

# **A Discourse Analysis of Memes in Advertising**

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## **ABSTRAKT**

Tato bakalářská práce se zabývá analýzou reklamního diskurzu videa, jehož autorem je společnost World Wildlife Fund. Cílem této analýzy je vyhledat a interpretovat memy, které se v dané reklamě vyskytují.

Teoretická část definuje pojem Meme a popisuje jeho vlastnosti a využití. Dále tato část vymezuje pojem diskurz a jeho analýzu, na kterou navazuje kapitola věnovaná diskurzní analýze specializované pro výzkum komerčních sfér.

Praktická část je aplikací teoretické části na zvolenou reklamní kampaň, kde jsou pomocí analýzy vyhledány a popsány Memetické jevy. Kapitola je ukončena závěrem, který provádí shrnutí o obsahu memů v jednotlivých podkapitolách analýzy.

Klíčová slova: Meme, Memetika, replikátor, virus, gen, diskurz, diskurzní analýza, reklamní diskurz

## **ABSTRACT**

This bachelor thesis is dealing with the analysis of the advertisement discourse of a video made by a company World Wildlife Fund. The goal of the analysis is to search and interpret Memes, which are presented in the advertisement.

The theoretical part defines term Meme and describes its traits and usage. Furthermore, this part specifies the term discourse and its analysis, to which one connects a chapter dedicated to the specialized analysis for a research of commercial fields.

The practical part applies the theoretical one to a chosen advertisement campaign, where are searched and described the Memetic phenomena, thanks to the analysis. The chapter ends with a conclusion, which makes a summary about the content of Memes in particular subchapters of the analysis.

Keywords: Meme, Memetics, replicator, virus, gene, discourse, discourse analysis, discourse of advertisement

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## INTRODUCTION

Our lives are under control of Memes. A human brain is a bottomless source of thoughts, ideas, advices, memories and knowledge. Connected together, they create the core of our daily behavioral programming and direct the future reactions to our environment. Tool which disposes these influential mental constructs are all kinds of books, television, radio and, of course, the internet. The main purpose of a Meme is to get spread and sustain the longest it can. This is ensured by its level of overall popularity among society and other Memes inhabiting the mind of its host.

The show-business provides people with various kind of entertainment, including memorable sayings used in the commercial field. Various companies compete with each other for who is able to glamorize greater percentage of customers. By their thoroughly forged advertisements filled with catchy slogans and attractive music, they are able to make others prefer their brand of product, use their services or maybe join their ranks.

Therefore I decided to do research of Memes which may or may not be intentionally placed inside the structure of a chosen advertisement. The aim is to go through every used component the commercial is created from and find out all possible hidden messages or meanings each of them provides.

The theoretical part will provide the necessary information for the performed analysis. Described will be the idea of Meme, various theories related to the discourse and the discourse analysis and in the end, the Cook's approach to the practical analysis to the analysis of discourse of the advertisement. The practical part will be performed according to this Cook's viewpoint.

## **I. THEORY**

## 1 THE MEME

The Meme is an elementary particle of human behavior. With Memes you are capable of understanding the very basis of psychology, politics, religions or evolutions of whole cultures. Along with this discovery you may achieve an art of mass manipulative techniques used by mass media, religious sermons or political speeches and how to protect yourself from these dogmas or “useless” thoughts.

The term Meme has its origin in 1976, in the book *The Selfish Gene* of Richard Dawkins, an Oxford zoologist who has enriched the evolutionary biology by his works about competition between genes. Word ‘Meme’ is an abbreviation of Greek word ‘Mimeme’, which means ‘an imitated thing’ (Dawkins, 2006). The idea of Memes was later derived from genes behavior which stood as an analogical example, but not all characteristics were the same though. Genes at this work will be used for comparison of main properties of Memes in order to understand them properly.

In 1960s, biologists encountered a problem during their evolution research. Before then, one of the main presumptions of discussions was that evolution of organisms occurs for the prosperity of evolved species. This led to the conclusion which pointed out on fact that one member of a society can easily exploit others for its own purpose and spread its own genes. These genes, however, will not act for the benefit for the group. Who then benefits? With this question a new theory emerged, known as Selfish-gene theory.

The term ‘selfish’ should not be misunderstood as having some own aims or intentions in the same way as people do. The theory declares genes interested only to be passed to the next generation as it is their only power they have – to get themselves replicated. Those lucky ones who are successful to pass their information on and others disappear. Dawkins believes that anywhere in the universe, where evolution occurs, it occurs by the differential survival of replicating entities, though they are main drivers of life. In other words, it is about survival of the fittest gene. The organism which contains genes may be only means to spread them.

Next to genes, a new replicating entity was recently discovered – a ‘unit of imitation’ or Meme (Blackmore, 1999). As mentioned before, the main difference from genes is that Memes are rather abstract and intangible entity. Proof might be questionable since there might not be any clear evidence of their existence or typical signs of behavior. The idea of Memes covers various ideas or catch-phrases people get in touch with every day,

consciously or not. Many trends in fashion, car industry, music, healthy lifestyle or scientific fields as psychology, sociology or philosophy are overcrowded with Memes.

