

# Intertextuality in printed advertising

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## **ABSTRAKT**

Cílem této bakalářské práce je zkoumání intertextuality jako výrazového prostředku, který je využíván v reklamách k zaujetí, ovlivnění a přesvědčení zákazníka. Práce se skládá z teoretické a praktické části. Teoretická část podává teoretický základ k analýze korpusu reklam s intertextuálním sdělením. Praktická část popisuje, analyzuje a klasifikuje korpus reklam využívajících intertextualitu.

Klíčová slova: reklama, tištěná média, diskurz, intertextualita

## **ABSTRACT**

The aim of this work is analyzing intertextuality as an expressive mean used in advertisements for the purpose of attracting, influencing and persuading the customer. The thesis consists of the theoretical part and the practical part. The theoretical part functions as a theoretical basis for the analysis of the corpus of advertisements using intertextuality. The practical part describes, analyzes and classifies the corpus of advertisements using intertextuality.

Keywords: advertising, printed media, discourse, intertextuality

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Thanks to my family and friends for making me happy and confident.

**DECLARATION OF ORIGINALITY**

I hereby declare that the work presented in this thesis is my own and certify that any secondary material used has been acknowledged in the text and listed in the bibliography.

May 1, 2010

*Lucie Parlíkova*  
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## INTRODUCTION

David Ogilvy, an advertising genius, once said: „*It takes a big idea to attract the attention of consumers and get them to buy your product. Unless your advertising contains a big idea, it will pass like a ship in the night.*” (Brainy Quote) The truth is that making an unforgettable advertising demands great effort from its producer, their perfect language skills, communicative abilities and the art of empathy. However, the success of an advertisement greatly depends on the recipient of the advertising message. It depends on how the recipient interprets the message and if they are affected by the message. People may be attracted to the advertisement and persuaded to buy the product by various advertising instruments. A catch phrase may appeal to people. It is easily learned but difficult to get rid of. A picture may attract a person's attention. A song or a tune may make the advertisement unforgettable. Humour may be a very influential way how to appeal to the audience of advertising. Another possible advertising strategy may be using intertextuality. Intertextuality can make a remarkable trace of an advertisement in a person's memory.

Many advertisers make use of intertextuality nowadays because this phenomenon seems to function as an imaginative instrument in advertising. Advertisements recycle situations from books or films or quotes of famous people. Advertisers adapt those statements to make them convenient and suitable for advertised products. Customers see, read or hear the advertisement and they call back the original source.

In my bachelor thesis I will focus on the corpus of printed English advertisements which seem to use intertextuality as an instrument of persuasion. I will try to classify chosen advertisements into categories according to the source of intertextuality they use. Focus will be placed on the forms in which intertextuality appears in advertisements and which situations are referred to to affect people. My aim will be to qualify and measure the importance of intertextuality in advertising. My task will be to examine how the choice of the original text may affect people and what they feel when they recognize intertextuality. I will consider different types of original texts people are affected by when they face intertextual advertisements. I will look for the roots of intertextual messages and how they are perceived by the audience.

My thesis focuses on intertextuality in printed advertising. In the first chapter I will try to explain what advertising is, its functions and goals. To understand how advertising came

into existence and when intertextuality started to be recognized in advertising I will briefly describe the emergence of advertising. Advertising is a process of communication therefore I will describe its participants and their function in the advertising communication. I will further focus on the receiver of the advertising message because these are the potential customers that should be influenced. Furthermore, I will classify advertising according to the target group. Each class of advertisements will be defined and the possible appearance of intertextuality will be discussed. After that I will concentrate on the media as the channel of advertising campaigns. Their classification according to their impact on receivers in the advertising process will be done. I will try to measure advantages and disadvantages of the most frequent three types of print media and thus I will try to investigate the power of print media in appealing to readers. The next step will be linguistic approach to advertising which requires explanation of the term 'discourse' and its three parts. I will focus more on context and related phenomena which make the contents of a message because intertextuality belongs to these phenomena. After explaining linguistic terms I will concentrate on the topic of my thesis – intertextuality. I will explain what intertextuality means, how the term came into existence and how intertextuality is used in advertising. After that intertextuality in Czech advertising and its sources will be discussed as a basis for further comparison with English advertisements which I will examine in the analytical part of my thesis.

In the analysis I will try to classify collected corpus of English advertisements according to the source of intertextuality used in them. I will try to explore in what forms intertextuality appears in advertising and which of them is the most influential.

## **I. THEORY**

## 1 ADVERTISING

Advertising is a branch of business that helps other businesses increase sales and make profit. In the words of Encyclopaedia Britannica, advertising means: *“The techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised. Most advertising involves promoting a good that is for sale, but similar methods are used to encourage people to drive safely, to support various charities, or to vote for political candidates, among many other examples. In many countries advertising is the most important source of income for the media (e.g., newspapers, magazines, or television stations) through which it is conducted. In the noncommunist world advertising has become a large and important service industry.”* (Encyclopaedia Britannica)

Advertising influences all population in the way it forces people to do certain things and behave in some way. Nonetheless it is no longer only a way of presenting a new product and persuading customers about its qualities. It also became to exist as a whole industry. In these days there is a huge competition among companies and they have to find the best way of affecting people to choose their goods. Given the circumstances, businesses seem to invest more and more money in their marketing campaigns and promotions. Many companies make use of the services provided by advertising agencies. Those create promotion campaigns for the companies and make profit of the companies' effort to beat the competition. The agencies have to fulfil various tasks to satisfy their customers. These tasks are tightly connected with the targets of advertising discussed in the next paragraph.

### 1.1 Goals of advertising

There are basically three aims of advertising. Firstly, promotion has to be considered. A company uses advertising to show its new product or service. The marketing department creates a strategy how to present a new product to people in the best light. The reason is that people are those who decide if to buy the item or not. It is a marketing task to make people remember a new product and choose it when they go shopping. The advertiser wants to draw people's attention and make people think of the product.

Secondly, there is the aim of persuading a potential customer to buy the product. The way of carrying out this mission may be via praising the qualities of the goods. Advertisements

never seem to familiarize customers with the weak points<sup>1</sup> instead they highlight the strengths.

The last aim - to increase sales of the advertised goods - goes hand in hand with the goals mentioned earlier. When people get to know something about the new product or service which persuades them that the goods is high-quality and beneficial they prefer buying this brand of goods to another one when in a store. (Peatley 2002, 4)

The goals of advertising are the engine which forces companies to pay for advertising campaigns. To fill those tasks, especially the one of persuading the customer to buy the product, intertextuality is one of the means used in advertising. I suppose intertextuality is an imaginative instrument that forces people to think about an advertisement. Consequently, people remember the advertisement and this may be the reason to buy advertised goods.

## 1.2 Emergence of advertising

The history of advertising is quite old but in ancient times nobody called it advertising. Craftsmen together with tradesmen used advertising tables on their workshops and stores with the name of their company and services provided to draw attention of passers-by. The bigger and more expressive the sign was the more customers it attracted. A stick with red and white stripes used to imply the offer of barber's services and a pawnbroker's was recognised by three balls outside the shop. These signs might have been early examples of intertextuality viewed from its broader sense – a metaphor. The three balls in front of the pawnbroker's shop associated with coins might have referred to the financial services of the pawnbroker. (Peatley 2002, 4)

Today advertisers use more powerful means of attracting people's attention including the media, billboards or illuminated banners. At the beginning of the 19<sup>th</sup> century the most important advertising means were posters, leaflets or 'advertising engines'<sup>2</sup>. (Peatley 2002, 4)

The need for advertising broadened in the time of industrialization when the population was growing. Towns were expanding and numbers of new stores and producers came into

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<sup>1</sup> not considered the tobacco industry which is ordered by law to warn about the health issues

<sup>2</sup> wooden towers covered in posters driven by horses

existence. The producers needed to make their goods known in areas distant from the place of manufacture. Their aim was to sell a wide range of products and they had to attract as many customers as possible. Advertising agencies started appearing in 1800. The agencies which helped with setting the ground rules of the ethics of advertising, operational style and marketing strategies were those of Charles Barker and George Street. They began to flourish in the early nineteenth century. Current UK agencies benefit from what Barker and Street invented and implemented into practice. (Jefkins 2000, 2) These early agencies gave birth to advertising as a business and enabled intertextuality to become one of the instruments that help agencies influence customers and make profit of manufacturers' increased sales.

