide.	Cosmetics , Health & Care	Glamour 7/2010	149	Women	assertives	claiming
39. feel the funk up to a h cup	Clothing and Accessories	Glamour 7/2010	157	Women	directives	commanding
40. MOMENTS. MAKE A FLEETING MOMENT LAST FOREVER. THREAD YOUR CHOICE OF OUR BEAUTIFUL HANDFINISHED CHARMS ONTO A BRACELET OF 14CT GOLD, STERLING SILVER, LEATHER OR FABRIC. WHAT'S YOUR MOMENT? BE INSPIRED AT WWW.PANDORA.NET	Clothing and Accessories	Glamour 7/2010	168	Women	directives	questioning / commanding
41. joy is discovering your favourite brands for up to 60% less	Clothing and Accessories	Glamour 7/2010	171	Men and Women	assertives	informing
42. THE ULTIMATE GIRLS' S DAY OUT!	Clothing and Accessories	Glamour 7/2010	172	Women	no verb	no verb
43. "Love your shape"	Clothing and Accessories	Glamour 7/2010	175	Women	directives	commanding
44. Summer starts here! Natural-looking tan, no self-tan smell.	Cosmetics , Health & Care	Glamour 7/2010	176	Women	assertives	informing
45. if you must scrape a razor across your underarms, kiss them better afterwards.	Cosmetics , Health & Care	Glamour 7/2010	178	Women	assertives / directives	stating / commanding
46. Paradise is waiting.	Cosmetics , Health & Care	Glamour 7/2010	181	Women	assertives	informing
47. "I love being outdoors but my skin tends to bear the brunt of it, especially in summer. Bio-Oil just puts the life back into my skin. I use it almost every day - I couldn't live without it!"	Cosmetics , Health & Care	Glamour 7/2010	182	Women	assertives	claiming
48. GET THE LONDON LOOK	Cosmetics , Health & Care	Glamour 7/2010	185	Women	directives	commanding
49. 3 HOT LOOKS IN 1 MASCARA! ADJUSTABLE LASH VOLUME	Cosmetics , Health & Care	Glamour 7/2010	187	Women	assertives	informing
50. Wave Hello to Softer Skin	Cosmetics , Health & Care	Glamour 7/2010	190	Women	directives	commanding
51. Go Super Luxe Blonde in just 10 MINUTES	Cosmetics , Health & Care	Glamour 7/2010	193	Women	directives	commanding
52. 2 true believe	Cosmetics , Health & Care	Glamour 7/2010	197	Women	assertives	informing
53. Join the GLAMOUR reader panel & win great prizes!	Magazines	Glamour 7/2010	201	Women	directives	commanding
54. Take care.	Cosmetics , Health & Care	Glamour 7/2010	209	Women	directives	commanding
55. Treat yourself to a great fashion accessory	Computers & Accessories	Glamour 7/2010	212	Men and Women	directives	commanding
56. Fashion loved for longer	Stores	Glamour 7/2010	213	Women	assertives	informing
57. I love a happy ending. All 100,000 of them.	Cosmetics , Health & Care	Glamour 7/2010	264	Women	assertives	claiming
58. Smooth & Silky hair with the winning touch	Cosmetics , Health & Care	Glamour 7/2010	267	Men and Women	no verb	no verb
59. Don't eat until you've read it	Food and Drink	Glamour 7/2010	270	Men and Women	directives	commanding
60. LET'S TALK ABOUT YOUR WORKOUT	Food and Drink	Glamour 7/2010	275	Men and Women	directives	commanding
61. Regain your balance	Cosmetics , Health & Care	Glamour 7/2010	278	Women	directives	commanding
62. Get one of 3 amazing Benefit products FREE!	Magazines	Glamour 7/2010	284	Women	directives	commanding
63. INSPIRING WOMEN EVERYWHERE with Cosmetic Surgery	Cosmetics , Health & Care	Glamour 7/2010	295	Women	assertives	informing
64. Everyone deserves the Celebrity treatment!	Cosmetics , Health & Care	Glamour 7/2010	296	Women	assertives	stating
65. "Get in on the secret of 230°C heat protection"	Cosmetics , Health & Care	Glamour 7/2010	301	Women	directives	commanding
66. HERE'S MINE...WHAT'S YOUR SWISSSH?	Cosmetics , Health & Care	Reveal 12/2010	1	Women	assertives / directives	claiming / questioning
67. go to the ball	Stores	Reveal 12/2010	6	Women	directives	commanding
68. CATCH THE FEVER	Cosmetics , Health & Care	Reveal 12/2010	9	Women	directives	commanding
69. Don't just volumize, millionize your lashes in Extra Black.	Cosmetics , Health & Care	Reveal 12/2010	13	Women	directives	commanding
70. presstoplay	Cosmetics , Health & Care	Reveal 12/2010	14	Men	directives	commanding