To get the picture what a Meme is, let's focus on the well-known birthday song. The first four words – 'Happy birthday to you' can suddenly remind you the melody of the song which might start to play in your head. With the highest probability, this will happen without any harder effort. How? The answer is that you adopted it by imitation of other people singing it. This is an example of Meme, information contained in brain where it waits to get replicated and spread. You do not even have to remember exact words of a song or exact definition of a scientific discovery in literature. You can only remember the main core of the matter and use different words to pass your idea to other brains. For example, you do not have to remember a story, precisely, word by word as you heard it from your friend. The main point of the story is the Meme and words are just means of transportation of it.

It should be kept on mind that the Theory of Selfish-gene does apply here. Memes do not care about the welfare of their own host. Their main goal is the same - to sustain their survivability by copying as much as they are able to. They even do not pay attention what it costs its own host and his genes.

## **1.1 Definition of Meme**

Memes are defined differently by various scientific disciplines. Each of them defines Meme from their own point of view. This topic contains biological, psychological, cognitive and working definition (Brodie, 2006).

### **1.1.1 Biological definition**

Dawkins defined Memes as "the basic unit of cultural transmission or imitation". By this definition, he claimed that every culture can be perceived as a structure made by little Memetic pieces. These pieces, of course, compete with each other to stay in their places. Otherwise, they will be replaced by another Meme. This definition gives us a little insight about how Memes interact with each other and how do they change. One catchy tune replaces another with a help of other Memes supporting each other. Simultaneously, opposing Memes have to step back, because at the certain moment they might not be popular in the particular culture.

### 1.1.2 Psychological definition

This definition comes from the psychologist Henry Plotkin. He claims that Meme is the unit of cultural heredity which is analogous to the gene and at the same moment he describes Meme as the internal representation of knowledge. Like genes are responsible for your DNA pattern which determines your color of hair, shape of your nose, height, length of your age or gender, Memes are responsible for your behavior. Basically, they are programs of human brain, same as some software which drives functions of computers.

You cannot see any Memes directly, but you might find out their behavioral results. When you look around and see women wearing high heels or an architect designing a new eco-friendly power plant, you can see a production of Memes, but Memes themselves are hidden inside their minds.

As genes combine together to create more complex organic structures, also more Memes usually have more power when they group together. For example, wearing high heels may not be driven by just one Meme. The brain in this case may bear Memes like *'It is really important to follow fashion'*, *'I want to get ahead in fashion and women who dress fashionable are cool'*. All combined together can result into a Meme *'High heels are fashionable'*. The same comes with the fashion designers who might or might not determine what becomes fashionable for sake of other Memes.

Since this definition works with Memes as programs of our mind, it would be possible to treat Memes with undesirable results. A Memetic psychologist would explore which patient's Memes have the deplorable impact. Once discovered, they could be replaced by other ones.

This theory orbits around the human mind as a storage of Memes. However, not all world information is saved inside the minds. Therefore, they may not be only software of mind, but also the information which people may work with, but not be directed by them. How can this kind of information form cultures?

### 1.1.3 Cognitive definition

Daniel Dennett came up with a theory which says that Memes are kind of complex ideas which form themselves into a distinct memorable unit. These units are spread by vehicles that are physical manifestations of those Memes. But what is, according to Dennett, a Memetic vehicle?

Dawkins introduced term ‘vehicles’ as a unit which carries genes around as well as protects them, therefore it helps their own replication (Dawkins, 2006). Dennett using this concept treats Memes as ideas which are carried around by vehicles in form of various physical objects (Dennett, 1995). His famous exemplification of Memetic vehicle is demonstrated on a picture of a spoked wagon with spoked wheels carrying grain. The grain is not only thing which is carried to its destination, but there is also the idea of its spoked wheels which jumps to minds of witnesses of the wagon. Books, pictures, texts and even buildings all of those are vehicles for Dennett and he is explicitly making comparison with gene vehicles. However, there may not be necessary for a vehicle to be formed. Finally, the term vehicle can be used in the sense that people carry genes and Memes around them and therefore act as ‘vehicles’.

The phrase ‘forms itself’ should get us to look from the point of view of the Meme, since no idea forms on its own. When we look on a specific Meme, in our case the wagon with spoked wheels, we can monitor how it spreads, evolves or goes extinct. One wagon may be eager to get copied or to get its wheels reinforced. So to summarize this definition, it gives us an opportunity to follow a particular Meme and study its impact on its hosts and how it affects their behavior, how it is spread and how it competes with other rival Memes.

#### **1.1.4 Working definition**

This definition combines all three definitions mentioned before. It helps us to understand the cultural evolution, to perceive Memes as internal representations and to see them as programs which have impact on the outside world. Brodie’s working definition claims Memes as the unit of information in a mind whose existence influences events in such ways that more copies of itself get created in other minds (Brodie, 2009).

To get a clear picture, let’s use the Memetic example of the Christian religion. Christianity is mostly perceived as a way of life directed by a system of rules and beliefs. This way of life is our program of the infected human mind or a bunch of Memetic pieces of culture. So it could be possible to say that ‘*It is important to be nice to others*’ is a Meme itself and the Bible, a book filled with stories where this behavioral phenomenon appear, might a vehicle spreading this altruistic behavior. And how it impacted on society? From people donating to the church to people having hot arguments about which subtype of church is the best.

