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The pragmatic and argumentative structures underlying english written advertisements

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Natalia Sáez

1. INTRODUCTION

In this small-scale study, a heuristic matrix will be proposed about the argumentative strategies deployed in advertisements published in the written media (newspapers, posters and magazines). The types of written advertisement that will be analyzed in this study can be characterized by the significant use of such semiotic elements as images and fonts that support the written text and the main thesis or message that the advertiser intends to convey. In order to account for the argumentative strategies used in the data selected, some analytical constructs and principles from such related fields as semiotics, discourse analysis (namely, argumentative discourse), pragmatics and cognitive linguistics (namely, metaphor analysis) will be examined and assessed as to their relevance for the purpose of this study. The present study aims at expanding, principally, both the structure of the so-called macro speech act and the discoursal argumentative structure made manifest in the women's magazine advertisements selected for the study. The analysis is intended to be mainly descriptive, mainly from a linguistic, i.e. discoursal-textual, point of view. Therefore, such considerations as, for example, the validity or fallaciousness of the arguments involved in the advertisements will be excluded.

It is also important to note that most of the argumentative structures in the texts selected are implicit and must therefore be inferred by the reader on the basis of the elements that play some crucial roles in constructing logical implications supported, mainly, by social beliefs.

Regarding the lay-out of this research report, Section 2 presents the general and specific objectives of this research work. Section 3 introduces the conceptual framework of the proposed analytical model. Section 4 presents the hypotheses of this study. In Section 5, we present, as part of the method, the description of the corpus and the procedures to follow in the data analysis. Section 6 offers the presentation of the analysis of each advertisement selected, while Section 7 is intended as the presentation and discussion of the results of the study. In section 8, we present the conclusions drawn from the most significant findings of

the research work. Section 9 presents the references and, finally, section 10 contains the appendices of this study.

2. OBJECTIVES

The present small-scale research work intends to present a descriptive and analytical study of some central aspects of the communicative structure of written advertisements found in women's magazines, as well as an analysis of the persuasive strategies deployed in these advertisements.

2.1. GENERAL OBJECTIVE

To find out both the underlying argumentative structure and the macro speech act structure underlying some contemporary English women's magazine advertisements through the analysis of their discoursal structure, making special reference to those advertisements where the intended message is conveyed mainly by the linguistic text which accompanies the visual graphic component.

2.2. SPECIFIC OBJECTIVES

2.2.1

To identify the basic components of the main argumentative structure of the advertisements under study, namely, the (implicit or explicit) main thesis (and sub-theses), the respective supportive arguments and conclusions.

2.2.2

To identify and analyze the set of speech acts that form the macro-speech act structure in the texts under analysis.

2.2.3

To identify the semiotic elements in operation in the texts selected and describe and analyze their possible metaphorical interpretations.

2.2.4

To represent linguistically the underlying propositions in the data and identify the implications conveyed by the addresser and the inferences that can be drawn by the reader.

2.2.5

To socially validate the implications through surveys asked to the target readership of the two texts.
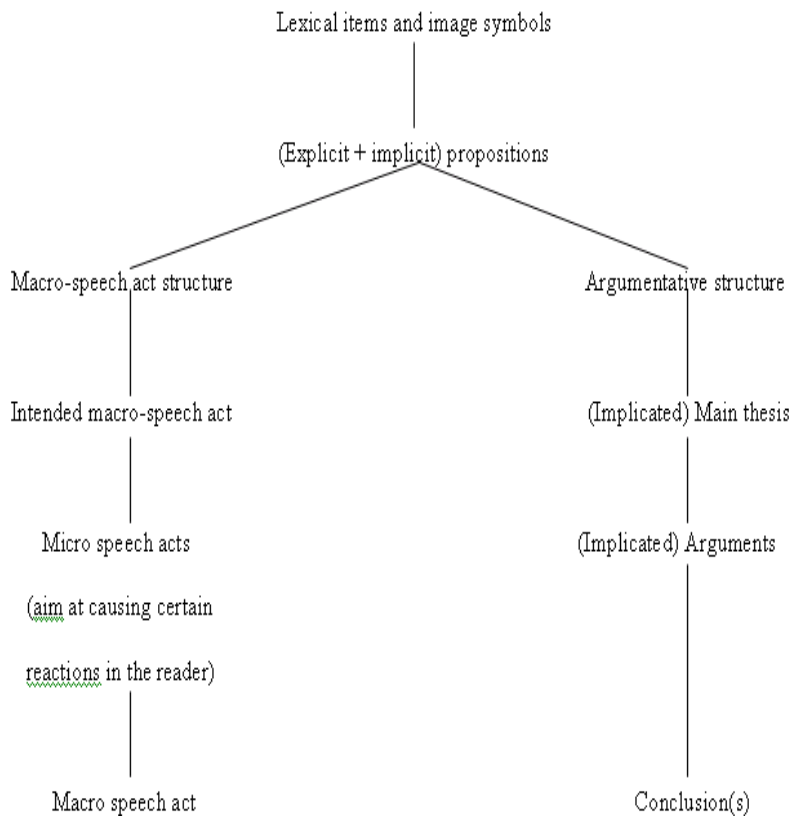
3. THEORETICAL FRAMEWORK

3.1. THE ARGUMENTATIVE NATURE OF WRITTEN ADVERTISEMENTS

"Mass media has the power to represent things in particular ways, which is largely a matter of language use" (Fairclough 1995). Advertising is a form of mass communication that has become part of our everyday scenario. While we walk in the streets, travel by public transport, wait in waiting rooms and even stay at home, we constantly encounter instances of advertising as forms of the mass media. Its importance in the construction of meaning has been extensively studied by scholars over the last decades.

The main purpose of advertising is to persuade people to believe in the importance of purchasing a product that is being offered. For this purpose, advertisements generally make use of argumentative structures. In most cases, these argumentative structures are implicit structures that underlie the surface form of advertisements. Through the interpretation of the messages expressed by the semiotic and pragmatic devices that operate in an advertisement, we are able to work out the argumentation intended to persuade us to buy the product being advertised. In this sense, to be able to identify an advertisement's argumentation, its discourse must also be assessed in its multiple dimensions. The discoursal dimensions that must be assessed are: its reference to the world's objects and events, or main topics and sub-topics forming its macro-proposition, the semantic and pragmatic implicatures triggered by certain lexical or syntactic units, the rhetorical structure at work, (namely, situation, problem and solution), the speech act macro-structure and the advertisement's argumentative structure. These dimensions will be further explained in the following sections of this study.

In general, in advertisements, the propositions that form the topic are often conveyed by single lexical elements, i.e. not whole phrases or sentences, and image symbols, which are

based on the interrelationships that these items generate in the text/discourse and their relationship to the social context where the text originates. These propositions, as utterances (or 'inscriptions' as Lyons 1996 suggests) convey given intentions (i.e. speech acts) on the one hand, that aim at causing certain reactions in the readership. On the other hand, they also trigger certain implied propositions that may form part of the reader's logical reasoning process in order to interpret the advertisement. Naturally, these (often) inferred speech acts are all interrelated to the macro-speech act (which , in general, follows the form: *You should buy and use X to obtain/become, etc...Y*). At the same time, the advertisement's main thesis can be formed. The implied propositions will serve as arguments that will support this main thesis. The following diagram represents this proposed discoursal structure, from the point of view of the addresser:

```
                    Lexical items and image symbols
                                 |
                                 |
                    (Explicit + implicit) propositions
                          /                      \
                         /                        \
   Macro-speech act structure              Argumentative structure
              |                                     |
              |                                     |
   Intended macro-speech act               (Implicated) Main thesis
              :                                     :
              :                                     :
       Micro speech acts                   (Implicated) Arguments
      (aim at causing certain                        |
                                                      |
       reactions in the reader)                       |
              :                                       :
              :                                       :
        Macro speech act                        Conclusion(s)
```

(You should buy and use X to obtain/become, etc...Y)

It is important to bear in mind that the addressee(s), that is, the target audience does not dispute the advertiser's argumentation as in a debate. Throughout the advertisement, the

advertiser is the sole addresser who tries to cause specific reactions, i.e. given perlocutionary acts, in the reader by means of the intended macro-speech act and the arguments that will support the main thesis of the advertisement's argumentation. In this sense, the argumentative discourse of the advertisements under analysis follows a "pseudo-conversational" structure whereby the addresser, i.e. the advertiser, implicates a macro-speech act constituted by a series of micro-speech acts . The macro-speech act is supported a series of intended implied meanings triggered by lexical items in the locutionary acts of each micro-speech act (henceforth labeled as *implicated propositions* in the analyses that follow) that will form the underlying argumentative structure of the advertisement. The audience may eventually be committed to a perlocutionary act that corresponds positively, or not, to the illocutionary force of the advertisement's macro speech act.

"The flow of an argumentative procedure frequently has a demonstrative nature so as to give the audience the impression that it provides objective data and that it operates on the basis of logical deductions deriving from unquestionable universal rules" (Lo Cascio, 1998:341). In this sense, the argumentative format of some types of advertisements gives the audience the impression that they are perceiving a reliable and authoritative kind of discourse.

3.1.1. The 'problem-solution' pattern and its interrelation to the argumentative structure.

The macro-argumentative structure underlying certain written advertisements is constituted by two microargumentative structures that support the main thesis: firstly, an argumentative structure in which the arguments support the thesis that a problem is present (generally related to health, beauty, social acceptance, etc…); and, secondly, an argumentative structure in which there is evidence (arguments) supporting the thesis that the product being advertised is the best product that can be used as a suggested solution to the problem described in the former part of the global argumentative structure. According to Jordan (1984:20), "any form of dissatisfaction or other stimulus that makes us want to improve a situation" constitutes a 'problem'. As far as the 'solution' element is concerned, we should be aware of the fact that it is so called because, normally, the action or procedure intended
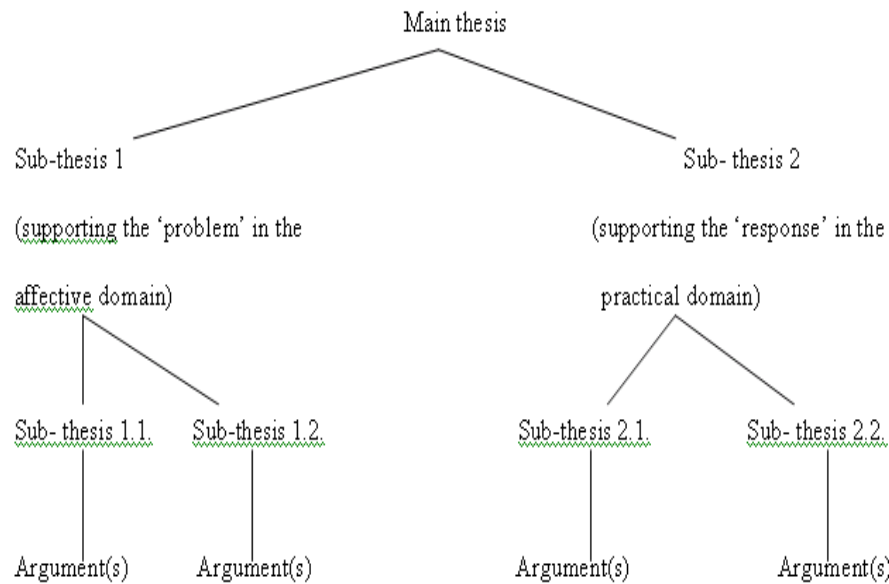
to solve a problem is evaluated as successful. Nonetheless, Hoey (1991) favors the term 'response', because he considers it to be neutral as to 'evaluation' (where 'positive evaluation' occurs whenever the problem is successfully solved, and 'negative evaluation' occurs when it remains as such). Since advertisements, in general, propose a possible solution, i.e. the product advertised, they constitute a 'response' to the implicitly or explicitly stated 'problem'.

Jordan (1984) also points out that there are certain lexical elements which have the power to direct the structures of the texts. For instance, some lexical units mentioned which could signal a 'problem' are: *difficulty, dilemma, damage, danger, lack, time-consuming, unfairness, illness, imperfection*, among others. For 'solution' he proposes the items: *avoid, reduce, prevent, overcome, eradicate, correct, remedy, optimize, cure*, etc. The presence of such certain lexical units in written advertisements establish a 'problem' and a 'response'.

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

Concerning the types of argumentation deployed in written advertisements, these can be either 'sequential' (a main thesis supported by a series of evidence) or 'dialectical' (a main thesis and a counter-thesis, each of which is supported by a series of evidence) (Lorenzini and Ferman, 1988). The types of advertisements analyzed in this study are those which construct sequential argumentative structures.

The tree diagram proposed in this study to represent the underlying argumentation of the data under analysis is outlined below:

```
                        Main thesis
                    /              \
                  /                  \
Sub-thesis 1                          Sub- thesis 2

(supporting the 'problem' in the     (supporting the 'response' in the

affective domain)                     practical domain)
      /    \                               /    \
     /      \                             /      \
Sub- thesis 1.1.  Sub-thesis 1.2.    Sub-thesis 2.1.  Sub- thesis 2.2.

    |             |                      |             |
    |             |                      |             |
Argument(s)   Argument(s)            Argument(s)   Argument(s)
```

3.1.2. The affective domain.

Concerning the microargumentative structure that supports the presence of a 'problem' (social, aesthetic, hygienic, etc), the linguistic and non-linguistic signs used to construct an advertisement's discourse convey meanings that may be based on the target audience's general socio-cultural beliefs. On this basis, the linguistic signs used in an advertisement do not merely identify certain referents for the audience. Alongside with the denotational function of the lexical elements used to communicate a fact, come some psychological and/or social associations called 'connotations'. The bringing together of the denotation of the lexical elements and their connotations to shape a particular message is what Barthes calls the making of 'myth' (Bignell, 2002:16). An example given by Bignell (2002) of the making of 'myth' is as follows: an advertisement for shoes which contains a photograph of someone stepping out of a Rolls-Royce is not only denoting the shoes and a car, but also attaching the connotations of luxury, which are available through the sign *Rolls-Royce,* to the shoes, suggesting a mythic meaning in which the shoes are part of a privileged way of life. In this sense, many of these myths, or social beliefs, are the basis for the construction of an advertisement's microargumentative structure appealing to the audience's affective domain. Also, many linguistic signs in the advertisements under analysis are presented on

the basis of metaphorical reasoning, or conceptualization. These points will be further explained later on in this study.

In some cases, the emphasis on certain images and linguistic signs is intended to cause an effect on the affective domain of the audience rather than maintain the truthfulness of the arguments that support the message. The analysis of the image signs present in the data under analysis will not be described in this study.

3.1.3. The practical domain.

The conventional and socially accepted role of advertisements is that it is a source of reliable information, which the potential buyers use as a criterion to assess the value and quality of the product being offered. The microargumentative structure concerning more objective information about the product itself is needed to persuade the audience to buy the product through the practical domain. This microargumentative structure concerning the practical and descriptive aspects of the product does not argue in favor of the myth that is being deployed implicitly, which is being supported in the micro-argumentation through the affective domain of the readership. Normally, the data concerning the quality or effectiveness of the product is semantically loaded and hyperbolically stressed in such a way that it really captures the attention and will of the target audience. The use of linguistic elements related to the field of science and technology on the surface form of most written advertisements support and emphasize the idea that the information that is being given is empirical, precise and factual.

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

3.2. MACRO SPEECH ACTS

Due to the fact that the main purpose of argumentative discourse is to influence the addressee's beliefs or thoughts, the utterances which form an argumentative discourse have distinctive illocutionary forces. In the type of argumentation normally found in the

discourse of written advertising, the speech act category used most frequently, following Searle's (1975) categorization, are directives: e.g. *Call right now; Start with your skin; Plump up your lips.*

A speech act is be constituted by the following elements:

1. The locutionary component. It has to do with the prepositional content of an utterance.

2. The illocutionary component. It is related to the use to which an utterance is put, generally stated by a verb that expresses the action taken in uttering the speech act. For example: *I order you to go out; I promise to call you back.*

3. The perlocutionary component. It has to do with the consequences that result from the uttering of a speech act.

According to Searle, speech acts can be classified as follows:

1. Representatives. These are speech acts that represent such states of affairs as assertions, claims, statements, suppositions and descriptions.

2. Commissives. They commit the speaker to some future course of action. We can identify promises, acceptances, agreements, threats, and vows within this category.

3. Directives. Their intention is to get the addressee to carry out some action. Commands, requests, dares, questions, orders, recommendations and entreaties are included here.

4. Declarations. These are speech acts that bring about such states of affairs as *marrying, naming, blessing, opening a meeting, arresting, etc*.

5. Expressives. They indicate the speaker's psychological state or mental attitude. *Greeting, congratulating, thanking, praising, condoling, and apologizing* are included in this category. Also, expressions of joy, anger and regret.

Following the Dynamic Speech Act Theory proposed by Geis, (1995), the speech acts present in the written advertisements to be analyzed in the present study will be examined in terms of the 'communicative competence' that underlies the readers' ability to produce

and understand utterances in a specific social context. Geis bases his theory on traditional speech act theory, (cf. especially Searle 1969, 1975, 1979), conversational analysis (cf., especially Schegloff 1972, 1984, 1988 and 1991;Sacks 1979; and Levinson 1981) and artificial intelligence research in natural language processing (especially Cohen and Perrault 1986). His theory is also influenced by the work of Brown and Levinson (1987) on politeness and by Halliday (1989) on register. "The act performed is at least partially determined by the linguistic form of the utterance", (Geiss 1995:13). In this sense, the speech acts of magazine advertisements are not interpreted as individual utterances, but as elements of speech act macro-structures. That is, the readers take into account the socio-pragmatic context in which the linguistic forms are embedded (the advertisement's text as a whole, inclusively). In this sense, when readers decode an advertisement's text, they rely on their background knowledge on the subject matter in question (this includes the reader's beliefs, desires, attitudes towards the subject matter of the advertisement and the advertiser's authority to claim or state certain states of affairs in the world). The inferences drawn by the reader will cause certain reactions in him/her regarding the central (referential) topic of the advertisement.

The main communicative purpose of an advertisement is to attempt to persuade people to buy a certain product. In this sense, most of the illocutionary acts present in them are *informing* the reader that a new product is out on the market, *describing* the product, *explaining* how the product works, and finally *suggesting* to the reader that he/she should use the product. In this study, it is proposed that advertisements *suggest* rather that *direct* readers that they should buy a certain product, because if the advertisers were to *direct* the readers, the readers would feel obliged to buy the product. We, as consumers, know that we can choose among various products. If we do not want to buy a certain product we simply do not have to do so.

3.3. METAPHOR

Metaphors are generally thought of as part of poetic or extraordinary language. But, on the basis of the recent studies in cognitive linguistics, we can think of metaphors as being "pervasive in every day life, not just in language but in thought and action. Our ordinary

conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature" (Lakoff and Johnson 1980). The fundamental role of metaphoric conceptualization is experiencing something in terms of another. What we refer to, i.e. the 'target domain', is expressed in terms of something else, i.e. the 'source domain'. Lakoff and Johnson give the following example, among others: the linguistic forms such as *he broke down*, *we've been working on this problem all day and we're running out of steam* suggest the metaphorical concept *The mind is a machine*. In this example, *the mind* (target domain: what we really refer to) is perceived in terms of some aspects of a machine (source domain: what we seem to be talking about). The linguistic forms that we choose to refer to the elements in our environment reveal, in most cases, the way in which we perceive and relate to them.