Newspapers and magazines increased their importance in the middle of the 19<sup>th</sup> century. Television and radio took over a great deal of advertising business in the 20<sup>th</sup> century. There are undoubtedly rising numbers of advertisements in the media nowadays. This phenomenon evokes different reactions from the recipients. According to 2002 research in the United States, an average 18-year-old had seen approximately 350,000 commercials. (Peatley 2002, 4-5)

Intertextuality needs to be considered as an advertising instrument present from the early beginnings of advertising although it was not described until 1960s when Julia Kristeva continued with the work of M.M.Bakhtin and succeeded to define this phenomenon.

### **1.3 Sender and receiver**

Participants of any kind of communication are the ones who create the meaning of the message. Understanding a message depends on the speaker's intention and the hearer's interpretation. Additional terms for a speaker are a reader, a receiver, a recipient, a consumer or an addressee. These participants of the relationship receive a piece of information from a writer, a sender, a producer or an addresser. Each recipient of a message understands it according to their experience and knowledge. The current state of mind and mental situation of the participants together with the environment in which the communication takes place has to be taken into account. As far as advertising is concerned the situation is not different. The advertiser intends to persuade the customer to buy the product. Regarding this, the advertiser should send a clear message about the goods qualities. Another task is to know the characteristics of the target group which the



advertisement is aimed at in order to find the best approach. The audience of advertising is always the most important. (Goddard 2002, 23-28)

There is the difference between the aimed audience and a simple viewer of an advertisement. (Goddard 2002, 28) For example a commercial on a youth magazine uses teenage slang and promotes the topics that young people are interested in to persuade them to buy the magazine. A viewer of different age cannot understand the message because they are not used to the different pattern of language and they are keen on distinct topics. An adult can be confused by the message and not understand it. Consequently, an older viewer is not persuaded by the content of the advertisement. Similarly, not every viewer of an advertisement understands the intertextuality implied in the advertising message. The original text may be only known by the target group and a viewer who is not the addressee might not discover the hidden meaning. Therefore, the advertisement may not persuade a viewer to buy the product if they are not aware of the original text. However, I assume this is not a major problem, because intertextuality is still widely used.

#### **1.4 The receiver's attitude to advertisements**

The receivers of the advertisements include viewers, listeners, users of the Internet and even public transport passengers or drivers and pedestrians who are affected by billboards or advertisements in the public transportation means, on the walls of buildings or on cars. Everybody from small children to elderly people is exposed to advertisements and deals with the experience somehow.

A large amount of recipients believes in the truthfulness of information presented and wants to buy such a great mistake-free product. These customers have been influenced by the advertisers' effort and they actually make the jobs of advertisers successful.

Another group consists of people who do not mind commercials on television and banners on the Internet and they think that they are for sure unaffected by them. However, they perceive the content unintentionally and a subconscious memory trace remains. Intertextuality may have an impact here. The viewer of an advertisement might not care about the promoted product but the intertextuality may be discovered. Thus, the viewer is reminded of the original source of intertextuality which makes them think. The viewer remembers the advertisement and a trace of the product remains in the viewer's mind. As a consequence, when the time of shopping comes and the customer faces a shelf with

different brands of goods, they may choose the one they have noticed in the commercial without thinking.

The last group of viewers hates commercials and advertisements of all types and they may simply turn off the television when the commercial block comes or turn the page in newspapers. Such antagonists are annoyed by advertisements and they may even fight against an interruption in the middle of an interesting activity whether it is watching a film or listening to the news. These recipients usually do not pay attention to advertisements and when deciding what to buy they choose according to the usefulness of the product, its price and quality.

A research published in the magazine *Marketing Week* on 28 February 1993 revealed a surprisingly high numbers of interviewed adults who expressed distrust to advertisements. The researchers divided participants of the survey into three dominating groups. The majority of 46% was called the ‘advertising immune’ who do not pay attention to advertisements. In comparison, 41% of the ‘moralists’ were against advertising. This number outweighed the hardly comparable ‘enthusiasts’, who like advertisements, which was 9%. Even those participants watching advertisements and finding them amusing admitted that they did not believe everything what is said about the product. Nonetheless, this does not influence their final purchase. They preferably choose the advertised product. (Jefkins 2000, 4)

Intertextuality may have a word in this process too. If an advertiser uses a quote of a famous person or a proverb or a general truth the advertisement may seem much more reliable to the recipient. Even if the recipient does not believe in the great qualities of the advertised goods they choose the advertised product because they believe in the truth of the original text used for intertextual reference.

## **1.5 Classification of advertising**

Advertising can be viewed from many aspects. At first, it can be studied from the aspect of the producer who wants to sell their goods. On the other hand, the promoted product has to be considered. In addition to this, there is the buyer who should be influenced. As mentioned before, the recipient or the audience of advertising is the most important. As far as the receiver of an advertising message is concerned, advertising can be divided into several types. To establish a complex picture of the matter all of them will be explained

and described. However, I suppose that intertextuality mostly appears in the advertising aimed at the regular customer, which is the case of consumer advertising.

### 1.5.1 Consumer advertising

A consumer is the user of goods and services. Everybody buys necessities and luxuries to satisfy their needs. Whether it is food and cosmetics, cars and places to live or services as hair cutting, car repairing or Internet connection, people pay for these things to feel satisfied and reach certain standard of living. (Jefkins 2000, 35)

However, the modern definition of a consumer does not include only consumer as a user of products and services. The consumer is seen as a supplier of money too because the consumer is the one who decides what to spend money on. (Jefkins 2000, 35) Therefore, consumers become important for the advertiser: they are the advertiser's target group and the source of income.

The people who buy things to satisfy their wants (as oppose to making money<sup>3</sup>) are called 'ultimate consumers'. Consumer advertising is aimed at the ultimate consumer or the purchaser<sup>4</sup> who passes the product to the ultimate consumer. (Coles 1978, 3-4) What concerns consumer advertising, the most influencing channels are the media.

Majority of consumers watches television, listens to the radio, reads newspapers and uses the Internet. The audience tends to be affected by what they see and hear. The advertiser takes this into account and uses media as an efficient advertising channel for persuading people to buy the product. The advertiser needs to know a lot about people to appeal to them. The approach of an advertiser to the consumer depends on the social class of the consumer, their sex, age, race, religion, education and language. (Jefkins 2000, 35) When an advertiser uses intertextuality in an advertisement the characteristics of the target group need to be considered too. The reason is that the choice of the text or situation referred to must be understood by the target group and have a positive effect on people belonging to this target group.

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<sup>3</sup> like a constructor buying material and machines not to use them for his own satisfaction but for the purpose of making money

<sup>4</sup> e.g. pet owners who buy food for their dogs and cats.

### 1.5.2 Business-to-business advertising

Business-to-business advertising advertises products and services which are not bought by a consumer because the consumer lacks specific knowledge and skills needed for using the goods. The goods are bought by companies instead because they do not produce everything for their businesses on their own.<sup>5</sup> (Jefkins 2000, 37-38)

The channels of business-to-business advertising are far more specific than that of consumer advertising. The ways of advertising specialized products and services are via technical journals, catalogues, conferences and fairs or exhibitions. (Jefkins 2000, 37-38)

As far as intertextuality is concerned, specialists as the target group of business-to-business advertising may be influenced by a reference too. The sources of intertextual references may be researches, statistics or famous experts used as promoters of goods. Similar resources of intertextuality may be used for the following classes of advertising.

### 1.5.3 Trade advertising

The goods are produced in a company and they are bought by consumers. However, there is the important link between these two participants of the market – a distributor, importer/exporter or wholesaler. These are the target group of trade advertising. The advertiser's aim is to attract the distributor by the potential profit coming from reselling the product. (Jefkins 2000, 38-40)

The channels of trade advertising are trade press, trade fairs or direct mail. The intertextual resource influencing wholesalers to distribute the product may include statistics of sale of the goods or researches on the share of the goods on the market. These help the distributor imagine how many people will be exposed to consumer advertising and willing to buy the product. The distributor can count the possible profit of reselling the food according to these two criteria. (Jefkins 2000, 38-40)

### 1.5.4 Retail advertising

The best examples of retailers are supermarkets and department stores but a retailer can be a petrol station or a restaurant as well. They buy goods from the distributors and sell them to consumers. Retail advertising creates the link between the trade advertising and

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<sup>5</sup> e.g. constructing companies have to buy materials and machinery, doors, windows and inside furnishing, hire services of an architect, water, gas and electrical systems experts and painters to finish their buildings

consumer advertising. Apart from store retail, retailing can have the form of direct mail – sending catalogues to consumers (Jefkins 2000, 40) - or Internet purchase.