## 1.2 Spreading of Memes

Since is Meme in its own way similar to a biological gene, it should be vital to be informed about principles of evolution and replication. The man who came first with this viable theory was Charles Darwin in his work *On the Origin of Species by Means of Natural Selection* in 1859. He came up with a simple mechanism which explains how species might evolve through their development.

His reason claimed that if creatures living in a certain environment vary and their numbers are increasing, sometimes is inevitable a struggle for survival. It would be strange if every organism did not vary by its own abilities for survival. Those with characteristics suitable for “taking over the lead” will have the best chance to preserve their genes and will produce offspring with the same features. This is what Darwin called ‘natural selection’.

Three features are required in Darwin’s claim: variation, selection and heredity. First, there should be variation of non-identical organisms. Second, there should be an environment where only more adapted can survive and some can manage it better than others. Third, there must be a process by which offspring inherits characteristics from their parents. If all three conditions are in place then any characteristics, which is useful for survival in that environment will have tendency to invigorate. In other words, only some products of an imperfect replicator can survive. These products are then products of the occurred evolution.

Now let’s go back to the selfish gene and apply this theory. The gene gets copied as long as they have suitable circumstances to copy. Same as a fish which wants to survive by developing the most effective camouflage fin against predators, genes want to get copied. There are no plans or tactics in both of their mind. During this process, some are more successful than the others. Fishes get eaten and genes get simply outnumbered. By this way an evolutionary design comes out as a result.

The theory of Memetics is based on a condition which states that all three principles of Darwin’s argument apply. To consider Memes as a replicator, they must undergo the evolutionary process. That means that they must vary in characteristics, be in a certain changing, survive-demanding environment in which only the fittest remain and are able to leave a footprint of their existence, some properties of their traits.



### 1.2.1 Memes as replicators

First, let's focus on the principle of variation. Imagine that you are playing a game Chinese whispers. You hear longer series of sentences narrating a story. You know what the story is about, you get the main point. Now it is your turn to pass it to the next player. Without any doubts, you might have a problem to remember exactly how the text arrived to you, word by word. Therefore, since you know the gist of the story, you are able to use your words to make it more comfortable to pass it over, because trying to remember everything precisely is more difficult. In the end, if everyone wrote their versions of the story, with the highest probability there would be as many versions as many players passed it. More examples can be hand-made toys, drawn pictures or buildings. These things are rarely identical. So to summarize, the principle of variation, when comes to Memes, is valid.

During our life we face numerous ideas, thoughts and opinions. Yet only some of them will be consciously or unconsciously accepted and may become as part of our thinking and habitual system. Including stuff taught by your parents when you were a child. For example a scientific oriented person will not be probably interested in tabloid news. Therefore these kinds of Memes will fail to infect his mind and die. On the other hand, Memes about physics, chemistry will be accepted and further replicated. Also while playing the Chinese whispers you might remember these parts of the story which corresponds well with other Memes you already possess. As was mentioned before, Memes can combine and support each other. So it can be said, that in the mental environment of an individual which is characteristic by specific properties in which is his interests directed to a certain field, only some Memes can survive. Then the selection principle is in place.

As was mentioned above, you do not have to accept the whole Meme, just like the story example. You might remember only part of the story on which you will build your own version of it. The result is a mix of your old ideas and new ideas you inherited from another mind. Or you can agree with Memes in the Bible, but those Memes will undergo a radical change of meaning in your mind. You can just listen to another person what he had done last day and see his life from another perspective, because you have different environment for incoming Memes about actions. You shape them for your own purpose, yet they are something strange what was caught in your mind and stayed there.

### 1.2.2 Good and bad Memes

The term 'good' does not refer to some positive meaning (Brodie, 2009). Good Memes do not mean that their effect is somehow useful for your welfare. The term good or bad rather corresponds with their success in replicating. This might explain why some people involved in politics are more successful than others, though they are not more diligent than any other candidate. The key is in Memes which they used to propagate their ideas and their image of a worthy person. Or if you compare a documentary film with a comedy, Memes in comedy are more likely to be imitated. However, it still does not mean they contribute to well-being of people.

### 1.2.3 Direct and indirect spreading

Some Memes spread directly from mind to mind. When you sit comfortably in your office and suddenly you hear 'fire!' or 'help!', the yell causes the Meme to spread incredibly fast. Some Memes are more subtle and indirect than their direct opposites. Let's imagine a girl who is treated by her mother in a liberal way. Her mother experienced traumatic childhood due to the authoritative treatment by her own mother. Daughter of her girl might not be satisfied with mother's liberal strategy of how to raise children and returns back to the strict discipline. In this example, the strict discipline is the indirect Meme jumping over one generation.

### 1.2.4 Memes as viruses

Aaron Lynch's theory of 'how Memes spread' is built upon the analogy to biological viruses. The common cold which plays the role as our Meme is spread by sneezing which stands for the propagation of the virus. Memetics, according to his theory, is an epidemiology of contagious ideas. (Lynch, 1996). He is not the only scientist who touched this topic of Meme's viral behavior. But first we must know some basic properties of a virus.