3.4. IMPLICIT/EXPLICIT ARGUMENTATION

The advertiser chooses to make the arguments of his/her thesis explicit or implicit. When the advertiser explicitly expands his/her argumentation, the main thesis, the arguments that support it and the possible conclusions are stated in sentences or phrases. In general, when the advertiser does not want to impose his/her point of view, i.e. when the advertiser does not present the macro speech act as an order or a command, he/she may leave some arguments implicit. As mentioned above, the implicit arguments (implicated propositions) are generally triggered by single lexical items that may signal a problem and a response (a recommended solution to the problem).

We may find that some advertisements argue for and against a certain social or personal condition. For example, an advertisement promoting an anti-aging cream may construct an argumentation where its arguments are implicitly formed from what certain semiotic elements suggest. In this case, the argumentation supports the idea that having young skin is desirable, healthy, aesthetic, etc. and argues against the idea of having aging skin. In other words, when an advertiser argues for an ideological standing, he/she is implicitly arguing against the opposite one. According to Van Dijk (1996), "in discourse as well as in other social actions, preconceptions of cultural or 'racial' categorization, differentiation, and negativization of others are socially expressed, displayed or communicated to other in-

group members". In this sense, most advertisements convey their argumentation in a very careful and implicit way so as to not be overtly discriminating.

3.5. ARGUMENTATION AND LOGIC

An argument is not just a collection of propositions but has a structure. "An argument is any group of propositions of which one is claimed to follow from the others, which are regarded as providing evidence for the truth of that one" (Copi 1968). With this in mind, the conclusion of an argument is that proposition which is affirmed on the basis of the other propositions of the argument. A proposition is a premise only when it occurs as an assumption in an argument.

3.5.1. Propositions.

"Propositions are abstract representations of meaning, which ignore grammatical and lexical form" (Stubbs 1983).According to Copi (1968), "propositions and the arguments which contain them as premises and conclusions are not linguistic entities such as sentences, but what sentences can be used to assert."

In the sense above, Copi makes a distinction between sentences and propositions by stating that a sentence is always part of a language, the language in which it is enunciated, whereas propositions are not peculiar to any of the languages in which they may be expressed. Propositions are also often called 'statements'. The meaning of a sentence may be represented by at least one and, most frequently, by a set of propositions, which may add up to be quite a large amount.

Propositions may also be defined as being the content of declarative sentences, but propositions are actually not always part of declarative sentences, because different sentence types convey the same 'nuclear' proposition. For example, in the same context and referring to the same referent, these two sentences convey the same proposition:

- *He washed the car*.

- *The businessman washed his BMW*.

These two sentences both represent the same nuclear proposition *The man washed the car*.

The classical, or Aristotelian, study of deduction centered on arguments involve propositions of a certain kind, called categorical propositions. "Propositions of this kind can be analyzed as assertions about classes, affirming or denying that one class is included in another, either in whole or in part" (Copi 1968).

There are four different standard forms of categorical propositions:

1. Universal affirmative propositions: They affirm that one of the classes is included in the realm of the other class and that this inclusion is complete or universal. For example, in the proposition *All politicians are liars*, the class *politicians* is completely included in the class *liars*, (but, does not affirm that *all liars are politicians*). This relationship is represented as follows: *All S is P*, where *S* represents the subject of the proposition and *P* represents its predicate. These propositions are classified as *A* propositions.

2. Universal negative propositions: They exclude the subject class of the proposition from the predicate class. This relationship is represented as follows: *No S is P*, where the relationship between *S* and *P* is denied universally, that is, no members at all of *S* are members of *P*. For example: *No politicians are liars*. These propositions are classified as *E* propositions.

3. Particular affirmative propositions: The literal or minimal interpretation of these propositions is that the class represented by the subject and the class represented by the predicate have some member or members in common, (*some* meaning at least one). For example, in *Some politicians are liars*, some members of the class *politicians* are included in the class *liars* and some members of the class *liars* are part of the class *politicians*. This relationship is represented as follows: *Some S is P*, in that at least one member of the class designated by the subject term *S* is also a member of the class designated by the predicate term *P*. These propositions are classified as *I* propositions.

4. Particular negative propositions: They deny that some particular members of the subject class are members of the predicate class. For example, in *Some politicians are not liars*, only certain politicians are not included in the class *liars*. This relationship is represented as

follows: *Some S is not P*, in that at least one member of the class designated by the subject term *S* is excluded from the whole of the class designated by the subject term *P*. These propositions are classified as *O* propositions.

Traditionally, it is held that all deductive arguments are analyzable in terms of these four standard forms of categorical propositions. Regarding the main object of this study, advertisements generally state categorical propositions of one or another of these types that will imply other propositions that support them. By stating these types of categorical propositions, advertisements organize classes and class members that support given social beliefs.

3.5.2. Logical implication/inference.

According to Copi (1968), the term 'logical' is used in very much the same sense as 'reasonable'. He further explains that 'reasoning' is a special kind of thinking, in which inference takes place or in which conclusions are drawn from premises. Copi defines 'inference' as a process by which one proposition is reached and affirmed on the basis of one or more other propositions accepted as the starting point of the process.

Bertuccelli (1996) explains that the study of inferences is foundational to linguistic science, because it is evident that a linguistic utterance conveys much more than its literal meaning. She argues that pragmatists need to offer valid answers to the following questions: a) To what extent is what is not explicitly said implicitly conveyed (or derived from) the lexical elements and the syntactic structure of the utterance? Or, to what extent can it be derived from extralinguistic principles, or from contextual information, or from shared knowledge? b) What kind of inferences/implications are relevant to the communicative process? (Bertuccelli 1996:224). Regarding cognitive inferences, Gutiérrez-Calvo (1999) defines them as "mental representations that the reader/hearer elaborates when trying to comprehend a given text/discourse on the basis of the application of their own knowledge to the explicit informative signals present in the message" (Gutiérrez-Calvo 1999:231).

As regards linguistic inferences, Brown and Yule (1983) suggest that an inferential process is "that process which the reader (hearer) must go through to get from the literal meaning of

what is written (or said) to what the writer (speaker) intended to convey" (Brown and Yule 1983:33).

Logic, however, is not concerned with the ways in which the mind arrives at its conclusions during this process. It is only concerned with the correctness of the completed process, that is, if the conclusion reached follows the arguments assumed. Only propositions can be given a *truth-value*. In this sense, if a proposition A is asserted, then there must be a commitment to also claim the truth of B, to the extent that the are interrelated.

According to Copi, there are two types of inferences: Immediate and mediate inferences. An immediate inference is where a conclusion is drawn from only one proposition. There are many processes that involve immediate inferences. One of these processes is that by which an inference is drawn on the basis of opposition. For example, in the proposition *All young skin is healthy skin,* the opposite or contrary class of the *young skin* class is the class of *old skin* and the opposite class of the class *healthy skin* is the class *unhealthy skin*. Therefore, the proposition inferred by means of opposition is *All old skin is unhealthy skin*.

As regards advertisements, these inferred/implied propositions are, in general, conclusions about different classes that exist in our social environment. These conclusions provide a basis to create the need to use or buy a certain product (they constitute the arguments that support the problem in the affective domain). If the reader is persuaded that the arguments (implicated propositions) proposed by the advertisement are valid, then the he/she may consider the need to acquire the product that is being advertised. For example, if the reader is finally convinced that *All old skin is unhealthy skin* and sees that the advertisement is offering a product that will stop the reader's skin from becoming old, and therefore from becoming unhealthy, then the reader might find it necessary to acquire that product. There may be many products that may carry out the same task according to the same universal propositions. This is why the advertisement also provides information about the product to try to persuade the reader that that particular product is the best one to use (arguments that will support the response in the practical domain).

It is important to note that implications and inferences are processes of the same type. The only crucial difference is that inferences are drawn by the addressee(s) and implications are

made by the addresser(s). In this study, the focus will be on the implications that the advertiser can make and these implications will be validated via the process of inference.

3.5.3. Syllogisms.

There is another type of inference where there is more than one premise involved. These types of inferences are 'mediate' inferences and are represented by syllogisms. These types of inferences are said to be mediate because the conclusion is supposed to be drawn from the first premise through the mediation of the second. "A syllogism is an argument in which a conclusion is inferred from two premises. A categorical syllogism is an argument consisting of three categorical propositions which contain exactly three terms, each of which occurs in exactly two of the constituent propositions" (Copi 1968).

The three terms that form the propositions in a standard-form syllogism are: P (predicate), S (subject) and M (middle term). The conclusion of a standard-form syllogism is a standard form categorical proposition which contains the predicate term and the subject term of the syllogism. The predicate term of the conclusion is called the major term and the subject term of the conclusion is called the minor term. For example,

Major premis	*All films by Tarantino are good films*	*All M is P*
Minor premise	*Kill Bill is a film by Tarantino*	*All S is M.*
	Kill Bill is a good film	*All S is P*

In the conclusion of this example, the subject term (S) *Kill Bill* is the minor term and the predicate term (P) *good film* is the major term. The third term, which does not appear in the conclusion, appearing instead in both premises, is the middle term. In the example above, *films by Tarantino* is the middle term (M). The premise containing the major term is called the major premise and the premises containing the minor term is called the minor premises. In a standard form syllogism, the major premise is stated first, followed by the minor premise and, finally, the conclusion is stated.

The example above is of the same nature as the following classical example:

Major premise   *All men are mortal*   *All M is P*

Minor premise   *Socrates is a man*   *All S is M.*

                 Socrates is mortal   *All S is P*

All men is the middle term, *mortal* is the predicate term and *Socrates* is the subject term.

The mood of a standard form syllogism is determined by the types of standard-form categorical propositions that it contains. The standard- form categorical propositions can be either an A, E, I or O proposition. In the example above, since its major proposition is an A proposition, its minor proposition is an A proposition, and its conclusion is an A proposition, the mood of the syllogism is AAA. According to Copi, not only are syllogisms described in terms of their moods, but the forms of standard-form syllogisms also depend on the relative positions of their middle terms. The figure of a standard-form syllogism indicates the position of the middle term in the premises. Therefore, the form of a syllogism may be completely described depending on its mood and figure. The different possible positions of the middle term constitute the first, second, third and fourth figures, respectively:

M – P   P – M   M – P   P - M

S – M   S – M   M – S   M - S

∴S – P   ∴S – P   ∴S – P   ∴S - P

First figure   Second figure   Third figure   Fourth figure

Therefore, any syllogism of mood AAA in the First Figure, (AAA-1) will have the form:

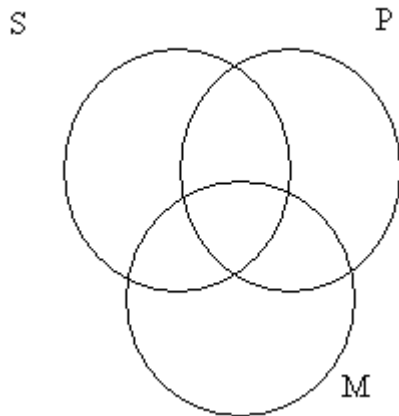All M is P.

All S is M.

All S is P.

There are many different forms of standard-form syllogisms. If we were to list all the possible moods, starting with AAA, AAE, AAI, AAO; AEA, AEE, AEI, AEO; AIA… all through OOO, sixty four different moods could be enumerated. And since each mood can occur with each of the four different figures, then there must be two hundred and fifty-six distinct forms of standard-form syllogisms.

Finally, syllogisms are deductive arguments, where a conclusion is arrived at from a fixed principle. Deductive arguments can be 'valid' or 'invalid', that is, an argument is valid when its premises provide conclusive evidence for its conclusion in that the premises and conclusion are so related that it is absolutely impossible for the premises to be true unless the conclusion is also true. Furthermore, the validity or invalidity of any syllogism depends exclusively upon its form. "A valid syllogism is a formally valid argument, valid by virtue of its form alone" (Copi 1968). If the standard propositions are positioned in a standard-form syllogism to form a valid sequence of reasoning, then the contents of the propositions will not interfere with the validity of the syllogism.

In this study, syllogisms will be used to prove if the conclusions drawn through the process of inference are valid propositions or not. If they are valid propositions, then they can form part of the argumentative structure as premises that will support the main thesis.

3.5.4. Venn Diagram technique for testing syllogisms.

The properties of validity and invalidity can belong only to deductive arguments, i.e. syllogisms. To test a syllogisms via a Venn diagram, the three terms (S, M and P) contained in the syllogisms must be represented by drawing three overlapping circles. Therefore, the three circles will be labeled *S, P* and *M* as shown below:

If we focus only on the two circles labeled *P* and *M*, we can represent a standard-form categorical proposition whose two terms are *P* and *M* by shading out a part of the diagram. For example, the proposition *All M is P* is diagrammed as follows:
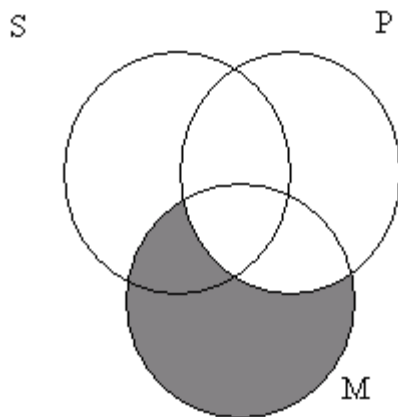
In this example, the part of the circle labeled *M* that is not overlapping with the circle labeled *P* is shaded out. Therefore, the part of *M* that overlaps with *P* represents *All M is P*.

If we now focus on a proposition whose two terms are *S and M*, we have to shade out the part of the diagram that does not correspond to the proposition *All S is M*:
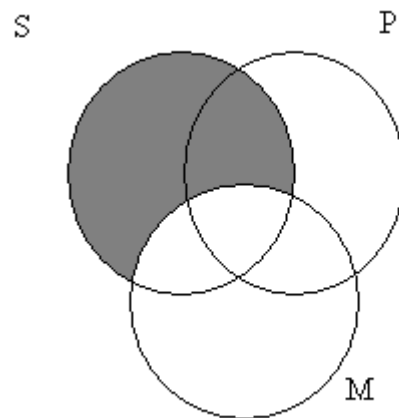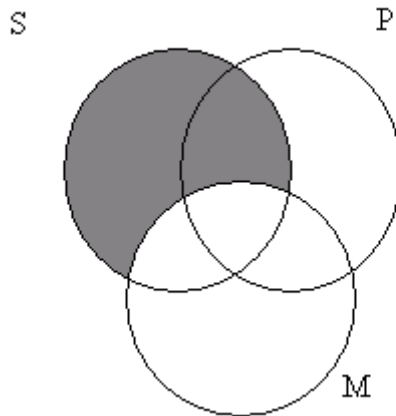
The part of the circle labeled *S* that is not overlapping with the circle labeled *M* is shaded out. Therefore, the part of *S* that overlaps with *M* represents *All S is M*.

The advantage of having three circles overlapping is that it allows us to diagram two propositions together on condition that only three different terms occur in them, i.e. *S*, *P* and *M*. The following diagram represents the two propositions *All M is P* and *All S is M*:
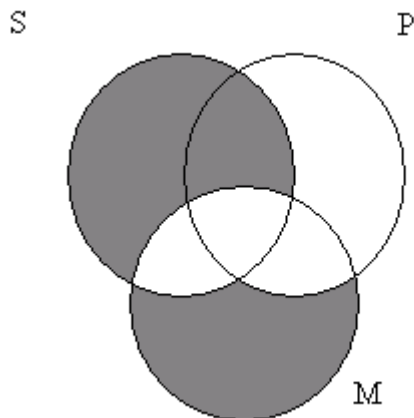
According to Copi (1968), "diagramming the premises of a valid argument should suffice to diagram what its conclusion asserts also, with no further marking of the circles needed". The conclusion of this argument (an AAA-1 syllogism) is *All S is P*. To represent this clearly, the diagram will represent the conclusion by not shading out the part where *S* overlaps with *P*:
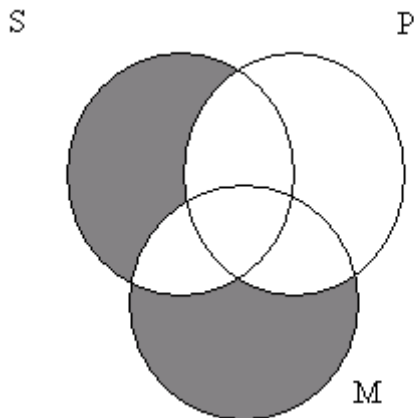
This diagram represents the argument   *All M is P*

All S is M

∴All S is P

What is asserted by the conclusion of the syllogism is diagrammed by the diagramming of its premises. Therefore, the syllogism AAA-1 is valid (Copi 1968:165).

The syllogisms used in this study will be AAA-1 and AEE-4 validated by Venn diagrams.

4. HYPOTHESES

On the basis of the preliminary view of the data under analysis, the following hypotheses will be stated:

4.1

There is an argumentative structure (implicitly) underlying the surface form of some types of written advertisements, where the premises are conveyed through implicatures and a sequence of speech acts.

Sub-hypotheses:

4.1.1

There are three dimensions contained in the discourse of certain written advertisements, i.e. the macro speech act dimension, the implied propositional dimension and the argumentative dimension. The linguistic units in the advertisement, i.e. sentences, phrases or single lexical units, form, on the one hand, a configuration of speech acts, i.e. a macro-speech act structure. In this sense, the macro-speech act dimension conveys messages with the purpose of causing certain reactions in the readership. The macro-speech act in certain written advertisements, at least, will generally take the form *You should use X for/to Y*. On the other hand, concerning the implicated propositional dimension, the linguistic units in the advertisement also implicate further propositions that serve as arguments forming the argumentation. Finally, with the premises and macro-speech act structure in mind, the argumentation will be formed.

4.1.2

When an advertiser advertises a product, he/she focuses on the advantages of using it by emphasizing its qualities and benefits, and by appealing to our personal needs in order to

persuade us to buy the product. In this sense, the advertiser constructs two sequential argumentative structures stemming from one main thesis, i.e. *It is good to use X for/to Y*. To support this main thesis, an argumentative structure is constructed in order to argue for a certain aspect in the readership's affective domain (aspects related to health, beauty, youth, etc), and another argumentative structure is constructed in order to argue for the quality of the product, i.e. *X is a good choice to buy*. Since the advertiser argues for the use of the product, the possible disadvantages of the product are hardly ever mentioned.

4.1.3

The argumentation present in some types of written advertisements is mainly implicit, that is, implications are drawn from certain lexical items and these implicated propositions are the arguments that will support the main theses in the argumentative structure. Thus, what the advertiser does is to try to persuade us in such a subtle manner that we may finally tend to accept his/her arguments and therefore contribute to his/her aim.

4.1.4

Even though advertisements are intended to different readerships, (that is to say, some of them only to adolescents, others only to adults or elderly people), they all try to persuade readerships to take different courses of action; for instance, to buy a product, to make a donation, or to become a member of a bank, etc. There seems then to be a common argumentative pattern common to them all. That is to say, they seem to follow common strategies and use certain persuasive elements to convince us to do or buy something, etc.