The usage of intertextuality may be possible for retail advertising too. A retailer may use a sign with an intertextual reference attracting to the store or a famous person as a promoter of the store. The retailer may organize the store according to the year season and use all objects and smells reminding the viewer of the atmosphere of certain year season and the feelings connected with the atmosphere.

### **1.5.5 Financial advertising**

Financial advertising is aimed at users of financial services such as investors, loan takers, mortgages payers or bank account holders. The channels of financial advertising can be either mass media – television, radio, newspapers - or direct mail – or letters to customers, information about new services or leaflets and posters in public spaces, telephone calls from banks or websites of the banks. (Jefkins 2000, 46)

Financial advertisements have to carry reliable, true and useful information such as interest rates and returns on investments. (Jefkins 2000, 46) Intertextual sources in this kind of advertising may be popular people hired to promote the financial services of a certain bank or quotes of experts in finances to make the provider of financial services more reliable.

### **1.5.6 Recruitment advertising**

The inserters of recruitment advertising can be two – employers who want to complete the staff in their companies and recruitment agencies ordered by companies to do this task for them. (Jefkins 2000, 47-48) Recruitment advertisements are aimed at potential employees with certain skills and abilities needed by the employer.

I believe that recruitment advertising does not give much space to the usage of an intertextual reference. However, some innovative advertisements could refer to proverbs and sayings about money – such as ‘Beggars can't be choosers’ – to attract people to apply for a certain job. People's explanation of using such a proverb could be that if they do not apply for the job they will not earn money and cannot afford a certain standard of living.

## **2 THE MEDIA**

The media seem to be the most influencing advertising channel. Therefore, I will explain what the media are and which types of the media exist. Furthermore, I will focus on print media as the channel for advertising in which intertextuality may appear and how influential print media advertising is.

I suppose that everybody is influenced by the media. People are constantly exposed to the media almost every hour of every day. A probable use of the media during the day follows: After being woken up by the radio people turn on the television and occasionally catch a glimpse of the news broadcasted in the early morning hours when getting dressed. People sit down behind the table and read newspapers to see what happened the previous day when having breakfast. People listen to the radio while getting to work by car. At work people check e-mails and browse the Internet looking for information needed for work. People watch television, listen to the radio and use the Internet at home in the afternoon.

In my opinion, this was a very probable situation in people's lives describing how media could influence people every day. In all of these media advertisements appear more and more often because advertisers know that the media are perceived by so many people.

### **2.1 Classification of the media**

The media may be classified into two categories – print media and electronic media. Print media include newspapers and magazines, billboards, sport stadiums signs or direct mail and yellow pages. The electronic media are the radio, television and the Internet. The main difference between the classes of the media is the rate to which the user of the media controls the content the user is exposed to. (Katz 2007, 2-3)

Therefore, the electronic media seem to be more appealing to people what concerns advertising because viewers cannot simply skip the commercials and continue watching their favourite TV programme or jump over the advertising block to next song when listening to the radio. People perceive the advertisements and a trace remains in their minds. As a result, intertextual references may be discovered and discussed by more people when they are used in the electronic media. Concerning this, intertextuality may create most potential customers from the lines of users of electronic media.

## **2.2 The media and advertising**

Advertisements in the media have not only the informative function but they can entertain the viewers too. Advertisements carry a lot of information about new products, their manufacturers and the use of the products. A wide audience would not know about an innovative product if it was not advertised. However, people can be even keen on reading and watching advertisements because they are interesting and attractive for them in a way. It is the task of the advertiser to make an advertisement as likeable for the target group as possible. (Katz 2007, 6) Intertextuality may be used as a challenging instrument which encourages people to think and discover the hidden meaning and thus people feel involved in the advertising message and the advertisement becomes more entertaining.

### **2.2.1 The advantages and disadvantages of print advertising**

Print advertising will be examined in the analytical part of this thesis. As far as advertising is concerned, there are many advantages and a few disadvantages of print media. The newspaper advertising, consumer advertising and business publication advertising will be analyzed in the next paragraphs.

The least powerful advertising instrument is business publications because the numbers of readership are quite small. Nonetheless, the readership is very specific and avid. All the readers are interested in advertised products which relate to their business aims. Another advantage could be reading the business publication during working hours when the readers are concentrated on business and they consider using advertised products in their business plans. In addition to this, in business journals there are no distractive entertaining news, only business topical. A major disadvantage of business-to-business advertising is high competition of advertisers. (Kelley and Jugenheimer 1955, 37)

Magazine advertising is aimed at the ultimate consumer, which means that the audience is wide. Most of magazines use high-quality colours and paper to become more attractive to the reader. The timing is flexible enough to give the reader a chance to choose, the reader buys the favourite magazine quite regularly. The customer buys the magazine according to their topics of interest so that the market is segmented and advertisers promote particular products in topical magazines. Magazines are being stored by the reader therefore the influence of the advertisement remains longer. However, in comparison to the radio and television, the advertisements in magazines can be easily ignored and skipped. (Kelley and Jugenheimer 1955, 37)

Newspapers are very similar to magazines in their appropriateness as a channel for advertising. Newspapers appeal to all kinds of people because they are easily accessible. They are edited for broad readership – they appeal to men, women, adults and youth. Newspapers are published daily and advertisements can react to up-to-date situations. Local newspapers influence different geographical groups of people who are interested in different things. Advertisements can be connected with current issues discussed in the newspapers. Disadvantages are too many shapes and formats for the reader to choose from, colours of poor quality, short life and reading in a hurry. (Kelley and Jugenheimer 1955, 36)



### 3 ADVERTISING AS DISCOURSE

The study of discourse – the discourse analysis – does not only focus on language and its use. Discourse analysis studies communication, the participants of communication, communication channels and the language acts that are used in communication. Features such as pictures and music used in advertisements in addition to language are also examined by discourse analysis. (Cook 2001, 3)

What concerns advertising, discourse analysis examines the target group and its characteristics, the producer and the advertised product. All these three subjects have to be considered to make the advertising message understandable. Language and context (or situation) are interconnected.

There are three important parts of communication: text, context and discourse. A text is constructed by linguistic means without regard to context, the situation in which communication takes place. (Cook 2001, 4)

A context is formed by many factors. One is the substance – the physical material which carries the text. A substance of newspaper advertising is paper. Another feature of a context may be pictures and music included in the advertising message. (Cook 2001, 4) Printed advertising often makes use of visual images because they are more attractive to the reader than a simple text.

Another important factor which creates the context of communication is paralanguage. In printed advertising it is limited to the type of letters (font) and to the size of the letters. (Cook 2001, 4) Printed advertising uses capital letters and unusual fonts for the information which should be highlighted and small indistinctive letters for additional information or announcements that the advertiser does not want to emphasize. Such information could discourage consumers from buying the product.<sup>6</sup> In personal communication the paralanguage consists of gestures, facial expressions or pitch and melody of the voice. (Cook 2001, 4) The paralanguage is very impressive and efficient in communication.

The situation in the text belongs to the important features of the message. A situation includes the relations between objects and people involved in communication as viewed by the participants of communication. (Cook 2001, 4) For example a situation in printed

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<sup>6</sup> e.g. health warnings in tobacco industry advertisements

advertising for Kofola is the relationship that the viewer has to the brand and the drink and the experiences that this name reminds the viewer of.

Another feature is a co-text that precedes or follows the contemporary text and helps the reader understand it. (Cook 2001, 4) What concerns newspaper and magazines advertising, some companies have a series of advertisements that they publish one after another. The latter advertisement reminds the recipient of the former one and all the feelings connected with the original.