Basically, a virus is a vehicle with a cargo filled with tools needed for its own replication (Mahy, 1998). However, on its own it is not able to make copies of itself. To do it, it attaches to a suitable host capable of its own replication and the tools are injected inside. Replication instructions of the host are then reprogrammed. By this extra modification, the virus is now able to copy itself.

Richard Brodie, the author of *Virus of the Mind*, did a research of biological and computer viruses and came to a conclusion in which he came up with four common elements among them (Brodie, 2009). In most cases he dealt with a strange entity which got inserted into an environment, which in our case is an organic cell or a software program. In this environment occurs some kind of replication which follows specific instructions. The strange entity issues new instructions, gets copied and spreads to a new environment. Those four common elements of every virus are then penetration, copying, issuing new instructions and spreading.

Our minds are excellent at copying information and following instructions. They are also susceptible to get infected by new Memetic viruses. These viruses can penetrate our minds since humans are adept to learn new information and ideas. Ideas are then copied and spread by communication. Important information will affect our reprogram our way of thinking about the world and change the behavioral paradigm. A sign with word 'caution' might make us to take steps carefully and to look for the potential danger. New minds get later infected by chain of events stemming from this new behavioral way of thinking. Like when there is the safer path to go on and everyone starts to follow you.

### **1.3 Memes in advertising**

Brodie came up with an idea in which successful advertisements focus on the very natural aspects of the human organism (Brodie, 2009). He called them buttons, which, when pushed, redirect our attention. His examples go to the prehistoric age, where these buttons were all we had to survive in hostile environment. To do so, Brodie claimed that a successful man had to evade all potential dangerous situations, every day gather enough nutrients and have as much offspring as possible. To summarize it, the centers of our attention buttons, according to Brodie, are food, danger and sex.

How to earn a success in commercial world? Brodie said that seller has to combine button pushing Memes with products. If seller wants to propagate anything else which does not cover the food, danger, sex theme, his commercials can be successful as well as food ones. The key may be in making future consumer comfortable while witnessing the offer. During the development of advertisements, companies came to a conclusion that it is no longer needed to logically argue about benefits of their product. They just surrounded it by

famous people, music which emerges pleasure to the target group and while they catch attention, the Memes about crave for product are “loaded” into brains of the audience.

## 2 DISCOURSE

Several attempts were made to define discourse. However, discourse, just as Memes, is rather abstract term which is able to be defined from more points of view. But before the analysis can be done, we need to define our means to perform it.

According to the Guy Cook, an applied linguist, discourse is the latter kind of language (Cook, 1989) or in other words, language used during the communication. Discourse does not have to necessarily require correct spelling of words, lexical or grammatical or rules of syntax. However, it uses grammatical rules as a resource with which is the information you want to convey built. Grammatical rules are therefore not as important as the meaningfulness of the message.

J. P. Gee regards discourse as one of the tools of building one's identity by combining language with other non-language means (Gee, 2011). His example of a street-gang member shows that you not only have to speak in the "right" way, but you have to believe, feel, act or dress in the same way as well. In other way you cause a conflict of identities in people's mind. Announcing that a person passed away in a happy tone is enough to confuse other participants of dialogue. Therefore Gee is not defining discourse only as language in use, but he also gives it an idea of combining and integrating language, actions, interactions, ways of thinking, believing and using various symbols, tools and objects to form a particular kind of socially recognizable identity.

Fairclough, a critical discourse analyst, came up with a theory of discourse and how it affects the society (Fairclough, 2004). He said, just as Gee claimed above, that discourse structuralizes identities, but he differs by his opposite statement where it is not formed individually but he sees it as a matter of bigger social groups. His theory also says that discourse functions as a connector of people. It helps to create and form social relationships.

Henry Widdowson explains the discourse as a must to deliver message (Widdowson, 2007). When you need to express your opinion or interact with another person, you need to produce it. In other words, it is an invisible but recognizable part of an interpersonal interaction.

## 2.1 Spoken and written discourse

G. Yule explored differences in demands of spoken and written language from the point of view of the language producers. The speaker has available various “voice quality” effects as well as extra non-verbal properties such as facial expressions or postural and gestural systems (Yule, 1988). Smiling, leaning forward and polite expressions such as ‘I would like to’ are more likely to highlight the meaning of what he says in a warm way. Impact of the same words pronounced by a speaker leaning back with poor quality of voice will be different. Writer lacks these paralinguistic cues.

Speaker’s conditions of language production are more demanding than writer’s. Yule comes up with few issues of every speaker performing his discourse. First, he has to monitor what he has just said and if his speech matches his intentions. Second, he has to fit his next utterance to the overall pattern of the information he wants to share. Third, he also has to monitor the reception by the audience and also his own listener. And the last issue relates to missing record of what he said earlier and staying aware of the topic is crucial.

On the contrary, the writer is under no such pressure. He possesses time to check his written text and to correct it for sake of better reception by his readers. There is no threat of interruption by his interlocutor. While speaker has to do public ‘repair’ to explain what he really mean in order to not be misunderstood, the writer can rewrite his message in his privacy of his study room. However, the speaker is capable of further explanation while writer has to find out how much information he needs intuitively.