71. "The tonal range and depth of colour offered by Perfect 10 is incredible"	Cosmetics , Health & Care	Reveal 12/2010	21	Women	assertives	informing
72. Cross more off the list than you planned.	Stores	Reveal 12/2010	24	Men and Women	directives	commanding

73. Magical Wishes for you and Make-A-Wish®	Food and Drink	Reveal 12/2010	26	Men and Women	assertive	informing
74. No to ammonia and greys. Yes to rich, glossy colour.	Cosmetics , Health & Care	Reveal 12/2010	29	Women	assertives	informing
75. GET THE LONDON LOOK	Cosmetics , Health & Care	Reveal 12/2010	33	Women	directives	commanding
76. feel good	Stores	Reveal 12/2010	35	Women	directives	commanding
77. 20% OFF EVERYTHING!	Stores	Reveal 12/2010	43	Women	assertives	informing
78. BRING OUT THE BEST OF BOXING DAY	Food and Drink	Reveal 12/2010	46	Men and Women	directives	commanding
79. Dazzling gifts at dazzling prices	Stores	Reveal 12/2010	49	Women	assertives	informing
80. Eat fresh. Pay less	Stores	Reveal 12/2010	51	Men and Women	directives	commanding
81. An easy way to soothe an itchy scalp	Cosmetics , Health & Care	Reveal 12/2010	55	Women	assertives	stating
82. up to 50% off hundreds of toys	Stores	Reveal 12/2010	57	Men and Women	no verb	no verb
83. LEAVE THEM SNOWED UNDER WITH GIFTS	Stores	Reveal 12/2010	61	Men and Women	directives	commanding
84. no ordinary department store	Stores	Reveal 12/2010	65	Women	assertives	informing
85. Treat yourself to a new man this Christmas.	Cosmetics , Health & Care	Reveal 12/2010	68	Men	directives	commanding
86. REAL BEEF, REAL TASTE, REAL GOOD GRAVY!	Food and Drink	Reveal 12/2010	71	Men and Women	no verb	no verb
87. FINALLY, A DOVE BODY WASH FOR MEN. ISN'T IT TIME THEY STOPPED STEALING YOURS?	Cosmetics , Health & Care	Reveal 12/2010	73	Men	assertives / directives	informing / questioning
88. Get more Christmas for your money	Cosmetics , Health & Care	Reveal 12/2010	75	Men and Women	directives	commanding
89. Discover the magic of Christmas	Stores	Reveal 12/2010	78	Men and Women	directives	commanding
90. Bigger packs, better value	Cosmetics , Health & Care	Reveal 12/2010	81	Men and Women	no verb	no verb
87. FINALLY, A DOVE BODY WASH FOR MEN. ISN'T IT TIME THEY STOPPED STEALING YOURS?	Cosmetics , Health & Care	Reveal 12/2010	73	Men	assertives / directives	informing / questioning
88. Get more Christmas for your money	Cosmetics , Health & Care	Reveal 12/2010	75	Men and Women	directives	commanding
89. Discover the magic of Christmas	Stores	Reveal 12/2010	78	Men and Women	directives	commanding
90. Bigger packs, better value	Cosmetics , Health & Care	Reveal 12/2010	81	Men and Women	no verb	no verb
91. Every little helps this Christmas.	Stores	Reveal 12/2010	84	Men and Women	assertives	informing
92. CAN YOU HEAR THE POWER?	Cosmetics , Health & Care	Reveal 12/2010	89	Men and Women	directives	questioning
93. OUR POTATOES ARE FAR AND AWAY THE BEST BECAUSE THEY DON'T COME FROM FAR AND AWAY.	Food and Drink	Reveal 12/2010	97	Men and Women	assertives	stating
94. Watch your child's enthusiasm for walking grow	Stores	Reveal 12/2010	103	Men and Women	directives	commanding
95. get merry	Stores	Reveal 12/2010	107	Men and Women	directives	commanding
96. "No time to wash your hair? Get it on the secret to fresh, clean hair even if you skip a shampoo"	Cosmetics , Health & Care	Reveal 12/2010	115	Women	directives	questioning / commanding
97. 'Tis the season to be held.	Cosmetics , Health & Care	New! 12/2010	2	Women	assertives	informing
98. Have a stylish Christmas	Cameras	New! 12/2010	11	Men and Women	directives	commanding
99. SAVE UP TO 50% ON SELECTED TVs (JUST IN TIME THE CHRISTMAS REPEATS)	Tv, Video & Audio	New! 12/2010	13	Men and Women	directives / assertives	commanding / informing
100. PLAY IT LOVELY...	Cosmetics , Health & Care	New! 12/2010	15	Women	directives	commanding

Table 1.4

Magazines for Men

Slogan	Product	Magazine	Page	Target group	Speech act	Function