5. METHOD

5.1. Corpus selection and corpus selection criteria

5.1.1

A large number of magazines intended to different readerships were examined as a preliminary search for data. Some of such magazines are addressed only to young male adolescents, others to young women, and others to professionals dealing with a large variety of subject matters, such as politics, economy, health, home decoration, etc. To this end, magazines such as The New Yorker, Time, Cosmopolitan, Cosmo Girl, Seventeen and American Way were carefully examined. This exploration sought advertisements in English. Therefore, all of the magazines that were examined are written in English and are contemporary publications. The issues selected for this study had been published at some point in the year 2001 onward.

The examination of these magazines revealed that at least two types of advertisements can be identified. On the one hand, there are those in which the advertiser presents a fairly large text accompanied by a picture or an image of some sort. In these types of advertisement, the text is more or less explicit and the advertiser makes use of textual devices that serve the fundamental function of presenting to the reader the message intended in an effective format. On the other hand, there are advertisements in which there is a short linguistic text, generally short phrases or single words that are not connected explicitly via text markers, which are accompanied by a picture or some type of image that seems to have a more prominent role in the conveyance of the message than in the types of advertisements mentioned previously. In advertisements of this type, the readership is left with the task of inferring the message that the advertiser attempts to convey.

5.1.2

To narrow down the final data selection, only magazines intended for women in their twenties onward were chosen: "Cosmo Girl" (April 2002) and "Allure" (October 2003). This selection was based on the criterion that these magazines generally advertise products that relate to such issues as beauty and health. The difference between these two magazines is that "Cosmo Girl" is intended to younger women and "Allure" to women in their twenties onward. Nonetheless, both magazines contain similar types of advertisement and discuss the same subject matters; for instance, beauty, health, fashion, tips for a better sexual life, etc.

The other criterion for selecting these magazines was that the types of advertisements that appear in them are of the type in which the linguistic text is short and the messages are conveyed mainly via implication.

5.1.3

Subsequently, one advertisement was selected from Cosmo Girl (promoting a product called Bi-White) and another from Allure (advertising a product called H2O+). The definite selection was based on the following criteria:

5.1.3.1

Both advertisements promote facial creams.

5.1.3.2

Both advertisements are intended to different readerships. The one taken from Cosmo Girl is intended to young women and the one selected from Allure is intended to women in their forties onward.

5.1.3.3

Both advertisements present a short linguistic text and an image text with a predominant role in the conveyance of the advertisements' messages. It was interesting to note that in the

advertisement taken from Cosmo Girl, the linguistic text is much looser than the text in the advertisement taken from Allure. This small but significant difference was an interesting factor in the selection of the data. Nonetheless, the messages are conveyed mainly via implication in both texts.

5.2. Data analysis procedures

The data analysis carried out in the present research involved the steps and procedures delineated below.

5.2.1

Each advertisement was analyzed on the basis of its linguistic text. The image text was not taken into account in this study.

5.2.2

Firstly, each advertisement was examined in terms of its argumentative nature, that is, they were interpreted as argumentative texts in which a viewpoint was expressed and supported by evidence. It was also determined whether the argumentation deployed in the texts under analysis was 'sequential' or 'dialectical' (Lorenzini and Ferman 1988).

5.2.3

Secondly, the linguistic text of each advertisement was analyzed in terms of its macro-speech act structure.

5.2.4

Thirdly, inferences were drawn based on what the lexemes implied, forming the so-called implicated propositions of the affective domain and the practical domain. To determine the implicated propositions for the advertisements' practical domain, it was necessary to base the implications on predetermined assumptions, that is, information from the readerships' general knowledge.

5.2.5

Fourthly, these implicated propositions were validated via syllogisms AAA-1 and AEE-4 and Venn diagrams (Copi 1968). These syllogisms were selected for the process of validating the implications on the basis that the conclusions drawn from these types of syllogisms are universal propositions, i.e. universal positive propositions (A propositions) and universal negative propositions (E propositions). This criteria follows the assumption that advertisements make assertions about classes, affirming or denying that one class is included in another.

To further validate the proposed predetermined assumptions and implicatures that were drawn from each advertisement under analysis, the following surveys were formulated. The questions were asked to women between 25 and 50 years of age. The questions in italics are based solely on the advertisement and the questions that are not in italics are based on the women's general background knowledge:

5.2.5.1

Survey for the affective domain of the advertisement promoting Bi-White

1. *Do you think that dark and spotted skin is flawed skin?*
2. *Do you think that white and clear skin is flawless skin?*
3. *Do you think that dark and spotted skin is unhealthy skin?*
4. *Do you think that white and clear skin is healthy skin?*
5. *Do you think that flawed skin is undesirable skin?*
6. *Do you think that flawed skin should be corrected?*
7. *Do you think that white and clear skin is desirable?*
8. *Do you think that dark and spotted skin is undesirable?*
9. *Do you think that skin that should be corrected is unhealthy skin?*
10. *Do you think that unhealthy skin is undesirable skin?*

5.2.5.2

Survey for the practical domain of the advertisement promoting Bi-White

1. Do you think that Vichy Laboratoires produces good quality products?

2. Do you think that scientific evidence guarantees the effectiveness of a product?

3. Do you think that scientific information is truthful information?

4. Do you think that advertisements are a truthful source of information?

5. Do you think that products that are sold at drugstores have been scientifically proven to cause certain effects?

6. Do you think that products that are hypoallergenic and that have been tested on sensitive are safe to use?

7. Do you think that Vichy thermal spa water and Vit. C are good for your skin's health?

8. If you had spots and dark toned skin, would you think that Bi-White is necessary for your skin's health?

9. Do you think that a product that is safe to use is a good quality product?

10. Do you think that a good quality product is a good choice to buy?

11. Do you think that a product that a product that is good for your skin's health is a good choice to buy?

12. If you had dark and spotted skin, do you think that products that correct dark and spotted skin so that you could begin the process of making your skin healthy would be necessary products for your skin's health?

13. Do you think that products that are necessary for your skin's health are good

choices to buy?

5.2.5.3

Survey for the affective domain of the advertisement promoting H2O+

1. Should skin that lacks minerals and nutrients be replenished with minerals and nutrients?

2. Is skin that lacks minerals and nutrients undesirable?

3. Is aging sin undesirable skin?

4. Is young skin desirable skin?

5. Does aging skin lack life?

6. 6. Is young skin full of life?

7. 7. Is skin that lacks life undesirable?

8. 8. Is aging skin damaged skin?

9. 9. Should damaged skin be restored?

10. Is damaged skin undesirable skin?

11. Is aging skin weak skin?

12. Is young skin strong?

13. Should aging skin be strengthened?

14. Is weak skin undesirable skin?

15. Is aging skin non-firm skin?

16. Is young skin firm skin?

17. Should non-firm skin be firmed?

18. Is non-firm skin undesirable?

19. Does aging skin lack elasticity and flexibility?

20. Is young skin full of elasticity and flexibility?

21. Should skin that lacks elasticity and flexibility be boosted in resiliency?

22. Is skin that lacks elasticity and flexibility undesirable skin?

23. Is aging skin flawed skin?

24. Is young skin flawless skin?

25. Are fine lines and imperfections flaws?

26. Are they undesirable?

27. Should fine lines and imperfections be smoothed?

28. Does aging skin lack water?

29. Is young skin full of water?

30. Should skin that lacks water be provided with more water?

31. Is skin that lacks water undesirable?

5.2.5.4

Survey for the practical domain of the advertisement promoting H2O+

1. Does Aquafirm produce good quality products?
2. Is a good quality product a good choice to buy?
3. Is information given by advertisements truthful?
4. Is an effective product a good quality product?
5. Is a product that is compatible with your skin and restores, replenishes, helps strengthen, reinforces, boosts the resiliency and visibly smoothes fine lines and imperfections of your skin and will provide you with more of your essential component a product that has favorable effects on your skin?
6. Is a product that has favorable effect on your skin a good choice to buy?

7. Are products that have ingredients that share your natural chemistry products that are compatible with your skin?

8. Are products that are compatible with your skin good choices to buy?

9. Are products that are compatible with your skin and have favorable effects on your skin safe to use?

10. Are products that are safe to use good quality products?

11. Are products that contain similar components as your skin compatible with your skin?

12. Will products that are compatible with your skin, have favorable effects on your skin and will provide you with more of your essential component fulfill your skin's organic needs?

13. Are products that fulfill your skin's organic needs good choices to buy?

14. Do you think that a product called H2O+ will provide you with more of your essential component (water)?

15. Do you think that a product that provides you with more of your essential component is a good choice to buy?

16. If you had aging skin, would you think that products that are compatible with your skin and restores, replenishes, helps strengthen, reinforces, boosts the resiliency and visibly smoothes fine lines and imperfections of your skin and that will provide you with more of your essential component are necessary products for your skin's health?

5.2.6

Fifthly, the argumentative structures for each advertisement were represented in tree diagrams. The main thesis of each text was determined based on their macro speech acts. The sub-theses were determined based on the main final conclusions drawn from the implicated propositions and their validation processes. The implicated propositions then served as evidence to support the argumentation. Finally, final conclusions were drawn from the argumentative processes.

6. DATA ANALYSIS

The advertisement promoting Bi-White will be referred to as advertisement 1 and the one promoting H2O+ will be referred to as advertisement 2.

6.1. ANALYSIS OF ADVERTISEMENT 1

6.1.1. Analysis of speech acts in advertisement 1

locutionary act	*illocutionary act*	*perlocutionary act*
Speech act 1: There is a product called Bi-White	Informing	Taking into account the existence of this product
Speech act 1: Vichy Laboratoires is presenting a new product called Bi-White	Informing	Paying attention to the advertisement
Speech act 2: This product contains Kojic Acid and Pure Vitamin C	Describing	Taking into account the ingredients contained in this product
Speech act 3: This product works as a double corrector against spots and dark tone of the skin	Describing	Taking into account the effects of this product.
Speech act 4: This product reduces spots at a –16% and it visibly clarifies skin at a +29%.	Describing	Taking into account the effects of this product and their

preciseness

Speech act 5: This product is hypoallergenic and has been tested on sensitive skin	sensitive skin	Taking into account the safety features of the product.
Speech act 6: This product has Vichy thermal spa water and has pure Vitamin C.	Describing	Taking into account the ingredients contained in this product.
Speech act 7: This product is found exclusively at drug- stores.	Informing	Taking into account where this product can be found.
Speech act 8: Health is vital, so you should start with your skin	Explaining/ Suggestinghaving	To come to believe that healthy skin is part of being entirely healthy

Macro Speech

act: We suggest that you should buy and use Bi-White if you have dark and spotted skin	Suggesting	Following this advice and buying this product or not

6.1.2. PROPOSITIONS IMPLICATED BY THE AFFECTIVE DOMAIN

The pivotal linguistic forms that trigger the following presuppositions and inferred propositions are marked in bold.

1.- *This product works as a double corrector against spots and dark tone of skin.*

Explicit proposition: This product corrects spots and dark tone of skin.

Implication: If dark and spotted skin can be corrected (and, according to the macro speech act, it is suggested that dark and spotted skin should be corrected with Bi- White), then this type of skin must be flawed.

Proposition (a): Dark and spotted skin is flawed skin.

Opposite implication (a1): White and clear skin is flawless skin

2.- *From: Health is vital, so you should start with your skin / Bi- White corrects spots and dark tone of skin.*

Explicit proposition: To be healthy it is recommendable to care about the health of your skin first and the correction of spots and dark tone of skin will make your skin healthy.

Implication: If health is vital and should start with our skin and dark and spotted skin can be corrected (and, according to the macro speech act, it is suggested that dark and spotted skin should be corrected), then dark and spotted skin is not healthy skin.

Proposition (c): Dark and spotted skin is unhealthy skin.

Opposite implication: (c1): White and clear skin is healthy skin.

Total: 6 propositions:

(a): Dark and spotted skin is flawed skin.

(a1): White and clear skin is flawless skin.

(b): Dark and spotted skin is unhealthy skin.

(b1): White and clear skin is healthy skin.

6.1.3. VALIDATION OF THE PROPOSITIONS IMPLCATED BY THE AFFECTIVE DOMAIN THROUGH SYLLOGISMS AAA-1, AEE-4 AND VENN DIAGRAMS

The following syllogisms will take into account the advertisement's macro speech act in that it is suggested that readers who have aging skin **should** use this product.

Proposition (a): Dark and spotted skin is flawed skin.

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

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

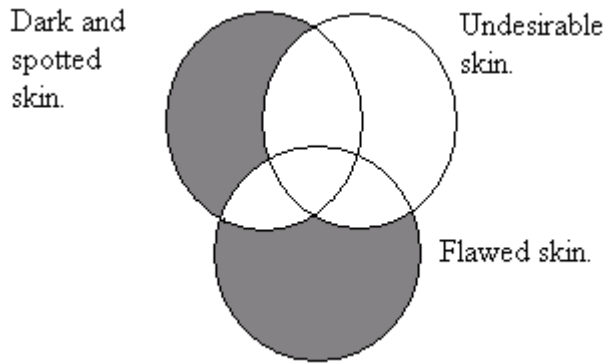∴Dark and spotted skin is flawed skin. (a)   ∴All S is P.
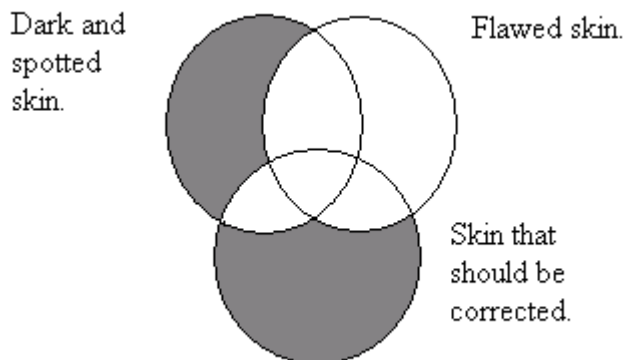
And, from above, (since dark and spotted skin **should** be corrected and from the belief that flawed skin is undesirable):

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

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

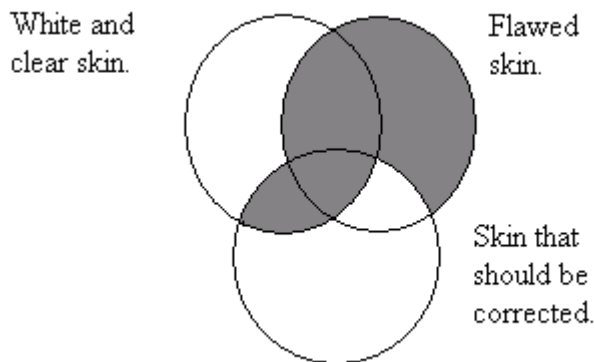∴Dark and spotted skin is undesirable skin.   ∴All S is P.

Proposition (a1): White and clear skin is flawless skin.

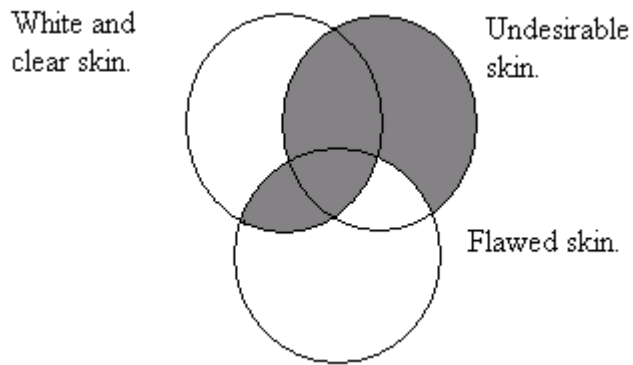|	
All flawed skin is skin that should be corrected.	All P is M.
No skin that should be corrected is white and clear skin.	No M is S.
No white and clear skin is flawed skin. (a1)	No S is P.

And from above:

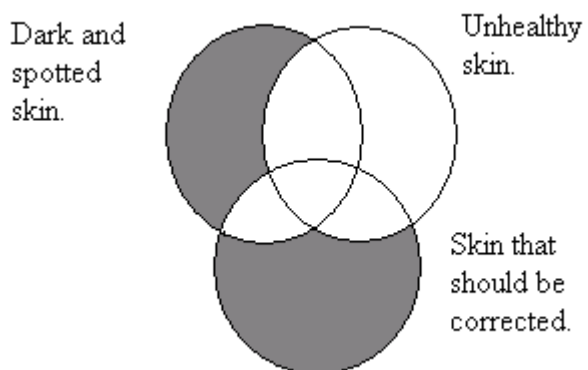|	
All undesirable skin is flawed skin.	All P is M.
No flawed skin is white and clear skin.	No M is S.
∴No white and clear skin is undesirable skin.	∴No S is P.

Proposition (b): *Dark and spotted skin is unhealthy skin.*

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

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

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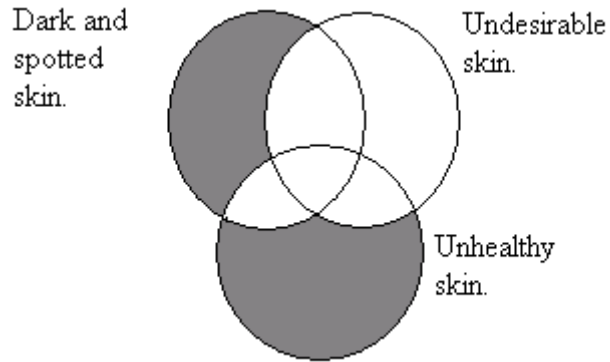

And from above, (since unhealthy skin is skin that **should** be corrected and from the belief that unhealthy is undesirable):

All unhealthy skin is undesirable skin.   All M is P.

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

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

Dark and
spotted
skin.
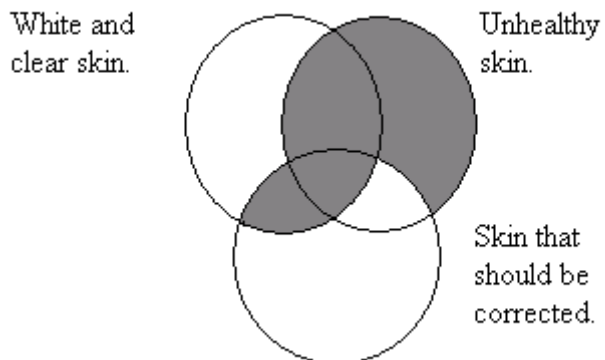   Undesirable
skin.

Unhealthy
skin.

Proposition (b1): *White and clear skin is healthy skin.*

All unhealthy skin should be corrected.   All P is M.

No skin that should be corrected is white and clear skin.   No M is S.

No white and clear skin is unhealthy skin. (b1)   ∴ No S is P.

White and
clear skin.
     Unhealthy
skin.

Skin that
should be
corrected.

And from above:

All undesirable skin is unhealthy skin.   All P is M.

No unhealthy skin is white and clear skin   No M is S.

∴No white and clear skin is undesirable skin.   ∴No S is P.
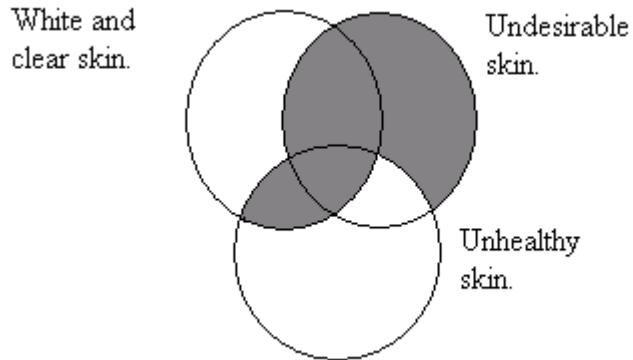
MAIN FINAL CONCLUSIONS FOR THE AFFECTIVE DOMAIN

- Dark and spotted skin is undesirable.