Yule also discusses the differences in form of written and spoken language. Speakers in most cases use less structured syntax. Presence of uncompleted sentences and fillers like ‘*you know, I mean, yeah*’ expressing hesitation. In spoken language linguists dealt during their research with declarative type of sentences, more than passives or clefts (Brown, Currie and Kenworthy, 1980). Repetition of the same syntactic form in spoken discourse also occurs: ‘*I met your teacher yesterday*’, ‘*I asked her about exams*’, and ‘*She answered me*’.

The content of written discourse may compose of metalingual markers pointing out the logical relationship between clauses: ‘*moreover*’, ‘*however*’ or ‘*in spite of*’. Moreover, writers use rather complex noun phrases, in spoken discourse is mostly only one predicate attached to a given referent at a time.

## 2.2 Discourse analysis

Yule describes discourse analysis as a detail investigation of how read or spoken things make sense (Yule, 2006). Also, it analyses the text and its organization and coherence. In communication we discover the depth of meaning beyond of what they say during the activity called conversation.

Another source defines discourse analysis as questioning style, appropriateness, cohesiveness, rhetoric, topic structure and analysis of written or spoken properties and grammar (Fromkin, Rodman and Hyams, 2007). During the analysis of a text, researcher explores two levels of contexts. The first, linguistic context is the discourse that precedes the phrase or sentence to be interpreted. The second one is the situational context, which is the environment which somehow correlates with the speaker's speech.

James Gee's comments on discourse analysis say that in a detailed examination of speech (including gestures, gaze and action) and writing which are deemed relevant in the context and also relevant to conclusions the analysis is attempting to make (Gee, 2011). However, questions of relevance are theoretical, based on analyst's judgement of general function of language, contexts and interactions. How the entity is being analyzed has influence on the conclusion as well.

Fairclough in his theory of discourse analysis focuses not only on the analyzed text, but also, what he called 'order of discourse' (Fairclough, 2004). This order participates on the social structuring of language. By this method, he claims that it is able to analyze ways of networking and structuring of social practices. These practices include societal and cultural setting of an individual (Hedegaard, 1998).

The discourse analysis, according to David Crystal and Derek Davy, is performed in terms of a number of interconnected levels of description (Crystal and Davy, 1969). Each one explores one aspect of language organization. They distinguish phonetic (graphetic), phonological (graphological), grammatical, lexical and semantic level. To get the most accurate conclusion, we should pay attention to all levels.

### 1. The phonetic/graphetic level

This level may be perceived as a very basis of all languages, the very raw material of spoken and written texts. Meanwhile phonetics deals with the sounds for speech or, more accurately, characteristics and means of human vocal noise, the graphetics study visual parts of written texts, for example shapes of symbols or their size. However, this level itself

may not provide the analyst with enough information, but it provides essentials of the semantic structure of the utterance.

## 2. The Phonological/Graphological Level

This level of analysis studies the phonic and graphic substances which are framed within a particular language. Language gives a pattern to the spectrum of sounds. Not all sounds are used, English alphabet is an example where it is shown that only a small range of human vocal sounds is used to produce letters. These isolated sounds, are then combined into larger units such as words and sentences. These sound patterns usually have their definable form and function often formalized by rules. Phonology studies sounds which a given language uses and their pattern they occur in such as rhythm, intonation, word stress or repetition. The graphology focuses on the orthographic features of a language. This includes for example capitalization, spacing, spelling or emphasis.

## 3. The Grammatical Level

This level concerns with the internal structure of sentences in language. It is distinguished several divisions of words, defined by their lexical or syntactic properties. These properties are explored by two fields of study – Morphology and Syntax. Morphology justifies using particular labels for each part of a sentence called morpheme (Veselovská, 2006). These labels are called “parts of speech”. These diagnoses often aim on the internal structure of words. Syntax, on the other hand focuses on the principles of words combination. This field of study answers the question what rules direct the order of sentence units and why these patterns act in a way they do.

## 4. The Lexical level

This level studies words regardless of their grammatical form and function. Basically, it explores the choice of specific words in texts (formality and informality, words used in spoken and written language), their relationship with other and clarifies meaning of choice: if they were chosen because of stylistic esthetics or the intention of author. However, the grammatical-lexical interdependence should not be entirely ignored.

## 5. The Semantic level



This level, such as the lexical level, deals with the meaning of words. However, semantics explores it on much more ascended level above any vocabulary definition (Crystal and Davy, 1969). Vocabulary provides expressions of meaning which are more finite. Semantic meaning, on the contrary, is less definable. The meaning does not have to match with the lexical meaning of the word.

### 3 DISCOURSE OF ADVERTISING

In today society, most people around the world are overwhelmed by various product propagations. Some of them are subtle and almost unnoticeable, but some are in the center of your vision many days, demanding attention. Despite many people do not favor to watch them on their television; since there might be options how to get rid of them or skip them, they somehow manage to influence daily life of lots of consumers.

The purpose of this chapter is to introduce discourse features of advertisements which are possible to be analyzed. However, the discourse analysis in this field does not concern only on the analyzed language (Cook, 2001). Cook proposes necessity to explore the context of communication which consists of: participants of communication, who communicates with whom and for what purpose; what situation precedes it and in which kind of social environment this communication happens; what mediums were used to deliver the message. Since most advertisements are accompanied with photographs and musical background to emphasize the intended meaning, they must be considered by the analysis too.