1. DRESS LIKE A GUY, NOT THAT GUY.	Clothing and Accessories	Maxim 7/2011	4	Men	directives	advice
2. SUNBURN HAPPENS	Cosmetics, Health & Care	Maxim 7/2011	12	Men and Women	assertives	stating
3. SACRIFICE NOTHING	Food and Drink	Maxim 7/2011	13	Men and Women	directives	commanding
4. WHEN YOU LEAN IN MAKE SURE HE DOESN'T LEAN OUT.	Food and Drink	Maxim 7/2011	16	Women	assertives / directives	stating / advice
5. NOTHING WRONG WITH A TEA PARTY, BUT, LET'S HOPE SOMEONE BRINGS THE GOOD STUFF	Food and Drink	Maxim 7/2011	20	Men and Women	assertives / directives	claiming / commanding
6. We told you... keep it in your pants.	Clothing and Accessories	Maxim 7/2011	22	Men	assertives / directives	claiming / commanding
7. For real bourbon and ginger ale, Maker's™ makes it.	Food and Drink	Maxim 7/2011	25	Men and Women	assertives	stating
8. It isn't about looking smooth. It's about being smooth.	Food and Drink	Maxim 7/2011	26	Men and Women	assertives	stating
9. Can you afford NOT to take advantage of this offer?	Tobacco	Maxim 7/2011	28	Men	directives	questioning
10. HAVE YOU HAVE ROCKHARD WEEKEND?	Cosmetics, Health & Care	Maxim 7/2011	30	Men	directives	questioning
11. PRECISION AND LUXURY AT ITS BEST	Clothing and Accessories	Maxim 7/2011	36	Men	no verb	no verb
12. THE PREFERRED RUM IN THE LAND OF RUM	Food and Drink	Maxim 7/2011	37	Men and Women	no verb	no verb
13. REAL DOCTORS • REAL SCIENCE • REAL RESULTS!	Cosmetics, Health & Care	Maxim 7/2011	38	Men	no verb	no verb
14. Give 'em the Bird!	Food and Drink	Maxim 7/2011	40	Men and Women	directives	commanding
15. WANT A GOOD OLD PAPER COLLECTOR'S COPY?	Magazines	Maxim 7/2011	41	Men	directives	questioning
16. Ever tried speed skating on dry ice?	Food and Drink	Maxim 7/2011	46	Men and Women	directives	questioning
17. DROPS IN HOLLAND BECOME PINTS IN AMERICA.	Food and Drink	Maxim 7/2011	48	Men and Women	assertives	stating
18. COCKTAILS PERFECT FOR SUMMER ENTERTAINING	Food and Drink	Maxim 7/2011	62	Men and Women	no verb	no verb
19. GILLETTE FRESH & CLEAN WASH. OUT - OF - THE SHOWER FRESHNESS THAT LASTS.	Cosmetics, Health & Care	Maxim 7/2011	64	Men	assertives	stating
20. SAVE YOUR SUMMER!!!	Food and Drink	Maxim 7/2011	70	Men and Women	directives	commanding
21. CUTTING GEL IS BACK IN THE USA!	Cosmetics, Health & Care	Maxim 7/2011	72	Men	assertives	claiming
22. meet real woman tonight	Services	Maxim 7/2011	104	Men	directives	commanding
23. PERFORMANCE MATTERS	Clothing and Accessories	Maxim 7/2011	108	Men and Women	assertives	stating
24. SHE SAID SHE'LL HAVE WHAT YOU'RE HAVING . PERFECT.	Food and Drink	Maxim 7/2011	109	Men and Women	assertives	informing
25. VAN. MYTH. LEGEND.	Cars	Men's Health 10/2010	2	Men and Women	no verb	no verb
26. WE ALL WORKERS	Clothing and Accessories	Men's Health 10/2010	4	Men and Women	no verb	no verb
27. INDEPENDENCE IS A STATE OF MIND	Clothing and Accessories	Men's Health 10/2010	8	Men	assertives	stating
28. RUN UNLEASHED	Clothing and Accessories	Men's Health 10/2010	10	Men	directives	commanding
29. About as far away from invisible as you can get.	Cars	Men's Health 10/2010	14	Men and Women	assertives	informing
30. THE FRAGRANCE FOR HIM	Cosmetics, Health & Care	Men's Health 10/2010	17	Men	no verb	no verb
31. PROFESSION: PILOT CAREER: ACTOR	Clothing and Accessories	Men's Health 10/2010	18	Men	no verb	no verb
32. NO ONE INHERITS THEIR FATHER'S DIGITAL WATCH.	Cars	Men's Health 10/2010	22	Men	assertives	informing
33. find your magic at Macy's , where it all comes together.	Stores	Men's Health 10/2010	25	Men and Women	directives	commanding
34. DESIGNED TO INSPIRE	Clothing and Accessories	Men's Health 10/2010	31	Men	assertives	stating
35. in 20 years of cycling, even when i was in the lead, i was behind you. behind cars. behind trucks. behind motorcycles. tailpipe after tailpipe after tailpipe. until today.	Cars	Men's Health 10/2010	33	Men and Women	assertives	stating
36. There 's a story beyond every still. Find yours.	Cameras	Men's Health 10/2010	36	Men and Women	assertives	informing