- White and clear skin is desirable.

6.1.4. PROPOSITIONS IMPLICATED BY THE PRACTICAL DOMAIN

The following selected data takes into account that the reader has already read the whole advertisement. The pivotal linguistic forms that trigger the following inferred propositions are marked in bold.

1. From: **Vichy Laboratoires** *is presenting a new product called Bi-White*.

Predetermined assumption: Vichy Laboratoires is a well known cosmetic company that produces good quality products.

Implication: If Bi-White is a product made by Vichy Laboratoires and Vichy Laboratoires produces good quality products, then Bi- White is a good quality product.

Proposition (a): Bi- White is a good quality product.

2. From: *This product contains **Kojic Acid and Vitamin C**…/This product reduces spots at a **–16%** and visibly clarifies skin at a **+29%.**/ This product is found exclusively at **drugstores**.*

Explicit proposition: With ingredients such as Kojic Acid and Vitamin C Bi-White reduces spots at a –16% and visibly clarifies skin tone at a +29%.

Predetermined assumption: Scientific evidence guarantees the effectiveness of a product. Scientific information is true information. Products that are sold at drugstores have been scientifically proven to cause certain effects.

Implication: If scientific evidence shows that Bi-White reduces spots at a –16% and clarifies skin tone at a +29% with ingredients such as Kojic Acid and Vitamin C and if scientific evidence is true and guarantees the effectiveness of a product, then Bi-White effects are true and, therefore, Bi-White is an effective product.

2.1. From: *This product works as a double corrector against spots and dark tone of skin/ This product reduces spots at a –16% and visibly clarifies dark tone of skin at a +29%.*

Predetermined assumption: Advertisements are a truthful source of information.

Implication: If the information given in this advertisement is true and it states that H2O+ actually realizes these effects, then H2O+ must be an effective product.

Proposition (b): Bi- White is an effective product.

3. From: *This product is **hypoallergenic** and has been **tested on sensitive skin**:*

Predetermined assumption: A product that is hypoallergenic and that has been tested on sensitive skin (and doesn't cause dangerous or unwanted effects on sensitive skin) is a product that won't cause any damage to your skin.

Implication: If a product that is hypoallergenic and that has been tested on sensitive skin doesn't cause any damage to your skin, and Bi-White has been tested on sensitive skin and is hypoallergenic, then Bi- White is safe to use.

Proposition (c): Bi-White is a product that is safe to use.

4. From: *This product has Vichy thermal spa water and pure Vitamin C.*

Predetermined assumption: Vitamin C and thermal spa water are good for your skin's health.

Implication: If Vitamin C and thermal spa water are good for your skin's health and Bi-White has vitamin C and thermal spa water, then Bi-white is good for your skin's health.

Proposition (d): Bi-White is a product that is good for your skin's health.

4.1. From above, from analysis 2 in the affective domain: *Health is vital so you should start with your skin./ Bi-White is a product that is good for your skin's health./ Dark and spotted skin is unhealthy skin.*

Explicit proposition: Bi-White is a product that is good for your skin's health and it can be used (and according to the macro speech act, it should be used) to begin your process of having healthy skin by correcting your dark and spotted skin.

Predetermined assumption: Advertisements are a truthful source of information.

Implication: If dark and spotted skin is unhealthy and Bi-White corrects dark and spotted skin so as to begin the process of having healthy skin, then Bi-white is a necessary product for the health of your skin.

Proposition (e): Bi- White is a product that is necessary for your skin's health.

Total: 5 propositions: (a): Bi- White is a good quality product.

(b): Bi- White is an effective product.

(c): Bi-White is a product that is safe to use.

(d): Bi-White is a product that is good for your skin's health.

(e): Bi- White is a product that is necessary for your skin's health.

6.1.5. VALIDATION OF THE PROPOSITIONS IMPLCATED BY THE PRACTICAL DOMAIN THROUGH SYLLOGISMS AAA-1 AND VENN DIAGRAMS

Proposition (a): *Bi- White is a good quality product*.

All products made by Vichy Laboratoires are good quality products.   M is P.

Bi-White is a product made by Vichy Laboratoires.   S is M.

∴Bi-White is a good quality product.   ∴S is P.
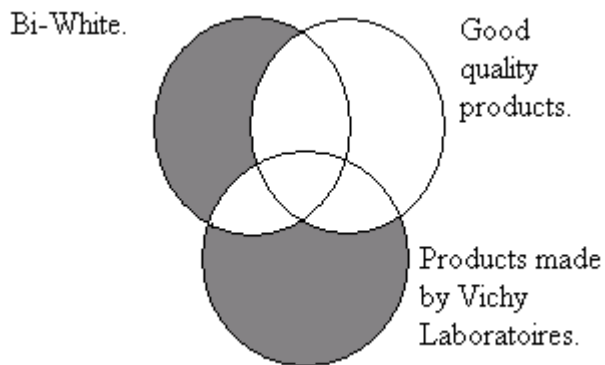
And from above and from the belief that good quality products are good choices to buy:

All good quality products are good choices to buy   M is P.

Bi-White is a good quality product   S is M.

∴Bi-White is a good choice to buy.   ∴S is P.

Proposition (b): *Bi- White is an effective product.*

All information about a product's effectiveness that has been scientifically proven is truthful information.	M is P.
Information about Bi-White's effectiveness is information that has been scientifically proven.	S is M.
∴Information about Bi-White's effectiveness is truthful information.	∴S is P.

And from above and from the belief that an effective product is a good quality product:

All effective products are good quality products.   M is P.

Bi-White is an effective product.   S is M.

∴ Bi-White is a good quality product.   ∴ S is P.
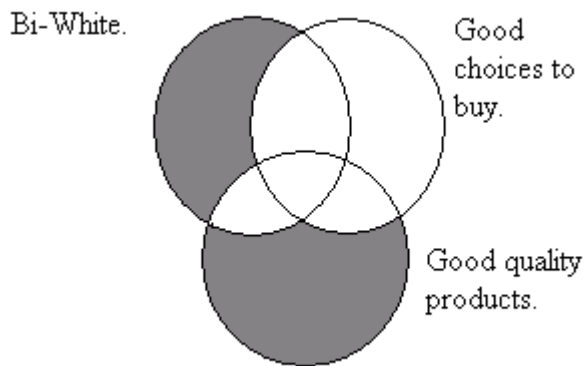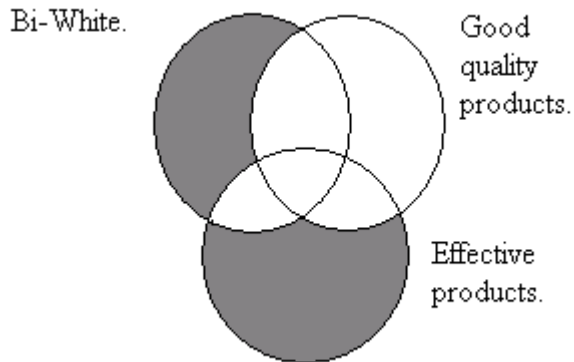

And from above and from the belief that good quality products are good choices to buy:

All good quality products are good choices to buy.   M is P.

Bi-White is a good quality product   S is M.

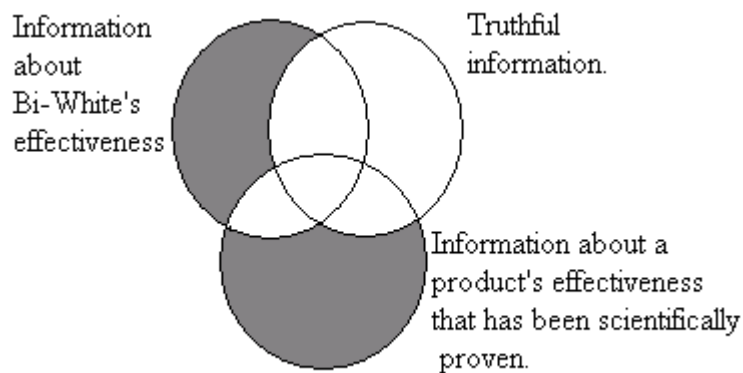∴ Bi-White is a good choice to buy.   ∴ S is P.

Proposition (c): Bi-White is a product that is safe to use.

All products that are hypoallergenic and that have been   M is P.
tested on sensitive skin are products that are safe to use.

Bi-White is a product that is hypoallergenic and that has   S is M
been tested on sensitive skin.

∴ Bi-White is a product that is safe to use.   ∴ S is P.

Information about Bi-White's effectiveness.

Products that are safe to use.

Products that are hypoallergenic and that have been tested on sensitive skin.

And from above and from the belief that a product that is safe to use is a good quality product:

All products that are safe to use are good quality products   M is P

Bi-White is a product that is safe to use.   S is M.

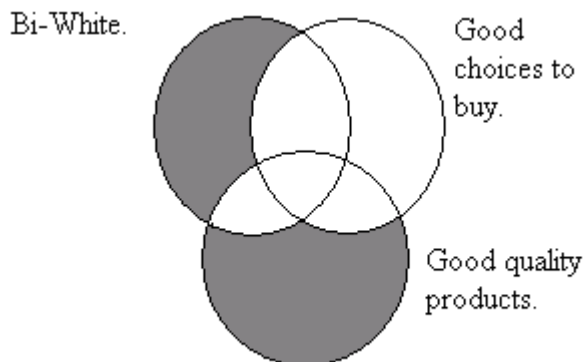∴ Bi-White is a good quality product.   ∴ S is P.
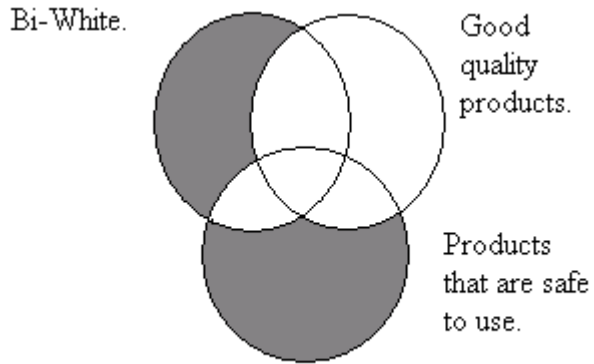
And from above and from the belief that good quality products are good choices to buy:

All good quality products are good choices to buy.   M is P.

Bi-White is a good quality product   S is M.
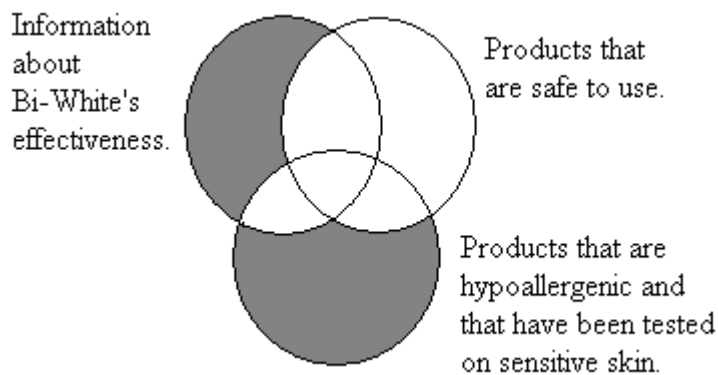
∴ Bi-White is a good choice to buy   ∴ S is P.
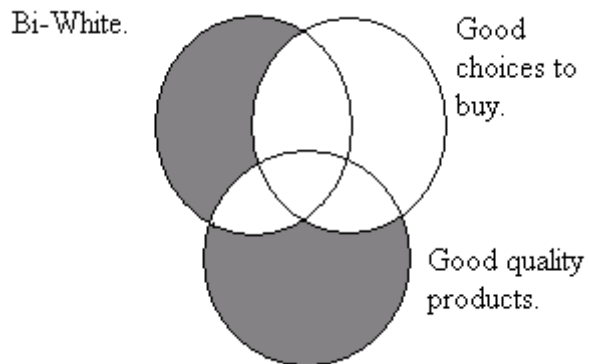
Proposition (d): Bi-*White is a product that is good for your skin's health.*

All products that have Vichy thermal spa water and pure   M is P.
Vitamin C are products that are good for your skin's
health

Bi-White is a product that has Vichy thermal spa water   S is M.
and pure Vitamin C.

∴Bi-White is a product that is good for your skin's   ∴S is P.
health.
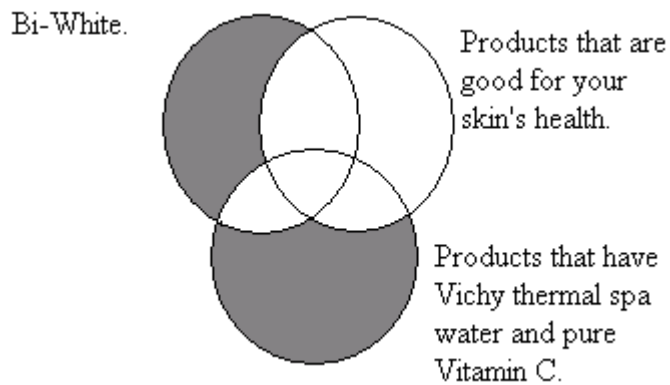
And from above and from the belief that products that are good for your skin's health are good choices to buy:

All products that are good for your skin's health are good   M is P.
choices to buy.

Bi-White is a product that is good for your skin's health.   S is M.

∴Bi-White is a good choice to buy.   ∴S is P.

Proposition (e): Bi- *White is a product that is necessary for your skin's health.*

All products that correct dark and spotted skin so as to begin the   M is P.
process of having healthy skin are products that are necessary for
your skin's health.

Bi-White is a product that corrects dark and spotted skin so as to   S is M.
begin the process of having healthy skin

∴Bi-White is a product that is necessary for your skin's health.   ∴S is P.
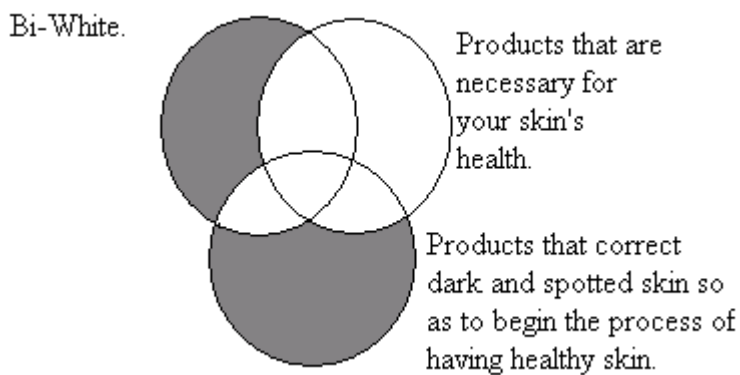
And from above and from the belief that products that are necessary for your skin's health
are good choices to buy:

All products that are necessary for your skin's health are good choices to buy.   M is P.

Bi-White is a product that is necessary for your skin's health.   S is M.

∴ Bi-White is a good choice to buy.   ∴ S is P.
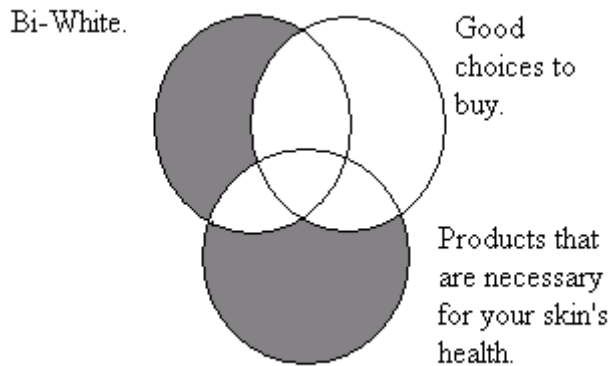
MAIN FINAL CONCLUSIONS FOR THE PRACTICAL DOMAIN

- Bi-White is a good choice to buy.

6.1.6. ARGUMENTATIVE STRUCTURE

Main thesis It is necessary to use Bi-White to corret the spots and dark tone of your skin.

Sub-thesis 1
Dark and spotted skin is undesirable.
(White and clear skin is desirable)

Sub-thesis 2
Bi-White is a good choice to buy.

Bi- White is a good quality product

Bi- White is good for your skin's health.

Bi-White is necessary for your skin's healh.

Dark and spotted skin is flawed skin.

Dark and spotted skin is unhealthy skin.

Bi- White is made by Vichy Laboratoires

Bi- White has Vit. C and Vichy thermal spa water.

Bi-White corrects dark and spotted skin so as to begin the process of having healthy skin.

White and clear skin is flawless skin.

White and clear skin is healthy skin.

Bi-White is an effective product.

Information about Bi-White's effectiveness has been scientifically proven and appears in advertisements.

Bi-White is safe to use

Bi- White is hypoallergenic and has been tested on sensitive skin.

6.1.7 CONCLUSIONS

The final logical inferences that the reader may draw from the information presented are as follows:

- If I use Bi-White, then I will have clear and white skin.

- If I use Bi-White, then I will have flawless skin.

- If I use Bi-White, then I will have healthy skin.

6.2. ANALYSIS OF ADVERTISEMENT 2

6.2.1. Analysis of speech acts in advertisement 2

locutionary act	*illocutionary act*	*perlocutionary act*
Speech act 1: There is a product called H2O	Informing	Taking into account the existence of this product.
Speech act 2: H2O+ is an	Describing	Taking into account the nature of this product.
Speech act 3: Aquafirm™ presents a Replenishing night cream called ~H2O+.	Informing	Paying attention to the dvertisement(To evaluate the information given)
Speech act 4: Minerals and nutrients from the sea bring life to all things, even at night	Explaining	To come to believe or not an explanation.
Speech act 5: This restorative, anti- aging cream helps strengthen and reinforce your skin with ingredients that share your own natural chemistry, like powerful marine-derived collagen and firming red marine algae	Describing	Taking into account a description of the product.
Speech act 6: Throughout the night, boosts resiliency and visibly smoothes fine lines	Describing	Taking into account the effects of this product on aging

and imperfections		skin.
Speech act 7: This is just one of Aquafirm's sea-derived skin care products that speak your body's language	Informing	Becoming aware of a certain characteristic.
Speech act 8: This sea-derived skincare product speaks your body's language.	Describing	To come to believe that this product is natural for you, (is compatible with your body).[1]
Speech act 9: Water is you	Informing/ Explaining	To come to believe that water is essential for the body, because we (you) are made of it
Macro speech act : We suggest that you should buy and use H2O+ if you have aging skin.	Suggesting	Following this advice and buying this product/ not following this advice and not buying this product.

6.2.2. PROPOSITIONS IMPLICATED BY THE AFFECTIVE DOMAIN

The following selected data takes into account the knowledge that this product is an anti-aging cream (assuming that the reader has already read the whole advertisement). The pivotal linguistic forms that trigger the following inferred propositions are marked in bold.

1. From : *This **anti-aging cream** is a **replenishing** night cream.*

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[1] The perlocutionary act for this speech act is inferred from the metaphorical interpretation of the locutionary act. This analysis will be exposed below.

Explicit proposition: This cream is intended for the treatment of aging skin and it replenishes this type of skin with minerals and nutrients.