Cook divides the discourse of advertising into three groups which will be described in details below and which will be explored in the practical part of the Thesis. First group belongs to used materials underlining and highlighting the “taste” of the ad and also involves particular means which carry the ad itself. Second group includes the textual aspect: examination of lexical and phrasal connotation, prosodic and grammatical features of the text and other linguistic features ensuring cohesion and communicative function. Last group involves the audience. Analysis finds answers for questions of the stance of ad senders toward the addressees, how ads may be judged from the consumer side and in the end it tries to explain the social and psychological impact of the analyzed advertisement.

#### 3.1 Materials

In this part will be discussed the substance of various advertisement, their interaction with each other and the effectiveness according to it (Le, 2002). Furthermore, it will be mentioned the effect the interaction of music and pictures with words on the delivered message. In the end of the chapter will be mentioned how role of paralanguage highlights the meaning of the message the advertisement propagates.

### 3.1.1 Substance and surroundings

As Cook has noted, various communications rely on different kinds of substances, fulfilling their role as vehicle of the message. The very basic vehicles were labeled as primary substances. These carry the sound produced by human vocal tract, if it is talked about the spoken language, or the material which carries the carved symbols, which is the matter of the written language. Practical examples of this substance group may be sound waves carrying the speech, paper which is the text written on, light rays which when combined and shaped in neon bulbs can produce words or movement of hands in sign language used by deaf people.

### 3.1.2 Music and pictures

Any classic discourse analysis may not deeply specialize on this matter, since their main object for analysis is the language. Cook claims that music and pictures are essential to make effective impact on potential customers. They may be capable to improve advertisements in ways such as creation of a specific mood helps to convey what target audience needs to know and improves persuading aspects. It is important to know that not all advertisements' musical or pictorial content necessarily corresponds with their purpose; they may have rather peripheral or auxiliary function. By combination of these two modes of communication, we may gain an entirely different connotation of an advertisement as a whole, than when we focus just on language.

Music is sometimes capable to evoke certain feeling of delight or gloom and drag the listener's mind to specific places, experience past events or recall abstract images. However, this leads to a problem when comes to the analysis. The nature of effect of music may be beyond words, language is usually too limited to describe feelings.

When comes to pictures, theorist of communication Marshall McLuhan in his essay commented that the pictures give advertisements unarguable power (McLuhan, 1964). According to him, the non-verbal form of meaning may be capable of striking on consumers on the deepest level of consciousness and durable against literally criticism. In the end he stated, that no one can argue with a picture. This claim came from ages when advertisements were just at the beginning of their development. However, what he had foreseen years might later gained ground. Cook agrees with claim, that pictures developed complexity and its own language through which they send their subtle messages. This

development heads to new types of advertisements where are messages sent by sole combination of music and pictures. Cook named them language-free messages.

### **3.1.3 Paralanguage**

During any communication process, the meaning of any message depends not only on the verbal content, but also relies on the use of expression means or in other words, non-verbal system of signs. This non-verbal system is called paralanguage (Miššiková, 2003). These extra linguistic expressive means accompany language, contribute to the meaning, but are not its carriers, such as gesturing, voice quality, way the writing is displayed, eye contact or facial expression.

According to study from Polytechnic university of Timișoara, advertisements may have high level of informativeness yet they do not have to be capable of gathering new potential customers (Kilyeni, 2009). To compensate, many competitive commercials which appear, for example, on posters or in television include various visual signs which purpose is to in a playful way point on the ad itself. Therefore, paralanguage, similar to the music and pictures, has a purpose to create a mood with connection to the brand, to interact with consumers and to persuade. Cook provides few examples. One of them is text which has each odd and even word placed on the opposite side of a picture of a two page magazine with a statement about the better tennis experience watched from a new broad TV screen (Cook, 2001).

## **3.2 Text**

This chapter discusses selected textual aspects of advertisements. Today more commercials may not effectively penetrate the market without thoroughly planned and memorable slogans, catching eyes and sounding like melody for ears. What shall be described is the choice of suitable words for ads according to their connotation and prosodic aspects of ads. In the end, there will be briefly mentioned contextual aspects, which may be necessary to address the message to target customers.

### **3.2.1 Words and phrases**

Cook claims that it is waste of effort to explore the content of most advertisements for logical or literal meaning. Analysts should be aware of indeterminacy of words and phrases used for emotive purposes. This purpose is associated, as Cook claims, with features of personal interaction, with more intimate topics such as health, money, food or relationship

accompanied with the colloquial language people may use during their everyday life. This probably achieves the connection with the privacy of potential customers, the access to their fantasies, fears or aspirations, and effectively persuades to use products to manage them.

Cook adds some examples showing how authors of advertisements distract or add to the literal meaning of language. First of all, there are graphically extra-ordinal spellings of words, like “Beanz Meanz Heinz” of a food company or fusion of more words, as can be noticed in the name of the producer of bedroom furniture “Dunlopillo”. Moreover, the meaning can be immensely enriched by the use of puns, especially when are associated with already mentioned buttons above. Cook provides suitable examples such as the slogan Secs machine, from an Accurist watch advertisement or Get Rich Quick, propagating coffee from Kenco.