37. Too see results like that use a leans like this.	Cameras	Men's Health 10/2010	37	Men and Women	assertives	informing
38. LE GRAND SPORT. ELEGANCE INSPIRED BY NATURE'S HARMONY.	Clothing and Accessories	Men's Health 10/2010	39	Men	assertives	informing
39. The 265-horsepower merry-go-round.	Cars	Men's Health 10/2010	40	Men and Women	no verb	no verb
40. FEAR YOUR SWEET TOOTH	Magazines	Men's Health 10/2010	41	Men and Women	directives	commanding
41. SHEER MAGNETISM	Cosmetics, Health & Care	Men's Health 10/2010	45	Men	no verb	no verb
42. Gear up for the ride of your life.	Services	Men's Health 10/2010	47	Men and Women	directives	commanding
43. LIGHT BEER HUGE FLAVOR	Food and Drink	Men's Health 10/2010	49	Men and Women	no verb	no verb
44. It's like "Front row" for the price of "Nosebleed."	Cars	Men's Health 10/2010	51	Men and Women	assertives	informing
45. Reetone. Make your biceps jealous.	Clothing and Accessories	Men's Health 10/2010	53	Men	directives	commanding
46. Curve See Where It Takes You	Cosmetics, Health & Care	Men's Health 10/2010	55	Men	directives	commanding
47. FIRST RUNS ADOBE FLASH. FIRST LIKES FLASH BECAUSE 85 OF THE TOP 100 SITES USE FLASH. FIRST HAS THE BODY A PHONE AND THE BRAINS OF A PC. WHAT WILL YOU DO FIRST WITH EVO, THE FIRST 4G PHONE?	Cellphones	Men's Health 10/2010	59	Men and Women	assertives / directives	informing / questioning
48. Wear your face.	Cosmetics, Health & Care	Men's Health 10/2010	61	Men	directives	commanding
49. Small Doses of Smart Medicine	Books	Men's Health 10/2010	65	Men and Women	no verb	no verb
50. THE ELITE SOURCE FOR ELITE ATHLETES	Food and Drink	Men's Health 10/2010	66	Men and Women	no verb	no verb
51. COLD WEATHER GEAR	Clothing and Accessories	Men's Health 10/2010	69	Men and Women	no verb	no verb
52. More than just time	Computers & Software	Men's Health 10/2010	76	Men and Women	no verb	no verb
53. MAKE TODAY THE FIRST DAY OF THE END OF YOUR GUT!	Computers & Software	Men's Health 10/2010	77	Men	directives	commanding
54. INNOVATION THAT LASTS	Cars	Men's Health 10/2010	81	Men and Women	assertives	stating
55. we solved the energy crisis.	Food and Drink	Men's Health 10/2010	83	Men and Women	assertives	stating
56. THE POWER OF COOL	Cosmetics, Health & Care	Men's Health 10/2010	85	Men	no verb	no verb
57. ESSENTIAL GEAR.	Clothing and Accessories	Men's Health 10/2010	87	Men	no verb	no verb
58. THERE'S MORE THAN A VOLVO. LIKE RAISING A LITTLE HELL WITH 300 HORSES, POUNCING INTO THE LEFT LANE WITH 325 TURBOCHARGED LB-FT OF FURY, SPANKING CORNERS INTO SUBMISSION WITH YOUR ALL-NEW SPORT-TUNED CHASSIS , AND FEELING A LITTLE DANGEROUS IN A CAR TRICKED OUT WITH SAFETY TECHNOLOGY. THAT'S WHY YOU DRIVE THE NAUGHTY VOLVO.	Cars	Men's Health 10/2010	89	Men and Women	assertives	informing

59. Who Needs sleeves?	Stores	Men's Health 10/2010	90	Men	directives	questioning
60. "As a rule I avoid confusing rules."	Banks	Men's Health 10/2010	91	Men and Women	assertives	informing
61. The perfect companion on your road to healthy living	Books	Men's Health 10/2010	93	Men and Women	no verb	no verb
62. LIFE OUT LOUD	Cellphones	Men's Health 10/2010	95	Men and Women	directives	commanding
63. IS YOUR CHARITY IN THE RACE?	Charity	Men's Health 10/2010	96	Men and Women	directives	questioning
64. THE WORLD IS ROUND , BUT IT 'S WORTH DOUBLE CHECKING.	Clothing and Accessories	Men's Health 10/2010	97	Men	assertives	stating
65. Don't let a stuffy nose get in between you and some Z's.	Cosmetics, Health & Care	Men's Health 10/2010	103	Men and Women	directives	commanding
66. THIS IS WHERE YOU 'LL FIND AMERICA 'S BEST RIDING AND SKIING . WHERE BLUEBIRDS SKIES FRAME FIELD OF SOFT, DRY POWDER. AND WHERE THE FIRST RUN OF THE DAY LASTS FOREVER IN YOUR SOUL. COME VISIT 26 UNIQUE SKIE AREAS AND RESORTS. START PLANNING YOUR ADVENTURE TODAY AT COLORADO.COM.	Traveling	Men's Health 10/2010	107	Men and Women	assertives / directives	informing / commanding