An intertext is a piece of text that the recipient associates with the received message. The intertext belongs to different discourse nevertheless the reader connects the intertext with the current message for some reason. The intertext helps the participant with interpretation of the new information. (Cook 2001, 4) Intertextuality in advertising will be dealt with later on in more details.

The participants of communication are the most important. The sender is the one who sends the message (an advertiser) but the sender need not be the addresser. The addresser is the person who carries the message. In a newspaper advertisement an addresser can be a famous person in a picture who promotes a product. Consequently, a receiver of an advertisement may be everybody who notices the advertisement whereas the addressee is the target group. Every message is influenced by the feelings and experience of the participants and by the situation and mutual relationships they appear to be in. Each participant of communication interprets the information in a different way. (Cook 2001, 4)

As a last part of context, there is the function of the text. The function of the text means what the sender or addresser intends to say and how the receiver or addressee understands the message. (Cook 2001, 4) It is not always easy to make a message understandable for the receiver in the way the sender meant it.

Discourse is a text together with a context. The discourse is influenced by both the participants' cognitive process and the culture the participants of communication live in. (Cook 2001, 4)

## **4 INTERTEXTUALITY**

The theory of intertextuality is based on the fact that a text as the narrowest structure - a piece of writing - cannot stand alone because it would not function as a unified system. The reason is that the writer of the text has read a lot of texts which influenced the piece of writing. All texts are full of references and quotations from other texts and the structures used in a piece of writing have already been used too. There is the interdependence of two texts either in using different sources to create a text or in elaborating additional ideas to other writer's work. Intertextuality can also mean using certain patterns of communication which were used in a specific historical period. The social context is the most influencing instrument in writing a text and understanding it in a broader sense. (Worton and Still 1990, 1-3)

### **4.1 The origins of intertextuality**

Ferdinand de Saussure, the founder of modern linguistics, assumed that every text is compared to another texts and linguistic structures. The reader notices similar systems of meaning occurring in different works. (Allen 2000, 8-13)

The word 'intertextuality' firstly appeared in the work of Julia Kristeva in 1960s. Kristeva introduced the work of a Russian literary theorist, M. M. Bakhtin to the world. Bakhtin claimed that communication is influenced by the situation and participants of the communication. Language relates to previous utterances and their meanings and consequently creates a basis for understanding following texts. No text can be seen as monologic and carrying a single meaning. Each text has a broad background of former texts and seeks for further development of ideas by the readers. (Allen 2000, 14-19)

Kristeva described intertextuality as an effective appearance of one text in another text which helps the latter text to be understood. (Worton and Still 1990, 22)

### **4.2 Intertextuality in advertising**

Intertextuality is an interesting phenomenon for the researchers of advertising to examine because it appears in many advertisements as an imaginative instrument. Advertisers can make use of the fact that people remember many texts which left a trace when being read and seen. Any text can benefit from people's knowledge of other texts. Therefore, advertisements can refer to original texts and people get the impression that they understand what is being said and that they can look through the intended meaning of the

message. Even if people cannot remember the original text, they feel that there is some meaning hidden behind and they may ask one another what the meaning of the message is and what is going on. This is the main aim of advertisements – to be talked about – to leave a trace in people's mind and persuade them buy the advertised product instead of another one. If an advertisement is ignored it has not filled its task. (Goddard 2002, 51)

Supposedly, one of the reasons of intertextuality is to make an advertisement interesting and attractive to receivers. If the viewer of an advertisement feels challenged and wants to discover the hidden meaning, the advertisement becomes much more interesting and remarkable. People feel clever if they reveal a connection between the current advertisement and a former one or an original text. (Goddard 2002, 52) It may be deduced that another reason of intertextuality in advertising may be its usage as an imaginative instrument. Intertextuality makes people think about the advertisement and imagine the hidden meanings.

Many advertising campaigns refer to world-known forms of popular culture such as films, television series or songs. Such campaigns bring pleasure to their receivers because they prove their cultural awareness. In addition to popular culture, advertisements make reference to so called high culture too. High culture includes fine art, opera and classical theatre. Advertisements borrow slogans from theatre, pictures from fine art and music from opera. The items referred to are mostly well-known such as Shakespeare's characters or artwork such as Mona Lisa to address as broad audience as possible. Advertisers either use pieces of art in their original version or they recreate them for the needs of the promoted product. A slogan can be made out of a part of dialogue in a Shakespeare's play etc. (Taylor and Willis 1999, 83-84)

The usage of former advertisement's characters and settings also makes the viewer feel included and knowledgeable. People remind themselves of the previous advertisement and the feelings connected with it. If they liked the original advertisement they will probably like the new advertisement too. (Taylor and Willis 1999, 83-84)

#### **4.2.1 Intertextuality in Czech advertising**

Because of the fact that the focus of my work is examining appearance of intertextuality in English advertisements, it will be worth comparing it with intertextuality in Czech advertising and find out if there are any differences in the usage of intertextuality in Czech and English world of advertising. The article by Světlá Čmejrková titled 'Cultural specifics

of advertising in Czech: Intertextuality and interdiscursivity' will be used as a suitable source of translations and ideas about Czech advertisements including intertextuality. Intertextuality in English advertising will be examined in the analytical part of the thesis.

#### ***4.2.1.1 Sources of intertextuality in Czech advertising***

##### ***4.2.1.1.1 International sources***

As well as in other cultures Czech advertising often makes use of intercultural texts. They are widely known by many people and become frequently used in people's speech. (Čmejrková 2006, 77) An example is the Bible. In the Czech culture, the quotation from the Bible "In the beginning was the word" (ibid 77) was used for advertising financial services: "In the beginning was light. Then came money. Money needs a bank." (ibid 77) A quotation from the Bible is a very powerful instrument how to appeal on people because it is known by the world's population from the Christians through Jews to the atheists.

Another intercultural source of intertextuality is quotations of scholars. Usage of sophisticated statements for reference influences experts who are aware of the original. Therefore, such advertisements appear mostly in technical and business journals with educated people as the audience. (ibid 78) The well-informed journal *Week* used Rene Descartes' statement "Cogito ergo sum"<sup>7</sup> as a source for their transformed slogan "Week. You think. Therefore we are". (ibid 78) When the audience recognizes the original quotation they feel impressed and they know that they are the educated addressees who should read the journal full of information. (ibid 78)

An advertisement may refer to pieces of art such as drama, films and music. Hamlet's statement "To be or not to be" was recreated for the usage of the electronic system Adobe and its promotion: "Adobe, or not to be... that is the question" (ibid 78). The target group - the potential users of Adobe - imagines the possession and usage of Adobe as one of the vital life needs and this association makes them buy the software.

##### ***4.2.1.1.2 Cultural sources***

The most influencing source of intertextuality in advertising is sayings, proverbs and idioms that are deeply rooted in cultural consciousness. People learn them from early childhood and their trace remains in minds of people for the whole life.

Škoda used the Czech “Measure-twice-cut-once”<sup>8</sup> (ibid 79) and transformed it into “Measure twice before buying a new car” (ibid 79). Every small child in the Czech Republic knows that they have to think twice before they do something. This advice was told to children by their parents who were supposed to be always true. In the slogan of Škoda the Škoda manufacturer acts as an advisor. Thus, Škoda appears as the seller of the best cars and people should obey what the manufacturer says, go and buy their car.

Another source of Intertextuality may be Czech literature, films, television programmes and songs. The title of Comenius' book ‘Schola ludus’<sup>9</sup> inspired many advertisers such as the creators of advertisements for roofing systems who transformed the title into: “Roofing by playing” (ibid 79). With regard to the Comenius' book as a respected source of knowledge the roofing company seems to be respected too. In addition to this meaning there is the implication of Comenius approach – to make things easy – so the implication may be that hiring this company is an easy way to have a new roof built.