However, what might be more important is the choice of special words which connotation significantly extends their denotational meaning. A precisely placed word may have an indefinite association for an individual or for a group. The product is linked with some other object, person or phenomenon and this connection causes this product to duplicate the vague quality of its associate. Therefore, puns, symbolism and celebrities may sell more than direct appeals as ‘Best Car in The World’. Cook comes up with his example of perfume product named ‘Opium’. The opium is an addictive drug derived from the opium poppy and it is further processed in morphine and heroin production (Anderson, 2014). Though those two other drugs are closely related, their connotations strongly indicate sense of crime and drug addiction, meanwhile opium may bring the feeling of romance and sweet of the Orient.

### **3.2.2 Prosody**

Like music and paralanguage, the effect of prosodic aspects of text is difficult to identify just by lexical means (Cook, 2001). Though it can be described, there may remain a question of its attractiveness. Theories emerged, referring to similarity with the natural rhythmic order of human inward organs (Langer, 1967) or alternation of neural function of the brain with emotional and conscious transformations (Glucklich, 1997). Yet there are genres which has prosodic features reduced to minimum, namely in bureaucratic field. Prosodic patterns are used to make advertisements easily memorable.

### 3.2.3 Cohesive connections

To build an appealing text, apart from suitable words, visual, sound or other effects, advertising companies should be interested in their target society itself. Main reason for doing so is to adapt the style of the commercial to correlate with interests of the group. Various social groups share cultural background. A shared knowledge, with which are participants already familiar with during the communication. Therefore, there is no need to inform about it. However, even this knowledge may differ from participant to participant, not everyone may share the same amount of information. Cook claims that it may be important to research this information degree as well (Cook, 1989). Gathered results often influence the informativeness, grammatical structure and cohesion of text. Authors of advertisements should take this research seriously. Text overburden with information may not be likely to be read and the text with little amount of description becomes inexplicit. Cook also states his theory of the social identification. According to him, the participation of the contemporary world on the view on its own image is passive. In other words, today most of the population adopt their identity through a product, hobby or political program rather than developing their own (Cook, 2001).

## 3.3 People

This chapter discusses the persona of the sender and recipient of the advertisement. Commercials targeting a specific group usually need to assimilate their persuasive means to really maintain a contact between them and potential consumers. However, the complexity and variants of perceiving may vary from person to person. Mentioned will be tricks and problems of commercial speakers, where speaker is the voice or character propagating the product and the issue of how the ad is perceived.

### 3.3.1 Speaker

The speaker's main goal is to offer, describe, persuade and sell the product. In contemporary society, almost everyone may be familiar with common conative components as 'Miss Soraka recommends this product' or 'You will not regret your order'. The speaker has to choose more scenic route to introduce his product and at the same moment not be perceived as "another annoying cliché salesman". Cook comes up with important features a decent advertisement should have (Cook, 2001). Firstly, it may be appropriate to shape the advertisement into a conversation-like style. This may be usually

achieved by omitting unimportant information which does not significantly help to add new description, such as repetition of last statement or reminder of any commonly known problem the advertisement found a solution for. But what might be more effective may be to preempt unanswered question about the product - various WH questions which emerge during the construction of the text. The utterance is then structured up on the basis of these questions, making an impression of the dialogue.

The second Cook's suggestion is to build a text which stands on certain assumptions about the shared knowledge. Some advertisements, according to him, structure the dialog to make consumers to adopt various prescribed opinions and beliefs. They are often not aware of them. Cook's example of handbag.com advertisement assumes that people are familiar with the existence of the World Wide Web. However, sometimes it takes a larger list to note every possible intended assumption. These assumptions may imply a trusting relationship, as people have feeling of being understood on the part of their interlocutor.

Cook questions the issue of multiple speakers and multiple addressees in an advertisement. As an example he refers to the Cascade ad, an interaction of three women in one room. The problem concerns the participants of the conversation. Many times, there is mentioned the ubiquitous use of the pronoun 'you', but who does this 'you' refer to? It is difficult to guess if another, unheard character is present or the 'you' means the potential customer, the advertisement's addressee. Cook proclaims both variants. This duality causes an illusionary effect of participation in this conversation such as responding to emerging questions and overall agreement with other dialogue partners.

### 3.3.2 Hearer

Words can be interpreted differently. As majority of cultures have their own ways of acceptance, recognition and shared knowledge of public conventions, so every individual witnessing an advertisement may have distinct insight and personal opinion (Cook, 2001). Cook claims that such different ways of hearing may occur even to a lone addressee. Therefore, the focus only on the advertisement's intended purpose of how it should be received by consumers is simply not enough to get a clear picture. Ways of hearing may differ according to the personality and experience.

Due to their perspective and response, Cook divides advertisement's audience into two groups – recipients and observers. Recipients judge the commercial within its fictional world. The product may have its value in its world elevated, if the propagation is higher

quality. Recipients may find the ad attractive, confusing or rather silly and repulsive. On the contrary, observers take a step out of it, watching it from detached point of view. Noting that interesting advertisement may not mean quality product, their conclusions vary by their view on other fields which might be related to it. These fields include, for example, ecology, economics, politics or even the situation of food industry.