67. LIFT THE TABS IN TROYS HAIR TO SEE THE PRIZES HEAD & SHOULDERS IS GIVING AWAY.	Cosmetics, Health & Care	Men's Health 10/2010	109	Men	directives	commanding
68. Formulated to give you fuller, thicker-looking hair in one week. Guaranteed	Cosmetics, Health & Care	Men's Health 10/2010	111	Men	assertives	stating
69. "everyone deserves to be safe"	Cars	Men's Health 10/2010	113	Men and Women	assertives	claiming
70. HELP ELIMINATE ODOR: DON'T JUST COVER IT UP	Cosmetics, Health & Care	Men's Health 10/2010	115	Men	directives	commanding
71. UNDERWEAR FOR EVERY MAN	Clothing and Accessories	Men's Health 10/2010	117	Men	no verb	no verb
72. Fresh taste. Fresh place. It's More Than Just A Tagline. It's our Approach To Everything We Do.	Stores	Men's Health 10/2010	119	Men and Women	assertives	informing
73. FEEL ALL WARM AND FUZZY BEFORE YOU PUT 2,476 STADIUM STEPS TO SHAME.	Clothing and Accessories	Men's Health 10/2010	121	Men	directives	advice
74. DRINK THIS WHEY	Food and Drink	Men's Health 10/2010	123	Men	directives	commanding
75. IF YOU THINK OLD SPICE ISN'T GREAT-SMELLING OR THAT THIS IMAGE ISN'T AVAILABLE FOR DOWNLOAD AT OLDSPICE.COM, YOU ARE INSANE.	Cosmetics, Health & Care	Men's Health 10/2010	127	Men	assertives	stating
76. A handful of putting your heart into it.	Food and Drink	Men's Health 10/2010	129	Men and Women	assertives	stating
77. Lose weight at home... and on the road!	Books	Men's Health 10/2010	139	Men and Women	directives	commanding
78. Imagine the possibilities of clearer skin	Cosmetics, Health & Care	Men's Health 10/2010	141	Men	directives	commanding
79. MASTER YOUR OWN KITCHEN WITHOUT ENDURING THE BEAT OF THE COMPETITION	Books	Men's Health 10/2010	147	Men and Women	no verb	no verb
80. HIT 'EM WITH YOUR BEST SHOT	Food and Drink	Men's Health 10/2010	149	Men and Women	directives	commanding
81. Our most advanced nutrition. At unbeatable prices.	Cosmetics, Health & Care	Men's Health 10/2010	150	Men and Women	no verb	no verb
82. I am an lams pet	Stores	Men's Health 10/2010	151	Men and Women	assertives	claiming
83. REDUCE GOURT'S ROOT CAUSE TO A MORE MANAGEABLE SIZE	Cosmetics, Health & Care	Men's Health 10/2010	152	Men	directives	commanding
84. Save money. Live better.	Stores	Men's Health 10/2010	157	Men and Women	directives	commanding
85. YOU CAN'T BOLT ON GRIP. BUT YOUR CAR CAN.	Cars	Men's Health 10/2010	159	Men and Women	assertives	claiming
86. GETTING COMFORTABLE NEVER LOOKED SO GOOD.	Clothing and Accessories	Men's Health 10/2010	161	Men	assertives	stating
87. Lose Your Gut for Good!	Books	Men's Health 10/2010	163	Men	directives	commanding
88. THIS IS WORK	Food and Drink	Men's Health 10/2010	165	Men and Women	assertives	stating
89. FOR WHEN YOU'RE SICK.	Food and Drink	Men's Health 10/2010	166	Men and Women	assertives	suggestion
90. FOR WHEN YOU'RE SICK OF THE RUSH HOUR CRAWL.	Food and Drink	Men's Health 10/2010	167	Men and Women	assertives	suggestion
91. KEEP IT CLEAN NATURALLY.	Cosmetics, Health & Care	Men's Health 10/2010	168	Men and Women	directives	commanding
92. SEE MORE BE MORE	Services	Men's Health 10/2010	205	Men and Women	directives	commanding
93. live On	Services	Men's Health 10/2010	209	Men and Women	directives	commanding
94. Live unforgettable moments	Cosmetics, Health & Care	Men's Health 10/2010	210	Men	directives	commanding
95. When shoes have a soul	Clothing and Accessories	Esquire 8/2010	8	Men	assertives	stating
96. Suddenly diving for treasure seems a bit redundant.	Clothing and Accessories	Esquire 8/2010	11	Men	assertives	stating
97. REVERSO. SWITCH TIME ZONES IN A SECOND	Clothing and Accessories	Esquire 8/2010	13	Men	directives	commanding
98. Live your passion	Clothing and Accessories	Esquire 8/2010	15	Men	directives	commanding
99. "Last night? Never happened."	Cosmetics, Health & Care	Esquire 8/2010	17	Men	assertives	stating
100. The most rational decision your heart can make.	Cars	Esquire 8/2010	18	Men	assertives	stating

Table 1.5

Magazines for Both Sexes