Implication: If aging skin can (and, according to the macro speech act, it is suggested that aging skin should be replenished with H2O+) be replenished with minerals and nutrients, then this type of skin probably lacks minerals and nutrients.

Proposition (a): Aging skin is skin that lacks minerals and nutrients.

Opposite implication (a1): Young skin is skin that doesn't lack (is full of) minerals and nutrients.

2. From: *This **anti-aging cream** contains minerals and nutrients from the sea that **bring life to all things.***

Explicit proposition: This cream is intended for the treatment of aging skin and it contains minerals and nutrients from the sea that bring life to all things (aging skin, inclusively).

Implication: If aging skin can be revived (and, according to the macro speech act, it is suggested that aging skin should be revived by minerals and nutrients from the sea contained in H2O+), then this type of skin probably lacks life.

Proposition (b): Aging skin is skin that lacks life.

Opposite implication (b1): Young skin is skin that doesn't lack (is full of) life.

3. From: *This restorative, anti- aging cream…*

Explicit proposition: This cream is intended for the treatment of aging skin in that it restores, i.e. 'makes well or normal again', as defined by an English dictionary[2], this type of skin.

Implication: If aging skin can be restored (and, according to the macro speech act, it is suggested that aging skin should be restored with H2O+) with this anti-aging cream, then

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[2] Oxford Student's Dictionary of Current English.

this type of skin probably suffers some type of skin damage (perhaps due to a deteriorating process).

Proposition (c): Aging skin is damaged skin

Opposite implication (c1): Young skin is undamaged skin.

4. From: *This restorative, anti- aging cream helps strengthen your skin.*

Explicit proposition: This cream is intended for the treatment of aging skin in that it strengthens and reinforces this type of skin.

Implication: If aging skin can be strengthened and reinforced (and, according to the macro speech act, it is suggested that aging skin should be strengthened with H2O+), then this type of skin is weak skin.

Proposition (d): Aging skin is weak skin.

Opposite implication (d1): Young skin is strong skin.

5. From: *This **anti-aging cream** contains powerful marine-derived collagen and **firming red marine algae**.*

Explicit proposition: This cream is intended for the treatment of aging skin in that it contains marine-derived elements that firm this type of skin.

Implication: If aging skin can be firmed (and, according to the macro speech act, it is suggested that aging skin should be firmed with H2O+), then this type of skin is non-firm skin.

Proposition (e): Aging skin is non-firm skin.

Opposite implication (e1): Young skin is firm skin.

6. From: *This anti-aging cream boosts resiliency…*

Explicit proposition: This cream is intended for the treatment of aging skin in that it boosts this type of skin's resiliency (elasticity or flexibility).

Implication: If aging skin's resiliency can be boosted (and, according to the macro speech act, it is suggested that aging skin should be boosted in resiliency by H2O+), then this type of skin lacks elasticity and flexibility.

Proposition (f): Aging skin is skin that lacks elasticity and flexibility.

Opposite implication (f1): Young skin is skin that does not lack/is full of elasticity and flexibility.

7. From: *This anti-aging cream visibly smoothes fine lines and imperfections.*

Explicit proposition: This cream is intended for the treatment of aging skin in that it smoothes out this type of skin's fine lines and imperfections.

Implication: If aging skin has fine lines and imperfections that can be smoothed (and, according to the macro speech act, it is suggested that aging skin's fine lines and imperfections should be smoothed with H2O+), then this type of skin is flawed (not perfect) skin.

Proposition (g): Aging skin is flawed skin.

Opposite implication (g1): Young skin is flawless skin.

8. From: *This anti-aging cream is called H2O+; and Water is you.*

Explicit proposition: This cream is intended for the treatment of aging skin in that it provides this type of skin with more of the component of which you (we) are made of, i.e. water.

Implication: If aging skin can be provided with more water (and, according to the macro speech act, it is suggested that aging skin should be provided with more water), then this type of skin is skin that lacks water (drying skin).

Proposition (h): Aging skin is skin that lacks water.

Opposite implication (h1): Young skin is skin that does not lack water.

Total : 16 propositions: (a): Aging skin is skin that lacks minerals an nutrients.

(a1): Young skin is skin that does not lack/is full of minerals and nutrients.

(b): Aging skin is skin that lacks life.

(b1): Young skin is skin that does not lack/is full of life.

(c): Aging skin is damaged skin.

(c1): Young skin is undamaged skin.

(d): Aging skin is weak skin.

(d1): Young skin is strong skin.

(e): Aging skin is non-firm skin.

(e1): Young skin is firm skin.

(f): Aging skin is skin that lacks elasticity and flexibility.

(f1): Young skin is skin that does not lack/is full of elasticity and flexibility.

(g): Aging skin is flawed (not perfect) skin.

(g1): Young skin is flawless skin.

(h): Aging skin is drying skin.

(h1): Young skin is skin that does not lack water.

6.2.3. VALIDATION OF THE PROPOSITIONS IMPLICATED BY THE AFFECTIVE DOMAIN THROUGH SYLLOGISMS AAA-1, AEE-4 AND VENN DIAGRAMS

The following syllogisms will take into account the advertisement's macro speech act in that it is suggested that readers who have aging skin should use this product.

Proposition (a): Aging skin is skin that lacks minerals and nutrients.

All skin that should be replenished is skin that lacks minerals and nutrients   All M is P.

All aging skin is skin that should be replenished.   All S is M.

∴ All aging skin is skin that lacks minerals and nutrients. (a)   ∴ All S is P.
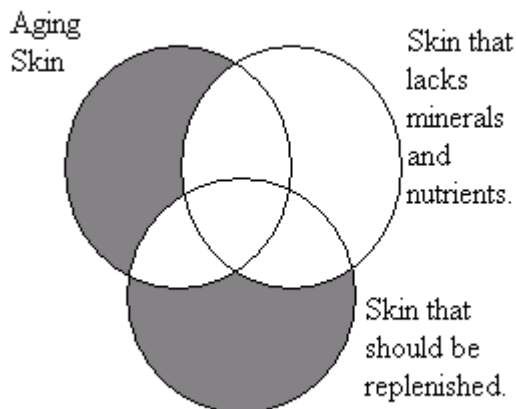
And, from above, (since skin that lacks minerals and nutrients **should** be replenished and from the belief that skin that lacks minerals and nutrients is undesirable):

All skin that lacks minerals and nutrients is undesirable skin.   All M is P.

All aging skin is skin that lacks minerals and nutrients.   All S is M.

∴ All aging skin is undesirable skin   ∴ All S is P.
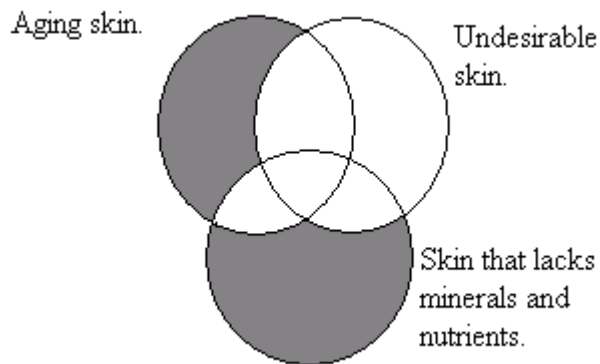
Proposition (a1): Young skin is skin that doesn't lack minerals and nutrients.

All skin that lacks minerals and nutrients is skin that should be   All P is M
replenished.

No skin that should be replenished is young skin.   No M is S.

∴ No young skin is skin that lacks minerals and nutrients. (a1)   ∴ No S is P.

And from above:

All undesirable skin is skin that lacks minerals and nutrients.   All P is M.

No skin that lacks minerals and nutrients is young skin   No M is S.

∴ No young skin is undesirable skin.   ∴ No S is P.
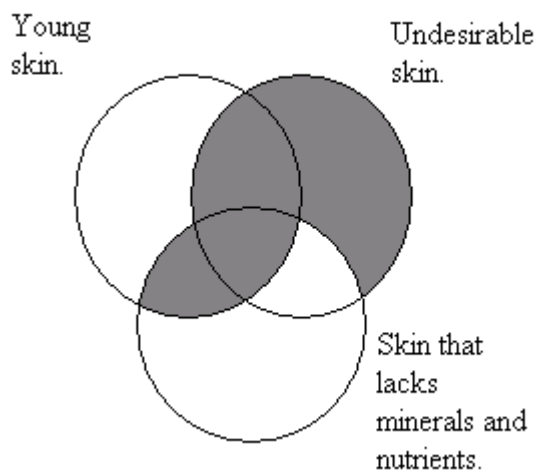
Proposition (b): *Aging skin is skin that lacks life*.

All skin to which life should be brought to is skin that   All M is P.
lacks life.

All aging skin is skin to which life should be brought to.   All S is M.

∴ All aging skin is skin that lacks life. (b)   ∴ All S is P.
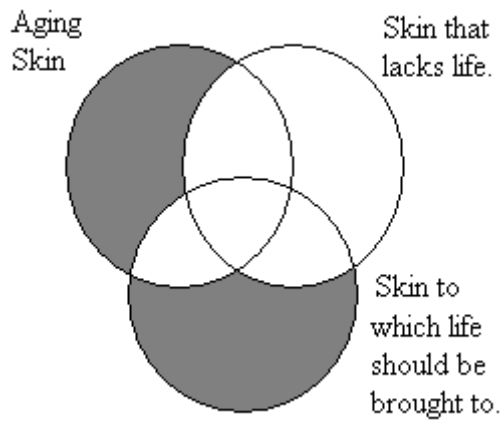
And from above, (since skin that lacks life **should** be brought life to and from the belief that skin that lacks life is undesirable):

All skin that lacks life is undesirable skin.   All M is P.

All aging skin is skin that lacks life.   All S is M.

∴ All aging skin is undesirable skin.   ∴ All S is P.
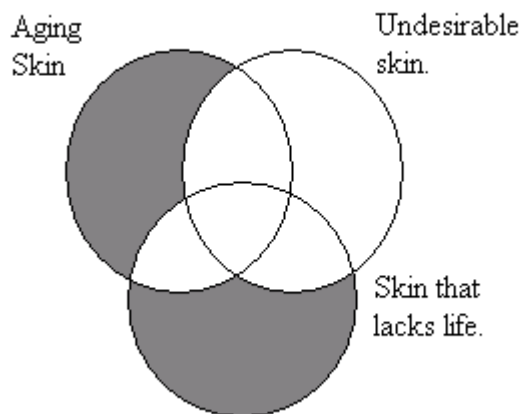
Proposition (b1): *Young skin is skin that doesn't lack life*.
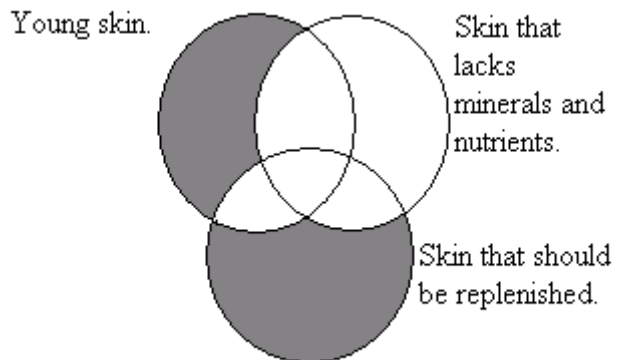
All skin that lacks life is skin to which life should be brought to.   All P is M.

No skin to which life should be brought to is young skin   No M is S.

∴No young skin is skin that lacks life. (b1)   ∴No S is P.

Young
skin.   Skin that
                               lacks
                               life.

Skin to
which life
should be
brought to.

And from above:

All undesirable skin is skin that lacks life.   All P is M.

No skin that lacks life is young skin.   No M is S.

∴No young skin is undesirable skin.   ∴No S is P.
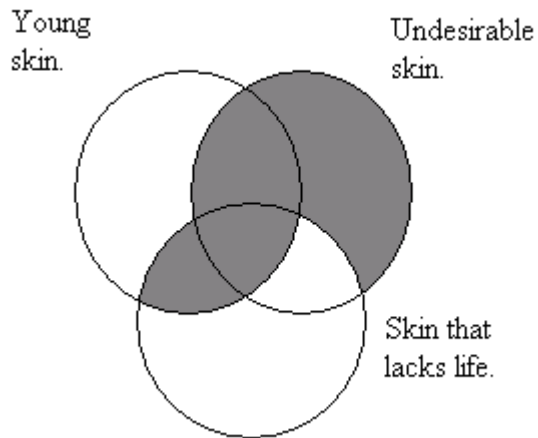
Proposition (c): *Aging skin is damaged skin*.

All skin that should be restored is damaged skin.   All M is P.

All aging skin is skin that should be restored.   All S is M.

∴ All aging skin is damaged skin. (c)   ∴ All S is P.
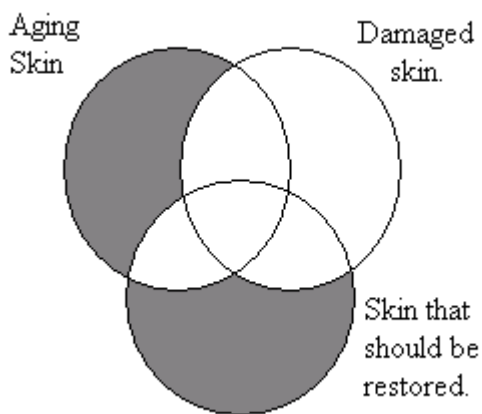
And from above, (since damaged skin **should** be restored and from the belief that damaged skin is undesirable):

All damaged skin is undesirable skin   All M is P.

All aging skin is damaged skin.   All S is M.

∴ All aging skin is undesirable skin.   ∴ All S is P.
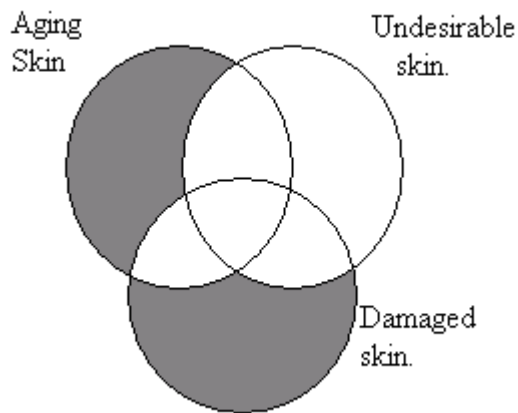
Proposition (c1): *Young skin is undamaged skin.*

All damaged skin is skin that should be restored.   All P is M.

No skin that should be restored is young skin.   No M is S.

∴ No young skin is damaged skin. (c1)   ∴ No S is P.
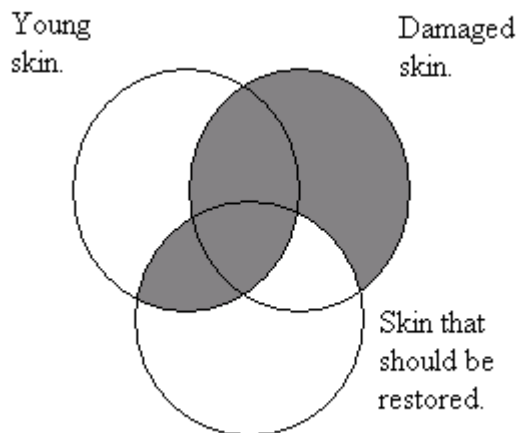
And from above:

All undesirable skin is damaged skin.   All P is M.

No damaged skin is young skin.   No M is S.

∴No young skin is undesirable skin.   ∴ No S is P.
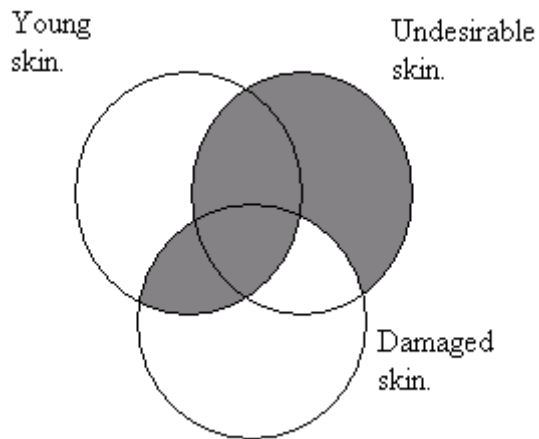
Proposition (d): *Aging skin is weak skin.*

All skin that should be strengthened is weak skin.   All M is P.

All aging skin is skin that should be strengthened.   All S is M.

∴All aging skin is weak skin. (d)   ∴All S is P.
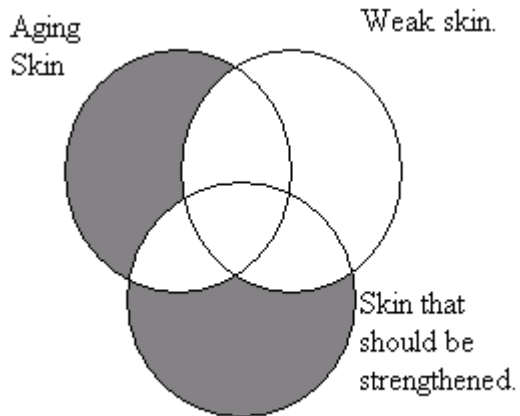
And, from above, (since weak skin should be strengthened and from the belief that weak skin is undesirable skin):

All weak skin is undesirable skin.   All M is P.

All aging skin is weak skin.   All S is M

∴ All aging skin is undesirable skin.   ∴ All S is P.
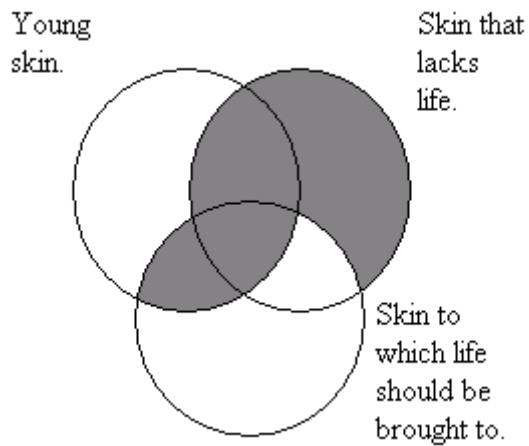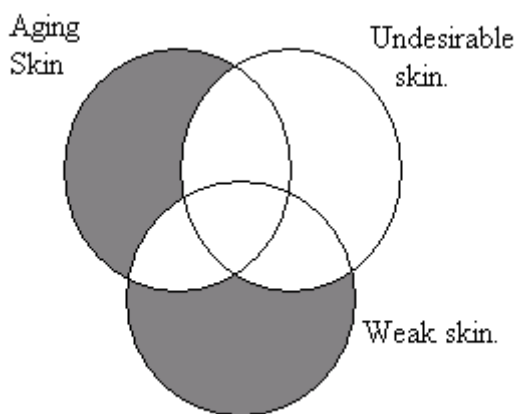

Proposition (d1): *Young skin is strong skin.*

All weak skin is skin that should be strengthened.   All P is M.

No skin that should be strengthened is young skin.   No M is S.

∴ No young skin is weak skin. (d1)   ∴ No S is P.

And from above:

All undesirable skin is weak skin.   All P is M.

No weak skin is young skin.   No M is S.

∴ No young skin is undesirable skin.   ∴ No S is P.