Many advertisements appeal to the Czechness of Czechs, they refer to the Czech history and qualities of Czechs. The advertisement of the company Heinz: “Heinz. Forefather Ketchup” (ibid 82- 83) reminds Czechs of their early history and the man who came up the hill Říp and established a country in the neighbourhood. People associate the brand Heinz with its important role as the first and unique producer of ketchup. (ibid 82-83) Beer advertisements are often ironic or humorous such as that of Staropramen: “Staropramen. Guys to themselves” (ibid 83). This slogan refers to the sign on the curtain in the National theatre in Prague “Nation to itself” (ibid 83). There is a shift from the meaning of the original source. Instead of encouraging all nation to get closer a more selfish message “Guys to themselves” associates men with the time and comfort they devote to themselves while drinking beer. (Čmejrková 2006, 77-85)

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<sup>7</sup> means “I think, therefore I am”

<sup>8</sup> English “Look before you leap”

<sup>9</sup> Learning by playing

Advertisements use the general knowledge of people to appeal to them and influence them to buy promoted products. It is always working when people feel that they are clever, involved in social conventions and a part of a system. This comes from the people's need for company and self-fulfilment. Advertisers are very efficient in influencing people and they use powerful instruments, such as intertextuality. It is the task of customers to decide whether to buy a product just because the advertisement is entertaining or rely on own sense and experience.

## **II. ANALYSIS**



## 5 VERBAL INTERTEXTUALITY

Intertextuality used in advertisements may have textual origins. The sources of intertextuality may be either quotes from films, books, quotations of famous people or sayings and proverbs adding a new meaning to an advertising message. Another possible way of using a text as a source of intertextuality may be adapting a name of a brand or a name of a music group into a statement useful for the advertisement.

### 5.1 Quotes

One advertisement promoting the brand of the clothes producer DIESEL used the famous quote “Long live the Queen” and transformed this quote into their slogan “Long live stupid”. The original phrase has been used in a serious way. It is not common to use this phrase as a daily greeting. Using such a slogan can give the trademark DIESEL special signification and people wearing their clothes may be seen as important and remarkable.

“Long live the queen” was included in a French statement meaning “The King is dead. Long live the King”, which was used as an official proclamation of heritage of the French throne. The first part of the declaration announced the death of preceding king and the second part celebrated the succeeding heir to the throne. Thus the transformed statement “Long live stupid” could carry the meaning that people should change from being clever to act stupid. The period of clever and polite people might have ended because such people care about others and are bound by rules. The newly coming people doing silly things could live happier and more entertaining lives. As far as the original quote is considered, people may associate its meaning with an important turnover (death of a king and taking up his role by a new king). Therefore the advertisement may persuade people that serious life could be diverted from usual stereotype to something new and unusual.

The original phrase may be connected with the Queen of the United Kingdom and the quote is used in order to honour the Queen. “Long live stupid” is a daring derogation of the clause. According to the advertising slogan it appears that it is honour to be stupid and stupid people deserve long lives. Stupidity may be connected with happiness in people's minds because stupid people usually do not have high expectations and they live lives according to what they like or do not like and do not consider the consequences of their actions. Maybe the advertisement persuades people not to take things too seriously and not to give up when something goes wrong. Instead people should try doing new things and gaining new experiences. Here comes the association with the brand DIESEL which is

presented as an instrument of changes. People may make the association that if they wear clothes of this brand that will help them see things in different light which will be fun and unusual.

## **5.2 Health warnings**

Another group of advertisements using intertextuality might be the advertisements containing health warnings. Health warnings which are normally seen on the packets of cigarettes are perceived by viewers as something important and alerting. People know that the warnings should help warn them and make their life healthier. Everybody seems to be affected by health warnings even non-smokers perceive them and know about them.

### **5.2.1 National No Smoking Day**

An advertisement promoting the National No Smoking Day uses the pattern and statement usual for health warnings on the packet of cigarettes. It may have the function of alarming people that there is something important in the message of the advertisement. The warning informs people about the harmful chemicals the smoke contains. This information is important in connection with environment and healthy lifestyle. There is an additional statement “If you really want to save the planet's life. Start with your own.” Such a statement connects the harm to people's lives caused by smoking with the harm to the environment which cannot be devastated any more.

I think that showing people how they may affect the global situation by their own behaviour is very useful. People feel involved in making the life on Earth better and they want to do something with the bad situation. Then they may try to participate in the No Smoking Day and thus better their health together with the planet's environment. When people try not to smoke on the No Smoking Day they have the chance to experience no smoking. They may see that it is not so difficult and that it is very healthy and also helpful to other people's healthy lives.

### **5.2.2 Mazda car**

On the contrary, health warnings may appear in advertisements in a parodic way when they warn about something good happening with the consumer if they buy promoted goods. An example may be the advertisement of a Mazda car. In this advertisement there appears the pattern of a health warning which catches people's attention. In addition to the form of the statement, the statement carries a headline ‘WARNING’ which recipients associate with

something important following. The warning itself says “Driving may cause considerable increase in heart beat, sudden rise in blood pressure and a temporary state of total harmony.” The first two symptoms are usually connected with not feeling well but in this case they are put into contrast with the third symptom and used for describing pleasant conditions. They describe the state of body when a person is excited and the adrenalin rises. People know such a situation very well and they connect the feeling with driving Mazda car which would be the cause of pleasant feelings.

### **5.3 Wedding**

Advertisements commemorating important events in lives of people may be also very influencing. These are typically advertisements connected with the wedding which are mostly aimed at women. Every woman probably dreams of her wedding day and wants to have everything perfect. Possibly it is the first and the last day when a woman is the only and special one in the centre of interest. The theme of a wedding also implies beginning of something new which may last for the rest of life. Advertisements use the situation of a wedding as a background for promoting a product. It may make people think that the product is really special and useful for a long time or that the memories from using the promoted product remain.

#### **5.3.1 Maldives**

The advertisement promoting Maldives as a holiday destination uses the phrase “You may now kiss...” which people know from the wedding ceremony. This comes after finishing the ceremony when people are already married and the marriage is confirmed by a kiss of the newly married couple. The association of the marriage phrase with a holiday destination may be that people feel that in this site something important happens. Something special begins and the memory will stay in the minds of participants forever. The phrase from a wedding ceremony may also recommend Maldives as a place for honeymoon because the honeymoon comes after the marriage as well as the important kiss. Honeymoon is usually the first time the two people may spend together as a newly married couple and it is full of joy and happiness. People usually enjoy each other and do nothing demanding in the honeymoon and it is the association which should be made with Maldives. The advertisement carries an intended meaning of Maldives as a pleasant and calm and relaxing destination for unforgettable holidays.

### 5.3.2 Tiffany

Another advertisement using intertextuality of the wedding as a way how to appeal to people is the one promoting the diamond ring producer Tiffany. There appears the phrase “From This Day Forward” and a picture of a bride and a groom. The bride is wearing a diamond ring on her finger. The intended meaning may be that the Tiffany diamond rings become a part of your life for the rest of your life as the marriage should last for the whole life. The advertisement may also appeal to the potential bridegroom and persuade the man to buy a Tiffany diamond ring for his woman because then she will not deny. These two people will stay together for their whole lives.

### 5.3.3 Diamond Trading Company

Another company, the Diamond Trading Company, builds their promoting campaign on weakening the significance of the wedding cliché. It parodies lifelong love and says that every woman should be able to buy a ring for herself and not wait until somebody proposes her. The advertisement states “Your left hand dreams of love. Your right hand makes dreams come true. Your left hand lives happily ever after. Your right hand lives happily here and now. Women of the world, raise your right hand.” Such an advertisement compares the two worlds – the real world which a woman can affect and adjust it for herself and the fairy-tale-like life of dreams which she may only wait until it comes true. The left hand symbolizes the unreal life of expectations because it is the hand which usually carries the wedding ring. Right hand rings are a usual product which is not connected with wedding. The right hand seems to be more powerful and able to make things different.

There can be also the intertextuality of most people being right-handers and doing most activities with their right hand. Thus women have the right and power to gratify themselves and buy the ring for money they may have earned with the help of their right hand. The Diamond Trading Company distributes diamond rings for the right hand which women can buy themselves and do not have to wait until somebody buys a ring for them. Women feel more independent when they may affect their lives.

## 5.4 Transformed words

The Nando's Restaurants transformed the word ‘cholesterol’ into ‘cholesterror’ and used it in their advertising slogan “No cholesterror”. It is a word play which the recipient may associate with the cholesterol affecting human health badly and connect it with terror

which is also a negative word. The words 'no' and 'terror' are written in bigger letters which attracts the reader's attention to these two words. It may highlight the intended meaning that meals prepared in Nando's are not harmful to consumer's health – they contain no cholesterol.