Slogan	Product	Magazine	Page	Target group	Speech act	Function
1. THE WORLD'S LARGEST EXPORTER OF SEXUAL ENERGY. (Alternativ, but not always clean.)	Clothing and Accessories	Empire 11/2011	0	Men and Women	assertives	informing
2. More style per hour. The new C-Class Coupé	Cars	Empire 11/2011	2	Men and Women	no verb	no verb
3. ARE YOU ON THE LIST?	Cosmetics, Health & Care	Empire 11/2011	11	Men	directives	questioning
4. get closer	Stores	Empire 11/2011	21	Men and Women	directives	commanding
5. WHETHER'S ON JENSON'S MIN IT' NOT DANDRUFF	Cosmetics, Health & Care	Empire 11/2011	25	Men	assertives	stating
6. UNLEAS YOUR INNER XTREME!	Food and Drink	Empire 11/2011	29	Men and Women	directives	commanding
7. WE COULD HAVE LOUNCHED WITH 1 NEW INNOVATION. WE CHOSE TO DELIVER 7 ALL AT-ONCE.	Cosmetics, Health & Care	Empire 11/2011	33	Men	assertives	stating
8. NEW NORTH NEW SOUTH NEW OFFER	Cars	Empire 11/2011	35	Men and Women	no verb	no verb
9. SNAP HAPPY	Cameras	Empire 11/2011	41	Men and Women	directives	commanding
10. WE'VE BEEN BOTTLING SPRING WATER SINCE 1866. WITH SOME NOTABLE MODIFICATIONS, OF COURSE.	Food and Drink	Empire 11/2011	47	Men and Women	assertives	informing
11. WITHOUT HEARTWE WOULD BE MERE MACHINES.	Cars	Empire 11/2011	50	Men and Women	assertives	stating
12. "DON'T LET YOUR EYES BETRAY YOU"	Cosmetics, Health & Care	Empire 11/2011	52	Men	directives	commanding
13. BE CAPTIVATED BY VIERA NEO PLASMA	Cameras	Empire 11/2011	57	Men and Women	directives	commanding
14. THE NEW PEUGEOT 308 SHOW SOME CHARACTER	Cars	Empire 11/2011	61	Men and Women	directives	commanding
15. What happens in Malia stays in Malia	Food and Drink	Empire 11/2011	67	Men and Women	assertives	informing
16. Guaranteed scorchers	Stores	Empire 11/2011	68	Men and Women	no verb	no verb
17. GET SMART	Tv, Video & Audio	Empire 11/2011	84	Men and Women	directives	commanding
18. What are you doing this summer? Whatever you want to do this summer do it with a magazine from greatmagazines.co.uk	Magazines	Empire 11/2011	143	Men and Women	directives	questioning/suggestion
19. FIT, FUNNY AND WHAT HD TELLIES WERE MADE FOR	Magazines	Empire 11/2011	162	Men	assertives	informing
20. LEARN FILMMAKING & ACTING FOR FILM	School	Empire 11/2011	167	Men and Women	directives	commanding
21. WELCOME TO NATURE'S GYM	Magazines	Empire 11/2011	169	Men and Women	expressives	greeting
22. because you want effortless control	Cellphones	Empire 11/2011	171	Men and Women	assertives	stating
23. £16, 965. But let's not shout about it.	Cars	National Geographic 7/2011	0	Men and Women	directives	commanding
24. Is cloud computing secure computing?	Computers	National Geographic 7/2011	4	Men and Women	directives	questioning
25. George Clooney's choice.	Clothing and Accessories	National Geographic 7/2011	6	Men	assertives	informing
26. Here, you can lose a day and then find yourself.	Traveling	National Geographic 7/2011	8	Men and Women	assertives	informing
27. Fly THAI to 4 cities in Japan, any day of the week.	Traveling	National Geographic 7/2011	10	Men and Women	assertives	Informing
28. At home outdoors.	Clothing and Accessories	National Geographic 7/2011	20	Men and Women	no verb	no verb
29. What can a car maker learn from a horse and rider?	Cars	National Geographic 7/2011	22	Men and Women	directives	questioning
30. SWITH TO THE MOST EFFECTIVE SENSITIVE TOOTHPASTE	Cosmetics, Health & Care	National Geographic 7/2011	24	Men and Women	directives	commanding
31. Beauty is timeless.	Magazines	National Geographic 7/2011	26	Men and Women	assertives	stating
32. Enter Vale's "Eye on Sustainability	Contest	National Geographic 7/2011	30	Men and Women	directives	commanding
33. Only SUPER AMOLED Plus gives the brightest, most vibrant and vivid colors captured with perfect accuracy.	Cellphones	National Geographic 7/2011	34	Men and Women	assertives	Informing
34. The Dual Core Processor of GALAXY S II delivers an optimized performance for faster web browsing, more efficient multi-tasking, a smoother UI and a seamless gaming experience	Cellphones	National Geographic 7/2011	36	Men and Women	assertives	informing