Proposition (e): *Aging skin is non-firm skin.*

All skin that should be firmed is non-firm skin.	All M is P.
All aging skin is skin that should be firmed.	All S is M.
∴ All aging skin is non-firm skin. (e)	∴ All S is P.

And from above, (since non-firm skin is skin that should be firmed and from the belief that non-firm skin is undesirable):

All non-firm skin is undesirable skin.   All M is P.

All aging skin is non-firm skin.   All S is M.

∴ All aging skin is undesirable skin.   ∴ All S is P.
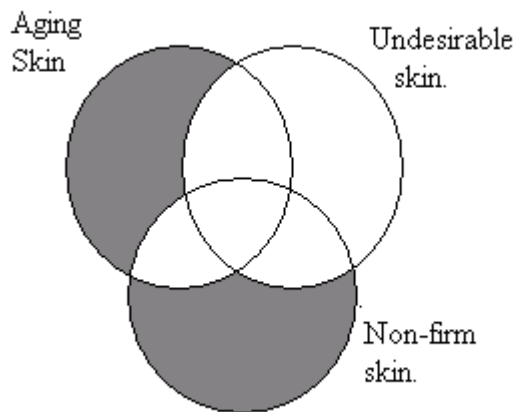

Proposition (e1): *Young skin is firm skin*.

All non-firm skin is skin that should be firmed.   All P is M..

No skin that should be firmed is young skin.   No M is S.

∴ No young skin is non-firm skin. (e1)   ∴ No S is P.
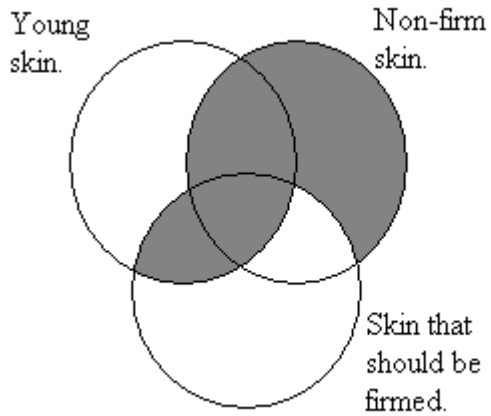
And from above:

All undesirable skin is non-firm skin.   All P is M.

No non-firm skin is young skin.   No M is S.

∴No young skin is undesirable skin.   ∴No S is P.
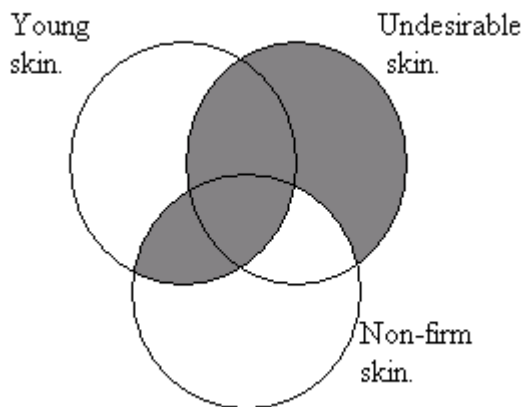
Proposition (f): *Aging skin is skin that lacks elasticity and flexibility.*

All skin whose resiliency should be boosted is skin that lacks   All M is P.
elasticity and flexibility

All aging skin is skin whose resiliency should be boosted.   All S is M.

∴ All aging skin is skin that lacks elasticity and flexibility. (f)   ∴ All S is P.
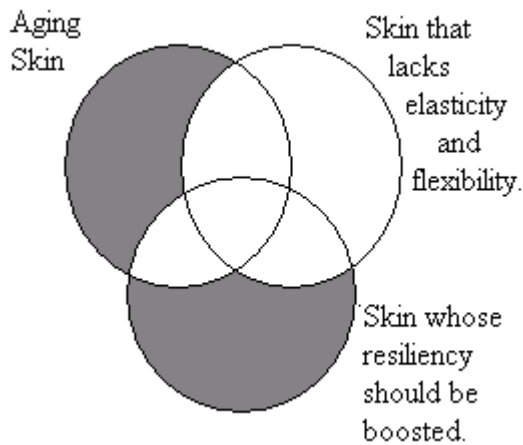
And from above, (since skin that lacks resiliency is skin whose resiliency should be boosted and from the belief that skin that lacks elasticity and flexibility is undesirable):

All skin that lacks elasticity and flexibility is undesirable   All M is P.
skin.

All aging skin is skin that lacks elasticity and flexibility.   All S is M.

∴ All aging skin is undesirable skin.   ∴ All S is P.
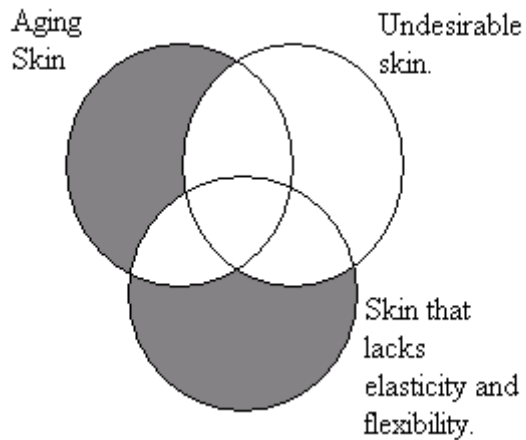
Proposition (f1): *Young skin is skin that does not lack/is full of elasticity and flexibility.*

All skin that lacks elasticity and flexibility is skin whose resiliency   All P is M.
should be boosted

No skin whose resiliency should be boosted is young skin.   No M is S.

∴No young skin is skin that lacks elasticity and flexibility. (f1)   ∴No S is P.
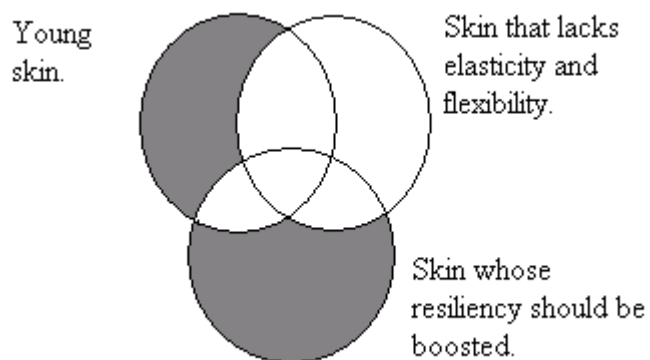
And from above:

All undesirable skin is skin that lacks elasticity and   All P is M.
flexibility.

No skin that lacks elasticity and flexibility is young skin.   No M is S.

∴No young skin is undesirable skin.   ∴No S is P.

Young
skin.   Undesirable
                                          skin.

Skin that
lacks
elasticity and
flexibility.
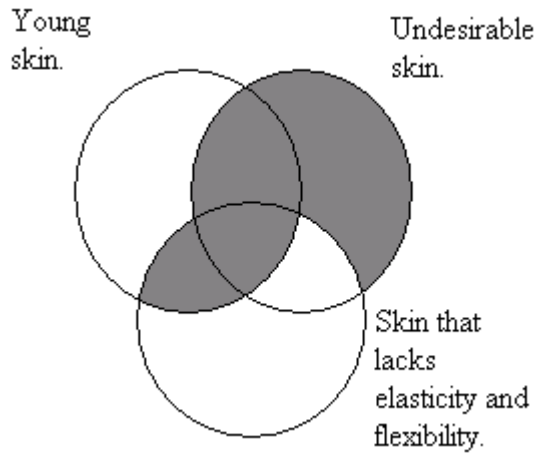
Proposition (g): *Aging skin is flawed skin.*

All skin whose fine lines and imperfections should be smoothed   All M is P.
is flawed skin

All aging skin is skin whose fine lines and imperfections should   All S is M.
be smoothed

∴All aging skin is flawed skin. (g)   ∴All S is P.
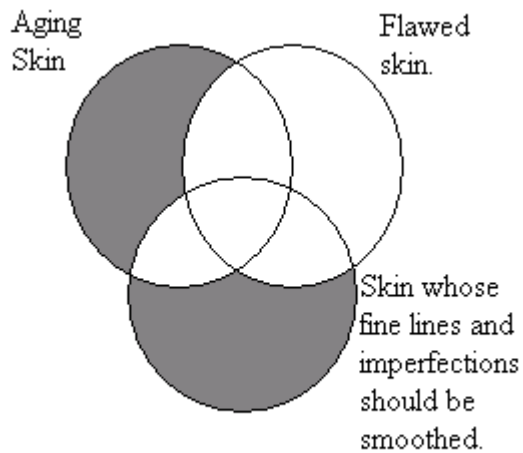
And from above, (since skin that has flaws is skin whose lines and imperfections should be smoothed and from the belief that flawed skin is undesirable):

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

All aging skin is flawed skin.   All S is M.

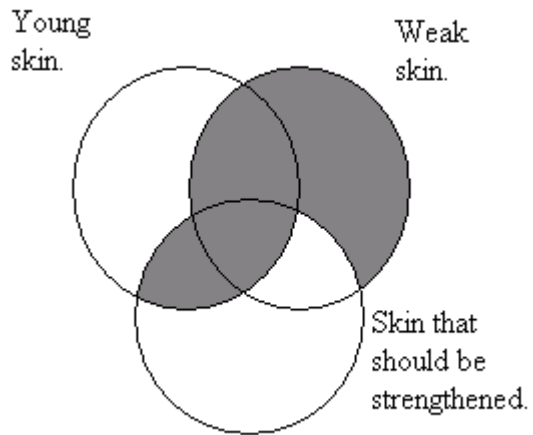∴ All aging skin is undesirable skin.   ∴ All S is P.
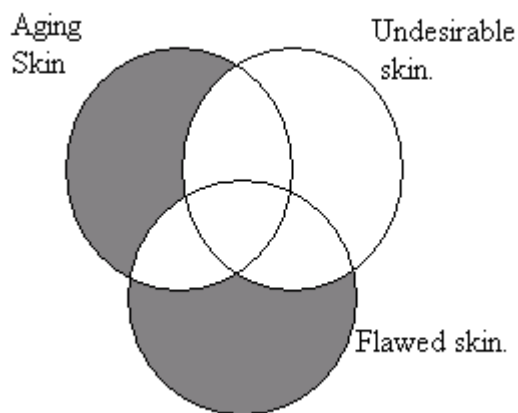
Proposition (g1): *Young skin is flawless skin.*

All flawed skin is skin that has fine lines and imperfections.   All P is M.

No skin that has fine lines and imperfections is young skin.   No M is S.

∴ No young skin is flawed skin. (g1)   ∴ No S is P.
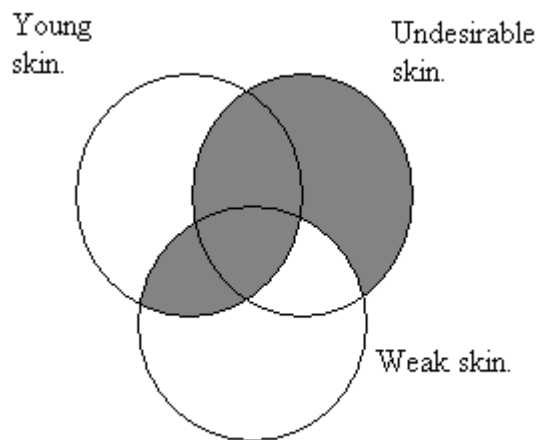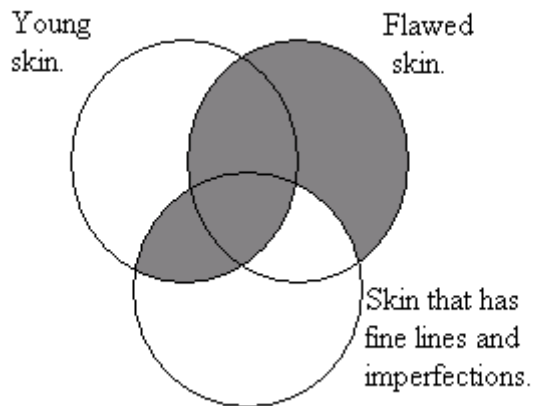

And from above:

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

No flawed skin is young skin.   No M is S.

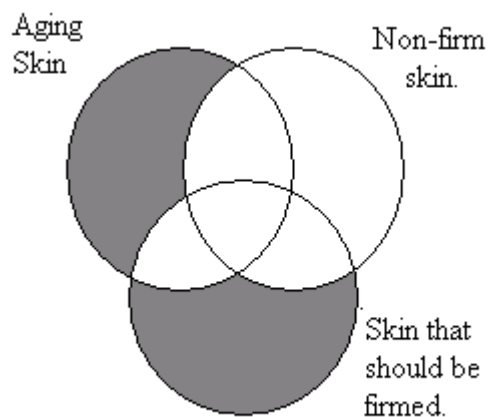∴ No young skin is undesirable skin.   ∴ No S is P.
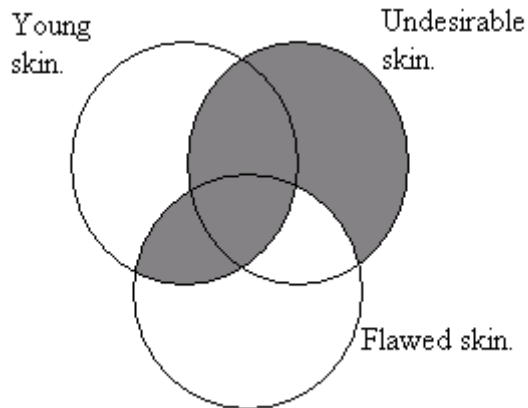
Proposition (h): *Aging skin is skin that lacks water.*

All skin that should be provided with more water is skin that lacks water.	All M is P.
All aging skin is skin that should be provided with more water.	All S is M.
∴ All aging skin is skin that lacks water.	∴ All S is P.
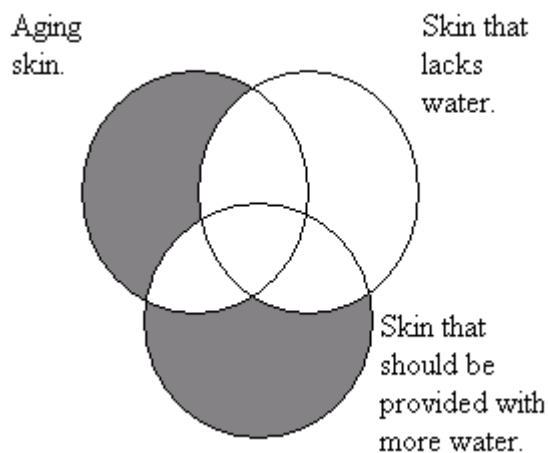
And from above, (since skin that lacks water is skin that should be provided with more water and from the belief that skin that lacks water is undesirable):

All skin that lacks water is undesirable skin.   All M is P.

All aging skin is skin that lacks water.   All S is M.

∴ All aging skin is undesirable skin.   ∴ All S is P.
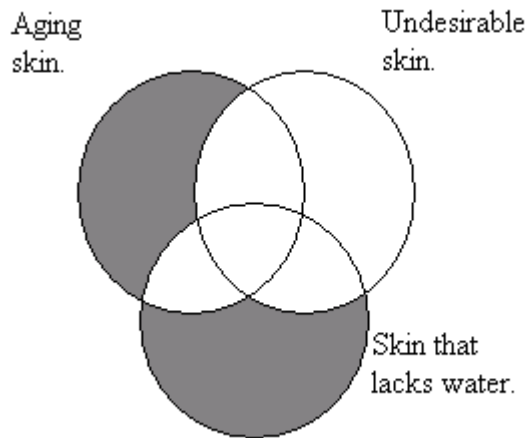
Proposition (h1): Young *skin is skin that doesn't lack water.*

All skin that lacks water is skin that should be provided with   All P is M.
more water.

No skin that should be provided with more water is young skin.   No M is S.

∴ No young skin is skin that lacks water. (h1)   ∴ No S is P.
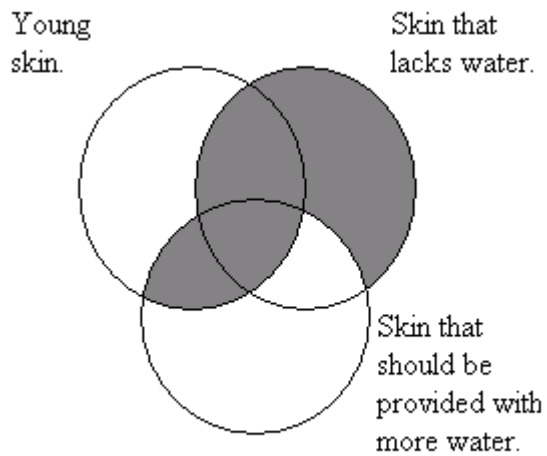
And from above:

All undesirable skin is skin that lacks water.   All P is M.

No skin that lacks water is young skin.   No M is S.

∴ No young skin is undesirable skin.   ∴ No S is P.
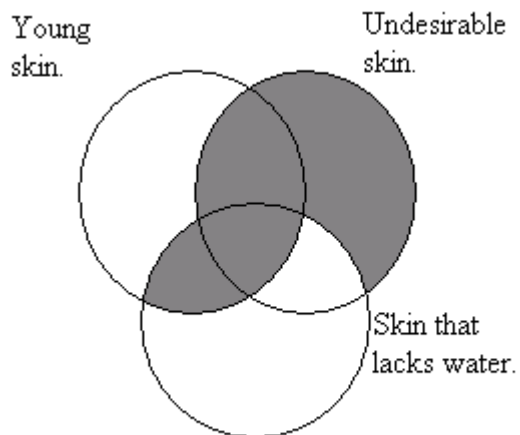
MAIN FINAL CONCLUSIONS FOR THE AFFECTIVE DOMAIN

- Aging skin is undesirable skin. (This proposition will constitute the main sub-thesis of the argumentative structure).

- Young skin is not undesirable skin.

6.2.4. PROPOSITIONS IMPLICATEDBY THE PRACTICAL DOMAIN

The following selected data takes into account that the reader has already fully read the advertisement. The pivotal linguistic forms that trigger the following inferred propositions are marked in bold.

1. From : H2O+ is an *Aquafirm replenishing night cream.*

Predetermined assumption: Aquafirm is a well-known cosmetic company/brand that produces good quality products.

Implication: If H2O+ is produced by Aquafirm and Aquafirm produces good quality products, then H2O+ is a good quality product.

Proposition (a): H2O+ is a good quality product.

2. From: *This restorative and replenishing anti-aging cream helps strengthen and reinforce your skin with ingredients that share your own natural chemistry; and it boosts resiliency and visibly smoothes fine lines and imperfections.*

Predetermined assumption: Advertisements are a truthful source of information.

Implication: If the information given in this advertisement is true and it states that H2O+ actually accomplishes these effects, then H2O+ must be an effective product.

Proposition (b): H2O+ is an effective product.

3. From above and from This anti-aging cream has ***ingredients that share your own natural chemistry***:

Predetermined assumptions: See analysis 4.

Implication: If H2O+ has ingredients that share your natural chemistry, then it is compatible with your skin. If H2O+ is compatible with your skin and restores, replenishes, helps strengthen, reinforces, boosts the resiliency and visibly smoothes fine lines and imperfections of your skin and will provide you with more of your skin's essential component (see analysis 6), then it will have favorable effects on your skin.

Proposition (c): H2O+ has favorable effects on your skin.

4. From: This anti-aging cream has ingredients that share your own natural chemistry, like powerful marine-derived collagen and firming red marine algae.