The Nando's chain of restaurants is spread all over the United Kingdom. Therefore in the times of threat of a terroristic attack on the United Kingdom another aim of the slogan may be to calm down people and make them sure that Nando's restaurants are calm and safe and the customers may enjoy their meals without worries.

## **5.5 Taboo issues**

### **5.5.1 Glassing**

The Glassing company which produces glasses used a bad language expression 'Kiss my ass' transformed into "Kiss my glass" in their advertisement. It is quite a courageous way how to attract people's attention. The truth is that everybody knows such expressions from their lives and people know what they mean. In connection with a company producing glasses using such an expression should intend the meaning of self-confidence and taking things easy.

In the advertisement there is a picture of a woman wearing sunglasses whose face looks like buttocks. I think that this should present that whatever you look like you should be proud of yourself and you may feel self-confident if you wear glasses made by this company.

By wearing black glasses people may show that they are unapproachable and not interested in what other people think of them. This is also the meaning of the expression "Kiss my ass". They do not want to be bothered by other people because they think they are always right.

### **5.5.2 Jane's and Mike's Language School**

Advertisement of Jane's and Mike's Language School uses another abusive expression 'Suck my dick' transformed into "Sick my duck". Underneath the sign there is a statement "You'll never make it with girls if you stay out of school". This advertisement persuades people to learn English in the language school because they will need the knowledge in practical life. When people do not know the rules of a language they cannot express precisely their thoughts and requirements.

Reference to bad language and taboo issues adapted and weakened for the purpose of advertisement may be perceived by some people as abusive and inappropriate but most people might be attracted by such advertisements. I think people have always been curious about taboo issues and even if they do not speak about them they notice such topics and think of them. Transforming bad language into an advertising message seems to be a daring attempt to attract people's attention. In my opinion it may work with some people.

## 6 VISUAL INTERTEXTUALITY

Using pictures and other visual instruments to make people think and give an advertisement a new meaning is very usual. Pictures of mathematical signs, common objects or pictures of film characters may appear. Pictures seem to be a simpler intertextual instrument than a text as an original source of intertextuality because more people may recognize the hidden meaning in pictures.

### 6.1 Scientific signs

Signs used in advertisements may be axes, diagrams or graphs together with time axes and family trees or mathematical sets. Mathematical sets may show interconnection of different things and imply how a product is important for various moments in life. Mathematical signs and lines may be perceived as a carrier of important information which is accurate and measurable. They are usable for different purposes. On an axe almost everything may be explained and a graph may show a process of different actions. People know such signs as results of various resources which they may trust because they were done by experts. People may assume advertisements using mathematical instruments are trustworthy and professional and the information carried in the advertisement is important and verifiable.

In a Panadol advertisement a nice family tree with intended meaning is expressed. There is a picture of a wife who seems to be stressed and unhappy. The reasons are obvious from the other branches of the family tree. Her husband is an alcoholic (it is demonstrated by a picture of bottles) and the man is very good in relationships with women. A viewer of this advertisement may recognize it by a chain of women underwear linked with the husband's branch. There are some subordinate links which represent the offspring of this particular family. Unfortunately some of them are linked to the other women's branches which every adult receiver recognizes as the existence of illegitimate children. Another contribution to the wife's worries is her own children. They gamble and live unhealthy lives or they crash cars. One of them is even in prison.

I think using a family tree to show trouble of one person which is rooted in the family life is a very good way how to involve the recipient and provoke their imagination. Every viewer of this advertisement recognizes common day to day problems and assimilates them to their own problems. As soon as the recipients find the situation similar to their life they may believe that Panadol pills may help with headache like they are presented as a help for the woman in the picture.

## 6.2 Things of daily use

Various tools, objects and patterns of situations belong to everyday routine. People understand the meaning of situations and usage of items which they know from everyday life. For example, if an advertisement includes a picture of a traffic sign, people notice the shape and the usage of the original source. They feel included in the message of the advertisement because they are coming into contact with the item daily. In such advertisements pictures of instruments from school life or leisure time appear. In spite of the fact that these pictures may be slightly changed for the purpose of advertised goods the recipient decodes an association with the original thing.

### 6.2.1 AXE

One of print advertisements promoting the company AXE which produces antiperspirants uses the set of graduation photographs. These are commonly seen in the shop windows before secondary school graduation exam period. AXE uses this pattern as a suitable instrument for demonstrating so called 'AXE effect' of their products. The Axe effect is known by receivers of preceding AXE advertisements. It is the situation in which every woman wants a man who has used an AXE antiperspirant. The reason is that women are physically attracted by the smell and they cannot help themselves – they have to follow their sexual instincts.

A set of photographs of graduates creates a great base for showing relationships and attraction among males and females. Every girl's sight is turned to one man in the tableau and some of the girls are even blowing kisses towards the man. All the girls demonstrate passion for the only one lucky man although the man does not even remotely look like Adonis. He does not seem to be special and interesting in any other way. However, the probable reason of the female schoolmates' affection is that the man has used AXE antiperspirant which discreetly appears in a photo in the corner of the tableau. AXE is presented as a way for less handsome men to attract girls. The graduation photographs remind the recipient of their school years which they may connect with the period of passionate feelings and creating first relationships. Such a set of pictures is a perfect way how to demonstrate desire and physical attraction which borders on magnetism.

Adults experienced the process of adolescence with all the firsts – first love, first kiss and other first experiences – and they usually like recalling emotions connected with studies. This may be the main reason for using a picture of a tableau as an advertising instrument.



Viewers of the advertisement associate the advertisement with positive feelings. Therefore they remember the product which may later persuade them to buy the product.

Another reason for men to buy an AXE antiperspirant may be remembrance of how difficult it was to become a sex symbol at school. Male customers may believe in AXE helping them attract women as it helped the ordinary man in the tableau. At least it is worth trying – men's vanity may be very persuasive in such cases.

### **6.2.2 IDA**

Another object typical for schools used in advertising may be a school board as in the campaign of IDA. IDA (Industrial Development Agency) is an inward investment promotion agency which advertises and supports foreign investment in Ireland. In one of their advertisements they promote investments by naming Google, one of the corporations which have already invested in Ireland. In IDA's innovative advertisements a green school board appears. It functions as a medium for presenting information. Presenting information and making it clear and understandable for the viewers is also the original purpose of boards at school. A school board becomes a suitable instrument for IDA's advertising campaign because most investors are familiar with this object and it reminds them of school years. Another association may be that information written on the board is trustful and precise because at school information were written on the board by the absolute authority – an infallible teacher.

The most desirable investors are rich owners of established companies. Such people are supposed to be experienced and thus not fresh graduates but people over 40 and more. People of this age remember green boards and chalks from their childhood instead of white boards and white board markers which are common now. Appealing to such potential investors may be another reason for the board to be green.

The green colour of the board may refer to the national colours of Ireland and to the pride and strong identity of its citizens which may be seen as a proof of Ireland being a reasonable and reliable investment target.

A repeating pattern of IDA advertisements is the outline of the geographical shape of Ireland. The viewer of the advertisement recognizes which country it is and imagines where it lies. The visual shape of the Irish land may again refer to the identity of the Irish.

In this particular advertisement with Google the outline of Ireland is filled with lines running into irregular directions all over the land which may create the connotation of

searching Internet. Such connotation connects Ireland with its investor – Google. There is supportive information confirming this theory – two statements accompanying the picture on the board: “Google googled the planet for the perfect location for their business” and under the outline of Ireland: “They came up with Ireland.” The recipient of such a message imagines the process of searching the Internet and recovers the hidden meaning – the outcome of understanding Ireland as the best match for an investment target. Another proof of such an idea for the recipient may be the fact that Google is the most used Internet search device. I suppose potential investors as smart people know this fact and investing in Ireland seems more reliable if such a powerful corporation has already invested in Ireland.

### **6.3 Medical symbols**

Some advertisements use medicine as the source of intertextuality which implies a new meaning to the advertisement. Such advertisements use either a heart beat line or an X-ray picture or a picture of a snellen chart used by optometrists to measure the quality of sight. These pictures are very symbolic because everybody might have noticed them and everybody ever coming into contact with doctors and their work probably knows meanings of such symbols. The intended meaning of using medical signs in advertisements may be to alert people and to emphasize the message. People's attention is attracted by using medical signs because they know them and the message of the advertisement leaves a trace in people's minds.