35. Cutting-edge style with the 8.49mm ultra-slim and ultra-luxurious GALAXY S II	Cellphones	National Geographic 7/2011	39	Men and Women	no verb	no verb
36. This is only half the story	Traveling	National Geographic 7/2011	146	Men and Women	assertives	stating
37. Maker of column-wheel chronograph movements since 1878.	Clothing and Accessories	National Geographic 7/2011	147	Men and Women	no verb	no verb
38. "With all the vaccines being developed today, hopefully people won't have to suffer like I did."	Cosmetics, Health & Care	The Economist 8/2011	2	Men and Women	assertives	stating
39. Making the fastest people in the city of Madrid 25% faster.	Computers	The Economist 8/2011	5	Men and Women	assertives	informing
40. "How many bankers know the names of your kids? These folks feel like family"	Banks	The Economist 8/2011	8	Men and Women	directives / assertives	questioning / stating
41. Unlock a fresh perspective.	Magazines	The Economist 8/2011	15	Men and Women	directives	commanding
42. Too busy? Too confidential?	Services	The Economist 8/2011	17	Men and Women	directives	questioning
43. Risking or Setting?	Services	The Economist 8/2011	17	Men and Women	directives	questioning
44. Be IDB	Banks	The Economist 8/2011	18	Men and Women	directives	commanding
45. More than words. Perspective.	School	The Economist 8/2011	23	Men and Women	no verb	no verb
46. The new Sprint Biz 360. A range of custom solutions that wear as many hats as you do, rain or shine.	Cellphones	The Economist 8/2011	24	Men and Women	assertives	informing
47. WE ARE COMMITTED TO THE SAFE AND RESPONSIBLE DEVELOPMENT OF CLEAN AMERICAN NATURAL GAS	Services	The Economist 8/2011	29	Men and Women	assertives	stating
48. Chaos Made Clear	Tv, Video & Audio	The Economist 8/2011	40	Men and Women	assertives	informing
49. LEARN, NETWORK, BE INSPIRED	Magazines	The Economist 8/2011	54	Men and Women	directives	commanding
50. "BEST WIRELESS SERVICE IN THE WORLD"	Cellphones	The Economist 8/2011	57	Men and Women	no verb	no verb
51. How to realize leadership potential	School	The Economist 8/2011	76	Men and Women	assertives	informing
52. FROM MANAGER TO LEADER	School	The Economist 8/2011	76	Men and Women	no verb	no verb
54. Where Giants hire Giants.	Magazines	The Economist 8/2011	77	Men and Women	assertives	informing
53. I SEEK INSPIRATION. WE INSPIRE GREATNESS.	School	The Economist 8/2011	77	Men and Women	assertives	stating
55. Search for new Faculty Members	School	The Economist 8/2011	78	Men and Women	directives	commanding
56. THERE'S ONLY ONE YOU. AND ONLY ONE ME ANDERSON.	Cosmetics, Health & Care	The Economist 8/2011	83	Men and Women	assertives	stating

57. The new Jetta. Less expensive than you'd like to admit.	Cars	History 9/2011	2	Men and Women	assertives	informing
58. If this box could flash, it would flash	Cars	History 9/2011	4	Men and Women	assertives	informing
59. The journey is just the start of the adventure	Traveling	History 9/2011	7	Men and Women	assertives	stating
60. BUILDING THE RAF STORY...	Hobbys	History 9/2011	11	Men and Women	no verb	informing
61. THE BEST OF BRITISH TV NEW TO DVD	Tv, Video & Audio	History 9/2011	22	Men and Women	no verb	no verb
62. ORDER NOW	Books	History 9/2011	30	Men and Women	assertives	commanding
63. Home is where you park it!	Cars	History 9/2011	33	Men and Women	assertives	stating
64. SAVE 50% when you subscribe today!	Magazines	History 9/2011	59	Men and Women	directives	advice
65. NEW YEAR IN ROME WITH AN ARCHAEOLOGIST	Traveling	History 9/2011	68	Men and Women	no verb	no verb
66. TRAVEL MAGAZINE OF THE YEAR TWO YEARS RUNNING	Magazines	History 9/2011	73	Men and Women	no verb	no verb
67. Study Archaeology at BU	School	History 9/2011	90	Men and Women	directives	commanding
68. Come face to face with T rex at Great North Museum: Hancock	Culture	History 9/2011	91	Men and Women	directives	commanding