Predetermined assumptions: All skin types share the same natural chemistry; marine-derived collagen and red marine algae share the same natural chemistry as all skin types; H2O+ has these same natural ingredients that share the same natural chemistry as all skin types; advertisements are a truthful source of information.

Implication: If this product has ingredients that share our own natural chemistry, then this product has ingredients that are compatible with our skin. If this product is compatible with our skin, then the effects of this product will be favorable to our skin (see analysis 3); and if this product is compatible and favorable to our skin, then it will not damage our skin.

Proposition (d): H2O+ is compatible with your skin.

Proposition (e): H2O+ is safe to use on your skin.

5. This is one of *Aquafirm's skin care products that **speak your body's language***.

Metaphorical interpretation:

- This skin care product is a communicative entity.

- Your body is a communicative entity.

- The action performed by this skin care product is the expression of a language conveyed by a communicative entity.

- The effects of this skin care product is a language, (that is compatible/cooperative with your skin's language).

- The components contained in this skin care product are language units known by a communicative entity.

- The components contained in your body are language units known by a communicative entity.

- The union of this skin care product with your body's surface is the transference of information from one communicative entity to another.

Implications: In the target domain, if this skin care product "*speaks your body's language*", then the components contained in this skin care product are similar to your skin's components. In the source domain, if this skin care product "*speaks your body's language*", then the language units known by one communicative entity (skin care product) are similar to the language units known by the other communicative entity (your body). If this skin care product shares similar components as your body, then it is compatible with your body. If this skin care product is compatible with your body, then it is also compatible with your skin.

In the source domain, if this skin care product is a communicative entity that speaks your body's language, then this skin care product can understand your body, therefore, may know your body's communicative needs and, in this sense, if it is communicatively cooperative with your body, then it will fulfill your body's communicative needs. In the target domain, if this product is compatible with your body, and therefore, with your skin, has favorable effects on your skin and will provide you with more of your essential component., then it will fulfill your skin's organic needs.

Proposition (f): H2O+ is compatible with your skin.

Proposition (g): H2O+ is a product that will fulfill your skin's organic needs.

6. From: **H2O**+ and **Water is you.**

Predetermined assumptions: We are all made of water; water is an essential component of our body.

Implication: If the product is called H2O+, (more water), and if you are water, then this product is or has the same component that you have and will provide you with more of this component.

Proposition (h): H2O+ is a product that will provide you with more of your essential component.

Total: 8 propositions: (a): H2O+ is a good quality product.

(b): H2O+ is an effective product.

c): H2O+ has favorable effects on your skin.

(d): H2O+ is compatible with your skin.

(e): H2O+ is safe to use on your skin.

(f): H2O+ is compatible with your skin.

(g): H2O+ is a product that will fulfill your skin's organic needs.

(h): H2O+ is a product that will provide you with more of your essential component.

6.2.5. VALIDATION OF THE PROPOSITIONS IMPLICATED BY THE PRACTICAL DOMAIN THROUGH SYLLOGISMS AAA-1 AND VENN DIAGRAMS

Proposition (a): *H2O+ is a good quality product.*

All Aquafirm products are good quality products.   M is P.

H2O+ is an Aquafirm product   S is M.

∴H2O+ is a good quality product.   ∴S is P.
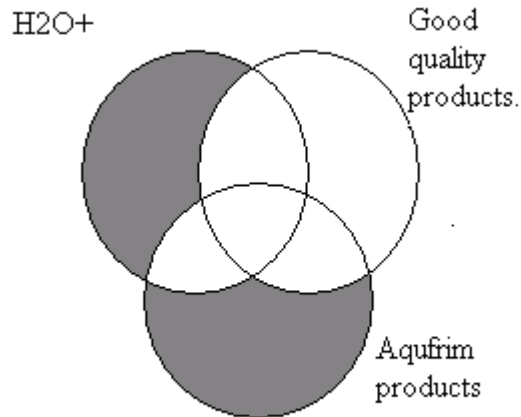
And from above and from the belief that good quality products are good choices to buy:

All good quality products are good choices to buy.   M is P.

H2O+ is a good quality product   S is M.

∴H2O+ is a good choice to buy.   ∴S is P.
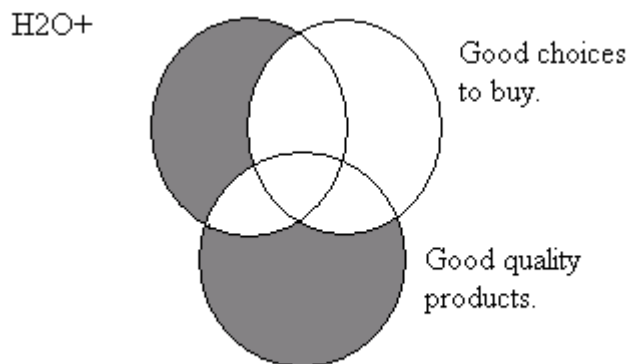
Proposition (b): *H2O+ is an effective product*.

All information appearing in advertisements is truthful   M is P.
information.

Information about H2O+'s effectiveness is information   S is M.
appearing in advertisements

∴ Information about H2O+'s effectiveness is truthful   ∴ S is P.
information.
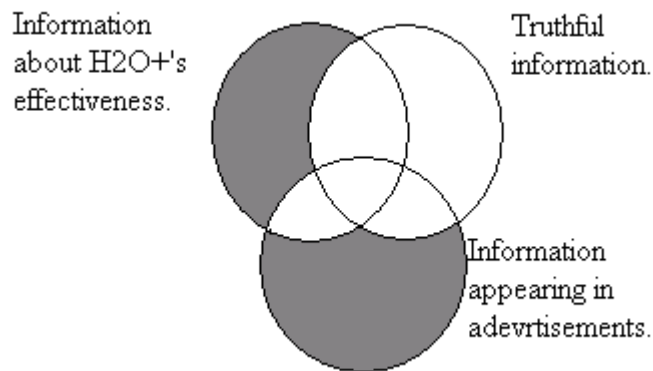
Information
about H2O+'s
effectiveness.

Truthful
information.

Information
appearing in
adevrtisements.

And from above and from the belief that an effective product is a good quality product:

All effective products are good quality products.   M is P.

H2O+ is an effective product.   S is M.

∴ H2O+ is a good quality product.   ∴ S is P.
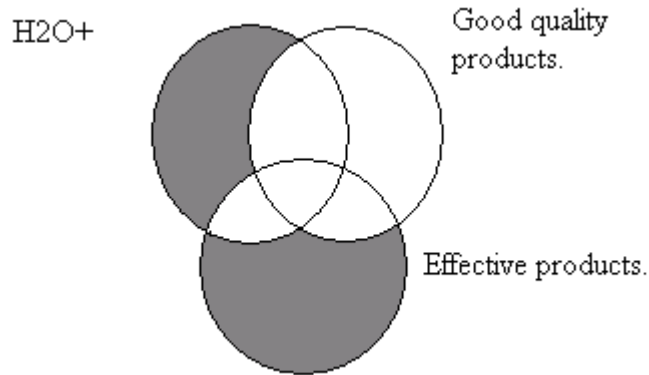
And from above and from the belief that good quality products are good choices to buy:

All good quality products are good choices to buy.   M is P.

H2O+ is a good quality product.   S is M.

∴ H2O+ is a good choice to buy.   ∴ S is P.
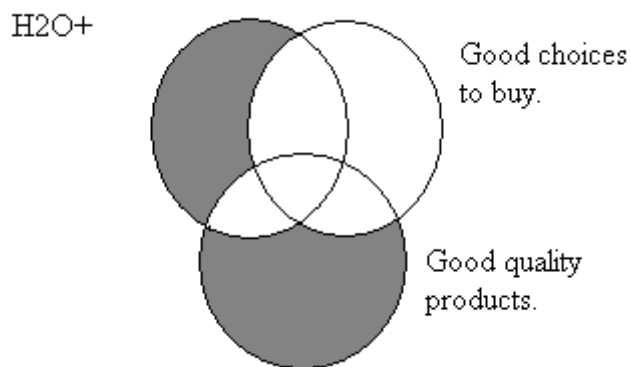
Proposition (c): *H2O+ has favorable effects on your skin*.

Products that are compatible with your skin, restore, replenish,   M is P.
help strengthen, reinforce, boost the resiliency and visibly
smooth fine lines and imperfections of your skin and will
provide you with more of your essential component are products

that have favorable effects on your skin.

H2O+ is a product that is compatible with your skin, restores, replenishes, helps strengthen, reinforce, boost the resiliency and visibly smoothes fine lines and imperfections of your skin and will provide you with more of your essential component.	S is M.
∴ H2O+ is a product that has favorable effects on your skin.	∴ S is P.

H2O+
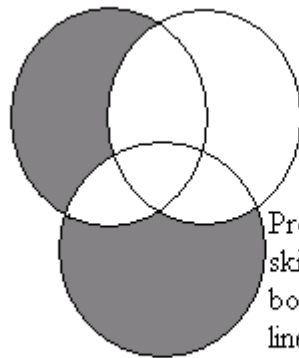
Products that have favorable effects on your skin.

Products that are compatible with your skin, restore, replenish, help strengthen, boost the resiliency and visibly smooth fine lines and imperfections and will provide you with more of your essential component.

And from above and from the belief that a skin product that has favorable effects on your skin is a good choice to buy:

All products that have favorable effects on your skin are a good choices to buy	M is P.
H2O+ is a product that has favorable effects on your skin.	S is M.
∴ H2O+ is a good choice to buy.	∴ S is P.

H2O+

Good choices
to buy.

Products that have
favorable effects
on your skin.
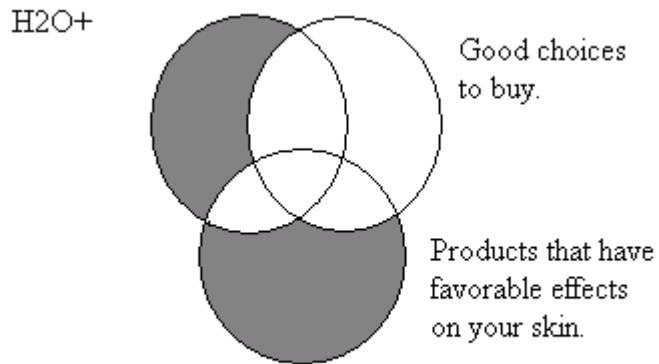
Proposition (d): *H2O+ is compatible with your skin.*

All products containing ingredients that share your natural chemistry are   M is P.
products that are compatible with your skin.

H2O+ is a product containing ingredients that share your natural   S is M.
chemistry

∴ H2O+ is a product that is compatible with your skin.   ∴ S is P.

H2O+

Products that are
compatible with
your skin.

Products containing
ingredients that
share your natural
chemistry.
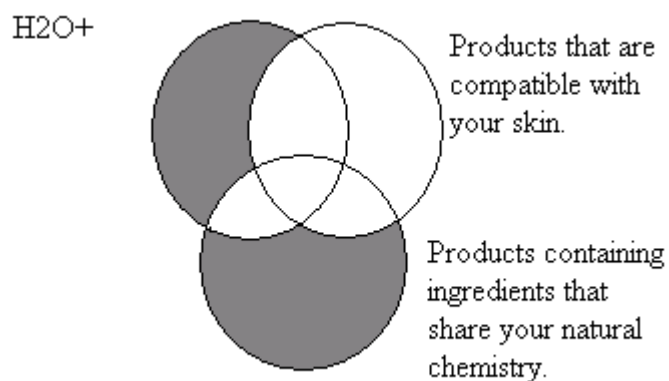
And from above and from the belief that products that are compatible with our skin are
good choices o buy:

All products that are compatible with your skin are good choices to
buy.

M is P.

H2O+ is a product that is compatible with your skin.

S is M.

∴ H2O+ is a good choice to buy.

∴ S is P.
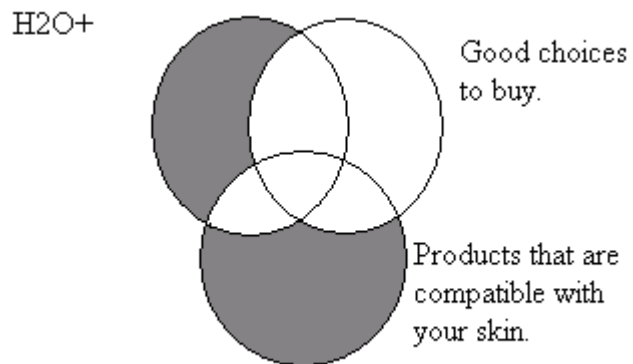
Proposition (e): *H2O+ is safe to use on your skin*.

All products that are compatible with your skin and have favorable
effects on your skin are products that are safe to use on your skin.

M is P.

H2O+ is a product that is compatible with your skin and has favorable
effects on your skin.

S is M.

∴ H2O+ is a product that is safe to use on your skin.

∴ S is P.
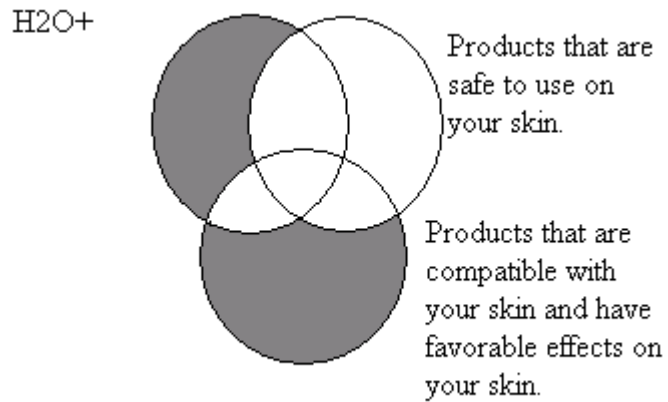
And from above and from the belief that products that are safe to use on your skin are good quality products:

All products that are safe to use on your skin are good quality products.   M is P.

H2O+ is a product that is safe to use on your skin.   S is M.

∴H2O+ is a good quality product.   ∴S is P.
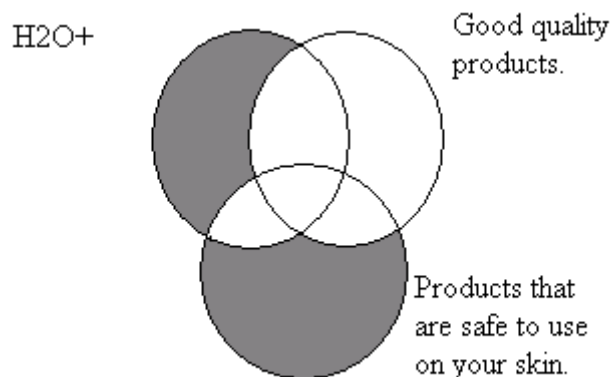
And from above and from the belief that good quality products are good choices to buy:

All good quality products are good choices to buy.   M is P.

H2O+ is a good quality product.   S is M.

∴H2O+ is a good choice to buy.   ∴S is P.
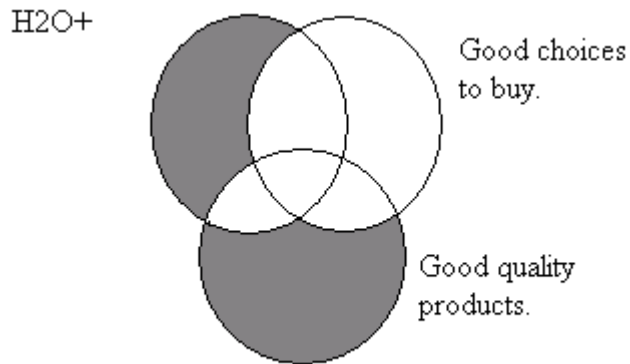
Proposition (f): *H2O+ is compatible with your skin.*

All products containing components similar to yourskin's   M is P.
components are products that are compatible with your skin

H2O+ is a product containing components similar to your skin's   S is M.
components.

∴H2O+ is a product that is compatible with your skin.   ∴S is P.

H2O+

Products that are compatible with your skin.

Products containing components similar to your skin's components.
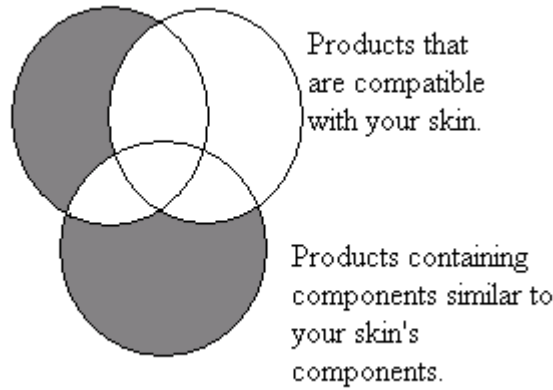
Proposition (g): *H2O+ is a product that will fulfill your skin's organic needs.*

All products that are compatible with your skin, have favorable effects on your skin and will provide you with more of your essential component are products that will fulfill your skin's organic needs	M is P.
H2O+ is a product that is compatible with your skin, has favorable effects on your skin and will provide you with more of your essential component.	S is M.
∴H2O+ is a product that will fulfill your skin's organic needs.	∴S is P.

H2O+

Products that will fulfill your skin's organic needs.

Products that are compatible with your skin, have favorable effetcts on your skin and will provide you with more of your essential component.
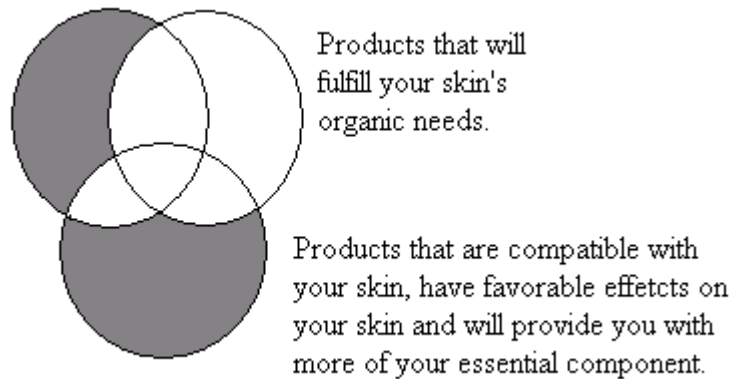
And from above and from the belief that a product that will fulfill your skin's organic needs is a good choice to buy:

All products that fulfill your skin's organic needs are good choices to buy   M is P.

H2O+ is a product that fulfills your skin's organic needs.   S is M.

∴H2O+ is a good choice to buy.   ∴S is P.

Proposition (h): *H2O+ is a product that will provide you with more of your essential component.*

All products containing water are products that will provide you with more of your essential component.   M is P.

H2O+ is a product containing water   S is M.

H2O+ is a product that will provide you with more of your essential component   ∴S is P.

H2O+
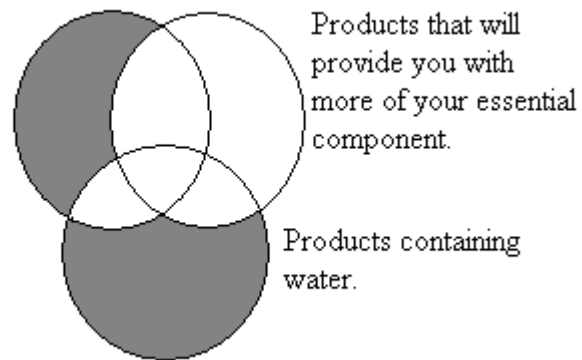
Products that will provide you with more of your essential component.