The same advertisement promoting the trademark Mazda which was described in connection with using the health warning uses another medical sign which may be recognized by many people. A cardiogram goes through all five pages on which the advertisement appears. In the first picture there is a man driving a red Mazda and two parallel heart beat lines run above his head. A statement “Don't just drive the car” is added. The two heart beat lines may demonstrate the pace of the man's heart beat and the pace which the car runs. The lines have the same pattern. A likely association is that the driver's heart beats at the same gallop as the driven car goes. In the second picture the two heart beat lines join into one cardiogram. The connotation of merging of the driver's heart beat and the pace of his car is emphasized in the statement accompanying this picture “Be the car”. The aim of this advertisement is to make people imagine that the car and the driver become one body. Driving Mazda car is presented as a symphony between the driver and

his car. The recipient of this message is persuaded about coexistence of a car and the driver in an extraordinary symbiosis which is expressed by merging of the two heart beat lines.

## **6.4 Films and other artifacts**

Some advertisements use either characters from movies or film advertising posters as a background for promoting different products. Such advertisements work effectively when they use the pattern of a famous film which has been seen by a large population and the characters and quotes from the film are well-known. People usually remember the plot, quotations and scenes from their favourite film for a long time and if they see an advertisement using a part of the film it refreshes their memory and all pleasant feelings come back. The association with something relaxing make people remember the advertisement and the advertised product.

### **6.4.1 Volkswagen**

An advertisement of the Volkswagen company uses the sign typical for the famous character Superman. The advertisers transformed the 'S' in a triangle which Superman used to wear on his dress into the trademark of the company 'W' which has a typical circle shape. The 'W' is red in yellow background instead of white in blue background as the original trademark. The colours had been changed to evoke the Superman's sign. Most of recipients of such an advertisement connect the red and yellow letter with the Superman's symbol because it is widely known. The viewers of the adapted symbol may assimilate brave characteristics of the superhero with the car producer and get the feeling that Volkswagen cars have as good qualities as Superman does. These qualities may be strength, fastness, accuracy, good visage and even extraordinary abilities which make Superman distinct from other human beings. Consequently, the cars made by Volkswagen may be perceived as something special, extraordinary and exceptional, as cars with better qualities than the other cars have.

### **6.4.2 McDonald's**

A series of advertisements promoting McDonald's dining services incorporates antagonist characters from movies such as Darth Vader from Star Wars and King Kong. These advertisements show the antiheroes as consumers of McDonald's services. The advertisements are accompanied by French writing "Venez comme vous êtes" which means "Come as you are" in English. The possible connotation may be that everybody is invited

to McDonald's restaurants and everybody will be served as willingly as possible. Nobody is prohibited to enjoy meals and drinks of this brand and everybody is welcomed. These advertisements are supposed to demonstrate that there is no discrimination involved in the company policy of McDonald's and that the staff is tolerant and willing to serve anybody - even people who think they are somehow expelled from the society and feel like outsiders. There could be the intertextual meaning of an antagonist character from the movie transformed into an exceptional human being who does not fulfil standards and conventions. But I cannot get rid of the feeling that these characters who are both black – Darth Vader and King Kong – should represent black people. I think black people might feel offended by the advertising mission “Come as you are”. I am sure they want to be incorporated in the society and they would not like viewing themselves as something different from the majority.

In addition to the hidden meaning of difference, the advertisements may seem interesting and attractive for people who like Star Wars and King Kong movies. At least the advertisements attract attention of the viewers because they would not expect presence of a movie character in a McDonald's restaurant. This could be another reason for including a famous movie character in an advertisement – to persuade people that this chain of restaurants is something special – even fictive characters make use of their services as customers. That could be really interesting for science-fiction fans. Maybe it would persuade them to come and have food in McDonald's and see what is so special about it.

## **7 MIX OF VERBAL AND VISUAL INTERTEXTUALITY**

In most advertisements pictures appear together with a written text. Connection of two instruments makes the message of the advertisement more interesting and more hidden meaning may be recognized by the recipient. In addition to this, people who do not like reading texts may be attracted by the picture and therefore they read also the written information because they have already been attracted. In this chapter I will analyze advertisements that use both textual and pictorial sources of intertextuality.

### **7.1 Celebrities and their quotes**

Many advertisements from the corpus I collected use a photo of a famous person together with their quote or a piece of writing which seems to be a part of speech of these celebrities. Celebrities are used mostly in advertisements promoting luxurious brands. I think their purpose is to introduce luxurious goods to middle class people. Ordinary people are those who are influenced by the mass culture and they are mostly aware of famous people in show business. If middle class people see a face of a celebrity in the advertisement they may make an association that having promoted goods makes the buyer feel part of the glittering world of fame. In addition to this reason there may appear other associations with a popular face. People may feel that if the celebrity who is successful and rich promotes the goods, the goods should be something special. Connecting a photo of a famous person with a piece of writing which looks like the person's quotation may confirm the possession of the goods by a celebrity.

A picture of a celebrity together with a piece of writing which is or may be the celebrity's quote appears in a wide range of advertisements. They are mostly promoting quite expensive goods. I think that when people see a well-known face in an advertisement together with a quote the celebrity could have said it may have a big influence on ordinary people. Quotes seem to be more powerful if they are said by famous people and recipients of the advertising message believe in what is being said. Mostly the quotation is connected with the use or purpose of advertised goods somehow or the celebrity talks straight about the advertised product. There can be only a description of a product under a picture of a celebrity and it seems to the recipient that it is the celebrity's opinion on the product.

A great example would be an advertisement on Samsonite – the producer of luggage. There is a picture of the famous actor Jean Reno with a Samsonite suitcase and a quotation “Character is all about retaining a strong identity.” The words ‘CHARACTER’ and

'IDENTITY' are capitalised. The quotation seems to have no connection with the advertised product but the receiver may understand it the way that 'if you carry a Samsonite suitcase you will get a strong identity and you will be considered as a charismatic personality.'

## **7.2 An underground sign**

The company Kennedy + Castro uses in their advertisement the sign used for London Underground with a different notice. The notice UNDERGROUND which is written on the underground sign is replaced with the quote "GOD SAVE THE PIG". Kennedy + Castro is a global advertising agency which has its headquarters in London. The source of this intertextual quote is the title of British anthem "God save the Queen". I believe the title is known worldwide and it is connected with Britishness. Using this text in an advertisement may refer to the seat of the company which is in the United Kingdom. It may emphasize that the company is proud of being British and that they use long British tradition and quality to help their customers.

On the contrary, the company describes themselves as "the first unconventional boutique agency". As far as this fact is considered, transforming the title of the British anthem may have a parodical meaning. It may represent diversion from the established stereotypes and taking a different way in advertising.

Their logo is a picture of a black pig with the name of this trademark written inside the pig. In this sense, using the object from their logo ('pig') in the powerful words "God save the Queen", well-known by British people as well as the rest of the world, instead of 'Queen' is a great promotion of the company. The status of Queen in the United Kingdom represents the highest position and great authority. Thus, the company Kennedy + Castro is presented as the leader in advertising.

The picture of the sign used for recognizing London Underground may have association with the information written at the bottom of the advertisement saying "Kennedy + Castro is in London at 68 King William Street". It may express that the company's seat is accessible by the Underground in a simpler connotation. In the metaphorical sense the use of Underground sign may refer to Britishness and pride of British people of their Underground. The company again shows that they endorse the strong British identity.

### **7.3 Newspaper and magazine patterns**

Quite a number of advertisements shows the pattern of newspaper format and organization of text. The main reason may be that people know what newspapers look like and they expect newspapers to carry important information, more or less trustful. The pattern of newspapers may be perceived as a proof of seriousness. On the other hand, a magazine-like advertising text or using of comics features may make people feel relaxed and amused and they may consider the advertisement to be fun.