69. Change your lens, change your story.	Cameras	Wildlife 1/2011	3	Men and Women	directives	commanding
70. EXPERIENCE WILDLIFE & CULTURE HOLIDAYS FROM £799	Traveling	Wildlife 1/2011	5	Men and Women	directives	commanding
71. Botswana. Safari redefined. A wildlife paradise...A perfect destination for an exclusive safari.	Traveling	Wildlife 1/2011	33	Men and Women	assertives	informing
72. SAVE 50% When you subscribe today!	Magazines	Wildlife 1/2011	42	Men and Women	directives	advice
73. your holiday your way	Traveling	Wildlife 1/2011	73	Men and Women	no verb	no verb
74. It's here! The Focus iPad app has arrived	Cellphones	Wildlife 1/2011	77	Men and Women	assertives	stating
75. GET IN SYNC WITH THE CITY GUIDE	Cars	Wildlife 1/2011	78	Men and Women	directives	commanding
76. Experience India. Encounter Its Wildlife.	Traveling	Wildlife 1/2011	86	Men and Women	directives	suggestion
77. Everything you need to enjoy wildlife more	Books	Wildlife 1/2011	87	Men and Women	assertives	stating
78. Learning a language? Consider it child's play.	School	Wildlife 1/2011	99	Men and Women	directives	questioning / suggestion
79. Beat those January blues with BBC Magazines	Magazines	Wildlife 1/2011	111	Men and Women	directives	commanding
80. Enjoy a Real Wildlife Holiday - without returning in need of one!	Traveling	Wildlife 1/2011	117	Men and Women	directives / assertives	commanding / informing
81. Getting people involved in conversation	Foundation	Wildlife 1/2011	118	Men and Women	assertives	informing
82. BEST FOR BAGS - TERRIFIC FOR TRIPODS	Stores	Wildlife 1/2011	118	Men and Women	no verb	no verb
83. Natural history holidays you can't afford to miss	Traveling	Wildlife 1/2011	121	Men and Women	assertives	stating
84. THE MYSTERIES OF THE LOST TIGERS OF BHUTAN UNCOVERED WITH THE HELP OF THE BUSHNELL TROPHY CAN	Cameras	Wildlife 1/2011	124	Men and Women	assertives	informing
85. Edge-to-Edge Experience	Cameras	Wildlife 1/2011	125	Men and Women	no verb	no verb
86. Pack your gear. Go fast and light...	Clothing and Accessories	Outdoor Photographer 8/2011	7	Men and Women	directives	commanding
87. Create and Sell your eBook	Books	Outdoor Photographer 8/2011	8	Men and Women	directives	commanding
88. Bring Your Creativity to Life	Services	Outdoor Photographer 8/2011	11	Men and Women	directives	commanding
89. Your chances of finding digital filters better than Helipan?	Cameras	Outdoor Photographer 8/2011	12	Men and Women	directives	questioning
90. Looking for the best camera carrying solution? The answer is black & white!	Cameras	Outdoor Photographer 8/2011	12	Men and Women	directives	questioning / suggestion
91. Do your images reflect your vision? Now they can...with HDR processing !	Software	Outdoor Photographer 8/2011	13	Men and Women	directives/ assertives	questioning / informing
92. SEE WHY 400,000 GEEKS BOUGHT WD EXTERNAL HARD DRIVES FROM	Computers	Outdoor Photographer 8/2011	23	Men and Women	directives	commanding
93. One lens. Every moment.	Cameras	Outdoor Photographer 8/2011	27	Men and Women	no verb	no verb
94. LexJet can Help You Print like a Pro	Computers	Outdoor Photographer 8/2011	29	Men and Women	assertives	informing
95. We help image makers find THE PERFECT BLEND OF GEAR to realize every job, style, hobby & creative vision.	Cameras	Outdoor Photographer 8/2011	30	Men and Women	assertives	stating
96. New Perspective Control for DSRL & Medium Format Cameras	Cameras	Outdoor Photographer 8/2011	31	Men and Women	no verb	no verb
97. Expand Your Horizon...defining black & white photography	Cameras	Outdoor Photographer 8/2011	33	Men and Women	directives	commanding
98. The fastest, easiest portrait touch-up software.	Software	Outdoor Photographer 8/2011	37	Men and Women	no verb	no verb
99. SLIK PROFESSIONAL Durable, Affordable	Cameras	Outdoor Photographer 8/2011	38	Men and Women	no verb	no verb
100. Turn a cloudy day into something beautiful	Cameras	Outdoor Photographer 8/2011	43	Men and Women	directives	suggestion