Products containing water.

And from above and from the belief that a product that provides you with more of your essential product is a good choice to buy:

All products that will provide you with more of your essential component are good choices to buy. M is P.

H2O+ is a product that will provide you with more of your essential component S is M.

H2O+ is a good choice to buy. ∴S is P.

H2O+

Good choices to buy.

Products that will provide you with more of your essential component.
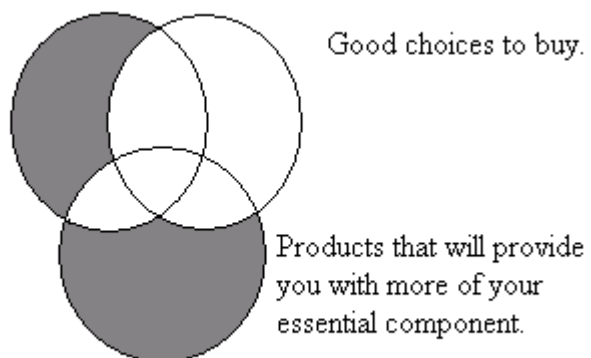
MAIN FINAL CONCLUSIONS FOR THE PRACTICAL DOMAIN

- H2O+ is a good choice to buy

6.2.6. ARGUMENTATIVE STRUCTURE

Figura. Diagrama 2. **Main thesis**
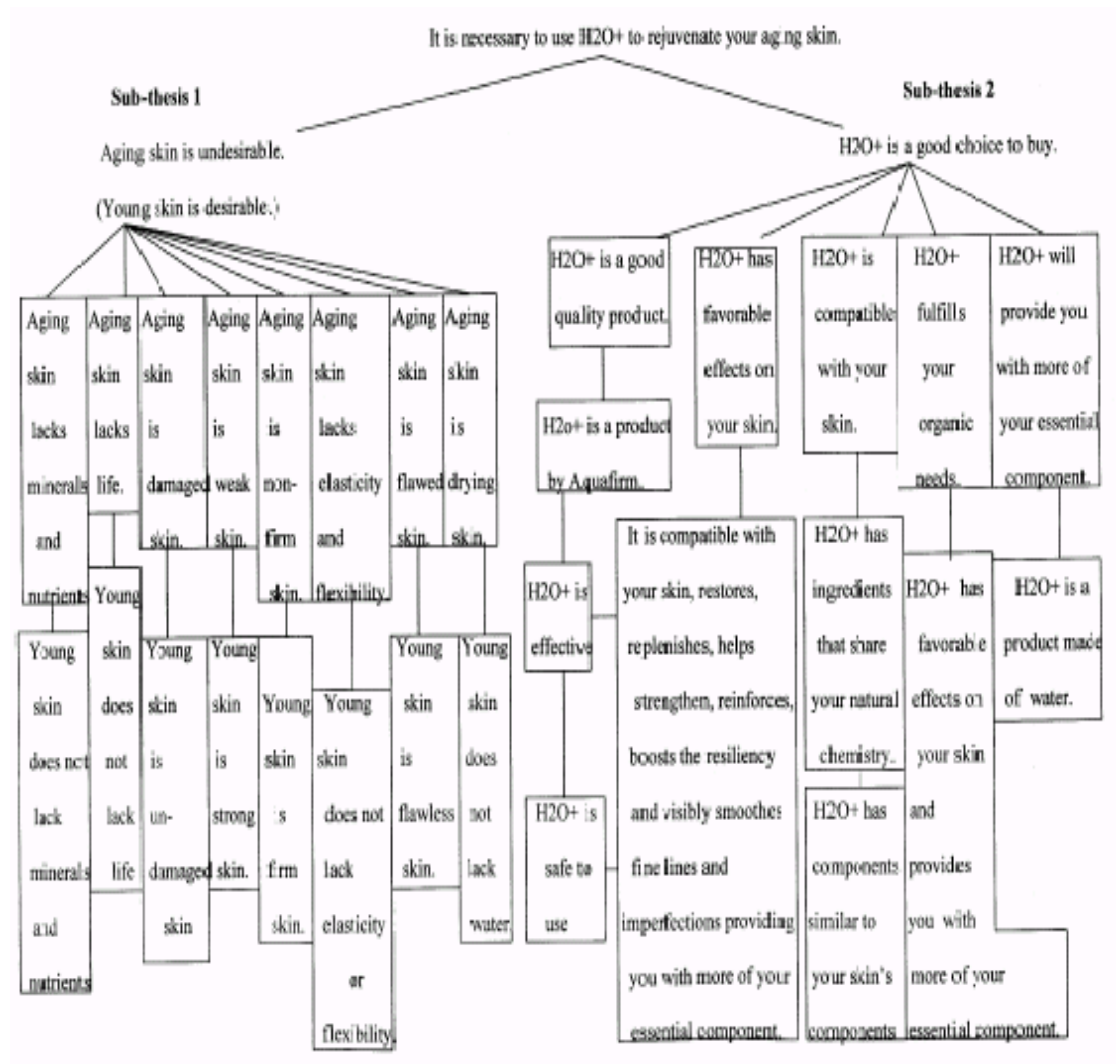
6.2.7. CONCLUSIONS

- - If I use H2O+, then I will have young skin.

- - If I use H2O+, then I will have skin that doesn't lack (is full of) minerals and nutrients.

- - If I use H2O+, then I will have skin that doesn't lack (is full of) life.

- - If I use H2O+, then I will have undamaged skin.

- - If I use H2O+, then I will have strong skin.

- - If I use H2O+, then I will have firm skin.

- - If I use H2O+, then I will have skin that doesn't lack (is full of) elasticity and flexibility.

- - If I use H2O+, then I will have flawless skin.

- - If I use H2O+, then I will have skin that doesn't lack water.

7. PRESENTATION AND DISCUSSION OF THE RESULTS

In this section, a general presentation and a brief account will be offered of the results obtained from each of the analyses carried out in this study.

7.1. Concerning the validation processes that operated in the texts under analysis, it is important to point out that each implication, i.e. each proposition implicated from the affective domain and the practical domain was validated via the same types of syllogism, i.e. syllogisms AA-1 and AEE-4. That is, the syllogisms that operated for the validation of the implications in the affective domains of each text were syllogisms AAA-1 and AEE-4. However, the syllogisms that operated in the validation process of the implications in the practical domains of each text were only syllogisms of the AAA-1 type. Therefore, there seems to be a clear reasoning pattern that operates when interpreting a text.

On the one hand, the syllogistic pattern that operated for the affective domains of both texts was as follows: an AAA-1 syllogism validating the proposition implicated from pivotal lexical and syntactical units, for example, *dark and spotted skin is flawed skin*. Then, another AAA-1 syllogisms operated to validate the proposition *dark and spotted skin is undesirable skin* (on the basis that the readers assume that flawed sin is undesirable skin). Then, an AEE-4 syllogisms operated to validate the opposite implication *white and clear skin is flawless skin*. And, finally, another AEE-4 syllogism operated to validate the proposition no *white and clear skin is undesirable skin*.

On the other hand, the syllogistic pattern that operated in the validation process of the propositions implicated by the practical domains of each text was as follows: an AAA-1 syllogism validating a proposition implicated from pivotal lexical and syntactical units, for example, *H2O+ is a good quality product* (on the basis of the reader's assumption that Aquafirm produces good quality products). Then, another AAA-1 syllogism operated to validate the proposition *H2O+ is a good choice to buy* (on the basis of the reader's

assumption that a good quality product is a good choice to buy). These two syllogisms operated for the validation of all of the propositions implicated by the practical domains of each text. Sometimes, between these two syllogisms, a third AAA-1 syllogism operated to validate the proposition *H2O+ is a good quality product* (on the basis of the reader's assumption that a good quality product is a product made by Aquafirm, or that a good quality product is an effective product, etc. depending on the implicated proposition in question). For the practical domains of the texts, AEE-4 syllogisms could not operate, because there were no opposite implications in question. That is, the implicated proposition *H2O+ is a good quality product* does not implicate an opposite proposition like, say, *Bi-White is a bad quality product*. Therefore, syllogisms AEE-4 cannot operate in the practical domain.

A table representing these patterns is presented below:

Syllogisms operating in the validation process of each proposition implicated by the affective domain
a) AAA-1 syllogism (validating the implicated proposition in question)
b) AAA-1 syllogism (validating the proposition *X is undesirable*)
c) AEE-4 syllogism (validating the opposite implication of the implicated proposition in question)
d) AEE-4 syllogism (validating the proposition *Y is desirable*)

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

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

7.2. The criteria for the selection of the propositions that represent the main sub-thesis of the affective and practical domains of each advertisements will be explained as follows:

On the one hand, during the validation process of the implicated propositions of the affective domains of each text, the AAA-1 syllogisms that validated the implicated proposition *X is undesirable*, i.e. syllogism b) (see Table 1) operated systematically in the validation process of each implicated proposition. Since this conclusion appeared repeatedly throughout the validation process of the propositions implicated by the affective domain, it became the main final conclusion in the interpretation of the affective domain and, therefore, the main sub-thesis of the argumentative structure concerning the text's affective domain.

On the other hand, during the validation process of the implicated propositions of the practical domain, the AAA-1 syllogisms that validated the proposition *X is a good choice to buy*, syllogisms c) (see Table 2) operated systematically in the validation process of each implicated proposition. Since this conclusion appeared repeatedly throughout the validation process of the propositions implicated by the practical domain, it became the main final conclusion in the interpretation of the practical domain and, therefore, the main sub-thesis of the argumentative structure concerning the text's practical domain.

7.1. The results of the surveys carried out will be exposed in the following tables.

7.1.1. Results of survey for Bi-White's affective domain

Question	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	T.yes	T.no

1.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
2.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
3.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
4.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
5.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
6.	yes	yes	no	yes	yes	yes	yes	yes	yes	yes	9	1
7.	yes	yes	no	yes	no	yes	yes	yes	yes	yes	8	2
8.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
9.	yes	yes	no	yes	yes	yes	yes	yes	yes	yes	9	1
10.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0

7.1.2. Results of survey for Bi-White's practical domain

Question	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	T.yes	T.no
1.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
2.	yes	yes	no	yes	yes	yes	yes	yes	yes	yes	9	1
3.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
4.	no	yes	no	yes	yes	no	no	yes	yes	yes	6	4
5.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
6.	yes	yes	yes	yes	no	yes	yes	yes	yes	yes	9	1
7.	yes	yes	yes	no	yes	yes	yes	yes	yes	yes	9	1

8.	yes	yes	no	yes	yes	yes	yes	yes	yes	yes	9	1
9.	yes	yes	yes	yes	yes	no	yes	yes	yes	yes	9	1
10.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
11.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
12.	yes	yes	no	yes	no	yes	yes	yes	yes	yes	8	2
13.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0

7.1.3. Results of survey for H2O's affective domain

Question	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	T.yes	T.no
1.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
2.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
3.	yes	yes	yes	yes	yes	no	yes	yes	yes	yes	9	1
4.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
5.	yes	yes	no	yes	yes	yes	yes	yes	yes	yes	9	1
6.	yes	no	yes	yes	no	yes	yes	yes	yes	yes	8	2
7.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
8.	no	yes	no	yes	yes	yes	yes	yes	yes	yes	8	2
9.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
10.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
11.	yes	yes	no	yes	yes	yes	yes	yes	yes	yes	9	1

12.	no	yes	no	yes	yes	yes	yes	yes	yes	yes	8	2
13.	yes	yes	no	yes	yes	yes	yes	yes	yes	Yes	9	1
14.	yes	yes	no	yes	yes	yes	yes	yes	yes	yes	9	1
15.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
16.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
17.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
18.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
19.	yes	yes	no	yes	yes	yes	yes	yes	yes	yes	9	1
20.	yes	yes	no	yes	yes	yes	yes	yes	yes	yes	9	1
21.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	1
22.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
23.	yes	yes	no	no	yes	yes	yes	yes	yes	yes	8	2
24.	no	no	yes	yes	no	yes	yes	yes	yes	no	6	4
25.	yes	yes	no	yes	yes	yes	yes	yes	yes	yes	9	1
26.	yes	no	no	yes	yes	yes	yes	yes	yes	yes	8	2
27.	yes	yes	no	yes	yes	yes	yes	yes	yes	yes	9	1
28.	yes	yes	no	yes	yes	yes	yes	yes	yes	yes	9	1
29.	yes	yes	no	no	yes	yes	yes	yes	yes	yes	8	2
30.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0

31.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0

7.1.4. Results of survey for H2O+'s practical domain

Question	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	T.yes	T.no
1.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
2.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
3.	no	yes	no	yes	yes	no	no	yes	yes	yes	6	4
4.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
5.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
6.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
7.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
8.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
9.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
10.	yes	yes	no	yes	no	yes	yes	yes	yes	yes	8	4
11.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
12.	yes	yes	no	yes	no	yes	yes	yes	yes	yes	8	2
13.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
14.	yes	yes	no	yes	no	yes	yes	yes	yes	yes	8	2
15.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0
16.	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	10	0

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

It is also important to note that for question 12 of the survey, which concerns the practical domain of the advertisement promoting Bi-White, i.e. *If you had dark and spotted skin,* do *you think that products that correct dark and spotted skin so that you could begin the process of making your skin healthy would be necessary products for your skin's health?*, eight women answered *yes*. This validated the thesis that the product Bi-White is necessary if you have dark and spotted skin. This proposition became the main thesis of the argumentative structure of the text promoting Bi-White, i.e. *it is necessary to use Bi-White to correct the spots and the dark tone of your skin*. Also, for question 16 in the survey concerning the practical domain of the text promoting H2O+, i.e. *If you had aging skin, do you think that products that are compatible with your skin, restore, replenish, help strengthen, reinforce, boost the resiliency and visibly smooth fine lines and imperfections of your skin and that will provide you with more of your essential components are necessary products for your skin's health?*, the ten women participating in the examination answered *yes*. This validated the thesis that the product H2O+ is necessary if you have aging skin. This proposition became the main thesis of the argumentative structure of the text promoting H2O+, i.e. *it is necessary to use H2O+ to rejuvenate your aging skin*.

The macro speech act in the advertisement promoting Bi-White was also validated through the use of the modal verb *should* in the questions that the ten women were asked. In all of

the questions where the verb *should* was employed, the majority of the women answered *yes*. On this basis, the macro speech act of the text promoting Bi-White was formulated as follows: *We suggest that you should buy and use Bi-White if you have dark and spotted skin.* The macro speech act for the text promoting H2O+ was also validated by the results of the surveys and was formulated as follows: *We suggest that you should buy and use H2O+ if you have aging skin.*

For question 23 formulated in the survey concerning the affective domain of the text promoting H2O+, i.e. *Is aging skin undesirable skin?*, eight women out of ten answered *yes*. This question was solely based on the text. Furthermore, to question 8 in the survey concerning the affective domain of the text promoting Bi-White, i.e. *Do you think that dark and spotted skin is undesirable?*, all of the women answered *yes*. This question was also solely based on the text.

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

8. CONCLUSIONS

The main conclusions that can be drawn from this study can be summarized as follows:

1. The premises that compose the argumentative structures of the texts analyzed in this study are mainly implicated by lexical items and phrases that relate to the readership's general knowledge; this inferential process being the main process through which the readers interpret the texts. Therefore, the process operating during the interpretation of written advertisements (where the premises are implicated) is that of deduction.

2. Besides the use of verbs that implicate a 'problem', such as *correct*, *restore*, etc., the advertisements analyzed in this study -especially in the text promoting Bi-White- the use of scientific terms, such as *Kojic Acid*, *reduces spots at a –16%*, etc., also implicate general propositions pointing to the effectiveness of the product and the validation of the information given to describe the product. This on account of the fact that science and scientific language are socially authorized to guarantee the effectiveness and truthfulness of a particular commercial product. Regarding the text promoting H2O+, the lexical items and phrases used represent scientific terminology at a less 'chemical' level, such as *marine-derived collagen*, persuading the readers to believe in the 'natural' aspects of the product.

3. In both of the written advertisements analyzed in the present study, aspects that may exist in the readership's culture are presented as 'problems'. These problems are supported in the argumentative structure concerning the affective domain. Exposing and supporting these problems is the basis for the advertiser to suggest a possible solution to them, i.e. the product. The advertiser implies, through lexical items and phrases concerning the practical domain, that the product being promoted is a good choice to buy, thus creating a necessity to buy and use the product so as to solve the problem in question.

4. There are speech act structures present in the advertisements analyzed that intend to cause certain perlocutionary acts in the readership. The macro-speech act is not explicitly

stated in the text and is, therefore, implied by the explicit information, i.e. the presentation of the problem and of the product as a response (namely, its possible solution).

5. There are two syllogistic patterns operating in the validation process of the propositions implicated by the practical domains and the affective domains of each text. On this basis, we could conclude that written advertisements (at least of the type where the central message is implicated rather than made explicit) are interpreted via deduction.

6. The results of the surveys reveal that the implications made by the semiotic elements in each text are clearly inferred by the readership. This further reveals that aspects of a community's culture are represented and supported by written advertisements in order to formulate a 'problem' and offer a solution for it, i.e. a 'response'.

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10. APPENDICES

10.1. Bi-White
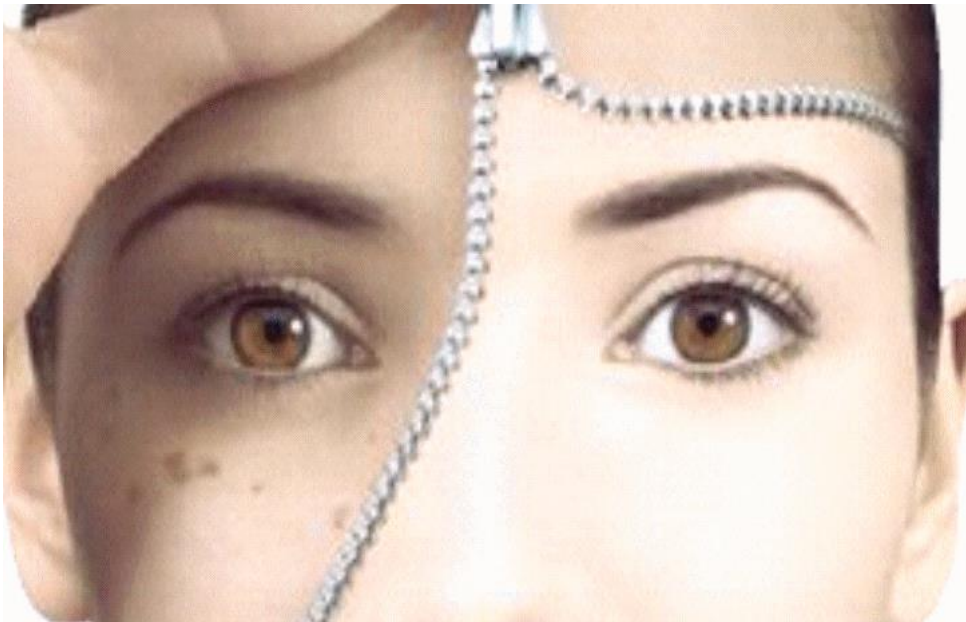
Reduces spots: -16%
Visibly clarifies skin tone: +29%
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10.2. H2O+