#### **7.3.1 Walker Evans' exhibition**

The advertisement inviting to a photographs exhibition of the photographer Walker Evans uses the pattern of a newspaper article. The newspaper has a vintage historical appearance. It is very suitable because the photographer exhibits historical pictures from the period of the Great Depression in America in 1929. In my opinion every recipient interested in history would be attracted by an advertisement looking as old newspapers and they would continue reading the advertisement to get to know more information.

Using newspaper pattern as a background for an advertisement is very smart also because the important information or an interesting statement may be highlighted via being presented in the headline of such an 'article'. I think this would definitely attract people's attention.

In addition to this, people may expect the advertised product or service or event as an important and trustworthy one if it is presented as a newspaper article.

#### **7.3.2 Goodlife**

Another advertisement uses a pattern of a comic book story. The advertisement promotes food for cats. The comic looks of the advertisement attracts the viewer because comics are supposed to be fun and entertaining. The viewer may tend to read the content of the story because it is very easy to read the bubbles accompanying pictures. Imagination works easily on that basis. It seems to me that such advertisements are much more attractive to read and learn the information involved in comparison to reading a simple text without any pictures. Supposedly, the advertisement may also be very interesting for children who are often owners and carers of pets. They easily remember the advertisement using a comic story pattern and persuade their parents to buy this particular brand of pet food when in a shop next time.

### 7.3.3 Yeladim

Yeladim.org, a site helping abandoned and maltreated Jewish children, uses a pattern of comic books in their advertisement too. The advertisement is not only aimed at abused children but also at adults to give a hand and not to be blind to bad behaviour towards vulnerable kids. The advertisement is comprised of bubbles looking like a comic book conversation. In the bubbles there are different speeches of unhappy children. These complaints are irregularly scattered all over the advertisement and there are black spaces between them. In the middle of the advertisement a word “HELP” may be recognized. The recipient of this message may understand the meaning in the way that if children say “I won't ever talk again” or “I love snoopy because he never hits me” they are calling for help. The recipients of such an advertisement learn that expressed speeches of children may have hidden meanings. They may realize that something is going wrong in the households of their friends or acquaintances. The advertisement also encourages action by a bubble at the bottom of the advertisement under the word “HELP” admonishing to take initiative and turn to Yeladim if people recognize “what's between the words” of children.



## CONCLUSION

In the theoretical part of my bachelor thesis I tried to explain the facts crucial for understanding the function of intertextuality in advertising. I described what advertising is, how and why it was created. I classified different kinds of advertising. I described the channel via which advertisements are communicated to people. I explained different media channels and their impact on advertising. After that I focused on the linguistic roots of advertising and how the message of an advertisement is sent between the participants of advertising communication. I explained the term 'discourse' which allowed me to discover and examine the intertextual part of the advertising discourse. I mentioned when the term 'intertextuality' was invented and how it was defined. Then I tried to explain how intertextuality works in advertising and how powerful it is. The last chapter of the theoretical part I devoted to intertextuality in Czech advertising which I found to be suitable for comparison with English advertisements. I believe that the sources of intertextuality in English advertisements are very similar to those in the Czech ones. In both languages things which are close to the people work as intertextual sources, such as popular culture, objects of daily use, proverbs, history and of course signs of national identity and pride.

People connect emotions and opinions with everyday situations, objects, pictures they see and texts they read. Intertextual advertisements make use of this fact and transform the state of affairs known by people for the purpose of the advertising message. People are encouraged to think of the advertisement when they reveal a reference. They try to discover the intended meaning of the advertising message. They make associations with the original text and transfer the meaning of the original discourse and emotions related to it to the newly perceived discourse. After the imaginative process a trace remains in the minds of people. Remembrance of an interesting advertisement may persuade people to buy promoted goods when being in a store. The advertisements use intertextuality as an imaginative instrument which helps people remember the product.

After examination of the corpus I found out that most of advertisements use texts, pictures or a combination of verbal and visual instruments as a form of intertextuality. I found different sources of intertextuality in the corpus and I tried to classify them.

The verbal sources of intertextuality were quotes from films, songs and quotations of famous people. People are aware of cultural sources therefore they discover the hidden meaning easily. Smart people may understand an intertextual reference to quotations from

theatrical plays or quotes of people important in the history. Another verbal source of intertextuality may be health warnings. Warnings have informative and alerting functions which make the advertised message more significant. Statements known from important situations in lives such as the wedding are great sources of intertextuality. These situations are associated with uniqueness which may be added to qualities of the promoted product. A referential source of intertextuality may be also names and words adapted for the purpose of the advertising message. People know the meaning of the original words which gives an additional meaning to the advertisement. Even taboo issues and taboo expressions may function as a source of intertextuality. They are mostly transformed to moderate the meaning but they remain a provocative and interesting thinking stimulant.

Visual intertextuality includes pictures of scientific signs, axes, objects of everyday use, medical symbols or traffic signs and pictures from films. Pictures make the advertisement easily noticeable. Pictures are simpler than a textual message. Some people may prefer looking at a picture and deducting its meaning to reading a text and discovering a hidden message. If people know the original picture they easily recognize the transformed picture and associate their meanings. A new meaning is added to the advertisement with reference to the original picture.

I suppose the most powerful intertextual source is the mix of pictures and texts. This kind of intertextuality works twice – the picture may attract the viewer's attention and the text gives the reader additional information. The two sources of intertextuality – the picture and the statement – both make the viewer of the advertisement think and try to discover the intended meaning. If an advertisement is interesting and challenging for the recipient it becomes remarkable and stays in the mind of the recipient. That is the core of the process of persuading the viewer to buy the product. After remembering the advertisement the viewer may either consciously or unconsciously remind themselves of the memory when in a shop which may encourage them to buy the advertised product. The advertisement has fulfilled its role.

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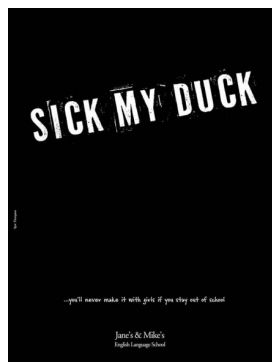
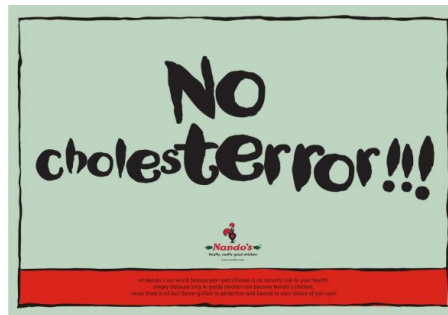
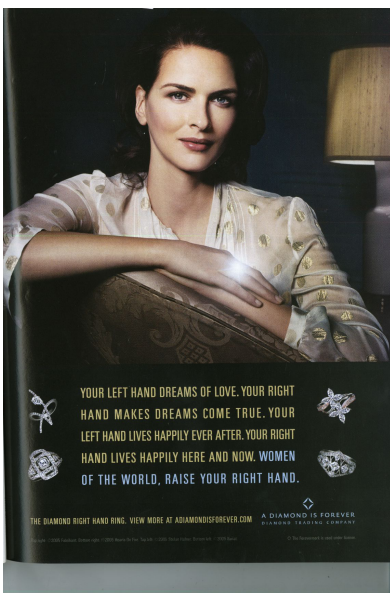
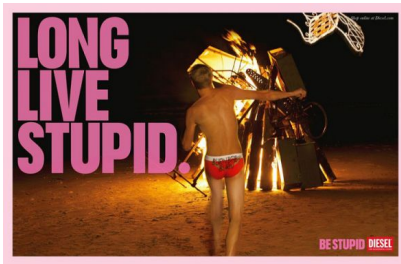
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APPENDIX: PICTURES OF ADVERTISEMENTS



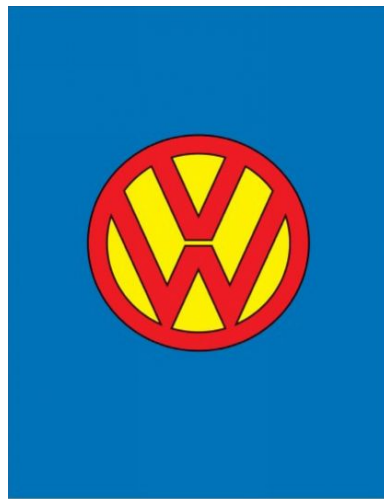


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