## **II. ANALYSIS**

## **4 STRUCTURE OF ANALYSIS**

The practical part of this thesis will explore a video from an environmental and ecological company known as World Wildlife Fund. The main goal is, with help of the discourse analysis, to detect possible Memetic supports and additional interpretations hidden within details of the analyzed advertisement. In other words, it will be the identification of auxiliary pillars of the message contained within the advertisement. To reduce the amount of discovered Memes, the analyzed variety will concern only the main message. Every other unrelated Meme, which is not a part of the main idea in any way, will be omitted.

The analysis will be divided into smaller chapters - levels of discourse analysis as were described in theoretical part. Each will examine specific elements and reaches to the conclusion in which potential Memes are revealed.

### **4.1 World Wildlife Fund**

The World Wildlife Fund (WWF) is an international organization. Originally, WWF provided financial assists to other existing non-governmental companies with interest in the preservation of endangered species. As time passed, WWF has expanded into other areas of ecology and biology such as reduction of usage of exhaustible natural resources, prevention of long term climate changes, and dealing with the question of global pollution.

Currently, WWF maintains partnerships with various groups to reach for its goal. These cooperators include other non-government organizations, governments, businesses, banks and even individual farmers, fishermen and scientists. The organization also carries out public campaigns to appeal on decision makers and educate audience about more environmentally friendly way of living. Any fund donors, who donate for sake of their environmental mission, may receive gifts in return.

### **4.2 Subject of analysis**

The advertisement is taken from the official website of WWF. (<http://www.worldwildlife.org>). It is one of the series of advertisements which share one common name – Change the Way You Think about Everything. Their topics scope from the sustainability of resources, hidden threats of our everyday life needs, to visions and suggestions for the future.

The topic of the chosen video is the issue of the overspending of limited natural resources. As example authors used the daily product – coffee. By this, they try to explain the required amount of resources may be larger than consumers can ever imagine. Economical procedures may be beneficial for more fields from the overall water usage to the improvement of company managements. However, the video lacks important information of more precise data and possible solutions of the problem.

## **5 DISCOURSE ANALYSIS**

The analysis will explore the discourse features typical for advertisement according to the division of Guy Cook. Each material, textual and social part will be divided as it was in the theoretical part.

### **5.1 Materials**

This part concerns the origin of the advertisement, its structure and various other non-textual graphic properties of it.

#### **5.1.1 Substances and surroundings**

The substance of the advertisement is a combination of the digital code stored inside computer hardware, where the video is uploaded, and a light device which enables the visibility of the video. Moreover, the sound based aspects are transferred by sonic waves carried by oscillating particles. These waves are emitted by an electroacoustic transducer which transfers digital signal into a corresponding sound. This transformation is performed mostly by loudspeakers and headphones.

As was mentioned before, this advertisement has its source on the main internet website of the WWF. By putting it on the World Wide Web, the video is available to the audience of the global scope. However, it might not be exposed and delivered to the target audience as is more likely to happen with advertisements in television, radio or newspapers. The reason is that users of the internet have more control upon the data they look at and unlike television advertisements, the internet ones can be simply skipped or overlooked. The internet comes also with a limitation when it comes to technology. Requisition of the signal availability which must be then processed by an advanced device may limit the scope of the audience only to those who have the opportunity to obtain both of those necessities. Next to this technological limit may be a generation issue. The older generation who have not used internet most of their life and therefore they may not exploit it, will not likely to witness any online based data at all.

#### **5.1.2 Music and pictures**

The advertisement is accompanied with music without any lyrics or vocals. The music seems to compose of electronic piano sounds rather than classical instruments like guitar, flute, drum or trumpet. The series of tones which the music is made up of are divided into short sections. These sections are almost identical to each other and hearer notices a

significant repetition till the commercial finishes. The delay between tones is harshly reduced and the overall speed of the music is therefore sharply built up. This repetition may have a positive effect since it contributes to the memorability of the advertisement. Just a reminiscence of those notes can recall the picture of its message or any other aspects which lead to it indirectly. The pitch of each repetitive sequence is significantly high.

Combination of the speed, repetitiveness and pitch may generate the mood of tension or expectation. For better understanding, the expectation is undergone in a positive way, such as looking forward to something in the future. In this case it might be the accomplished purpose of the advertisement. Next to the repetitive series, there is also present an accompanying sound which appears just for a limited amount of time and then is replaced by another temporary one. These series are also more deep, creating an artistic contrast and increasing the overall attractiveness of the commercial. However, the repetition may evoke a sense of boredom. Since there is nothing which would make the music more dynamic, the advertisement may be well memorable, but its impression may be rather nagging than interesting. On the other hand, the audience has an opportunity to focus more on the text. Dynamic music would draw their attention elsewhere and the message would not be effectively delivered.

During watching, there is also an encounter with animated pictures and a graph. The first one is a display of a coffee cup with closed top and a heat protection. This cup is used many times, serving as a guide for the audience, creating some kind of a dialogue. At the same moment it is a key example of the main message of the video. The cup can be interpreted in various ways depending on displayed interactions with it. At the beginning, there is an introduction and a pull into the environment of the advertisement. Audience can identify the cup and think of their attitude towards drinking coffee – How much they drink or how many cups do they use. In this situation, the cup basically starts to recall particular ideas about themselves in order to proceed and to use those ideas in advance. Right in the next slide audience witnesses the cup being opened. This interaction, along with the text ‘think about it’, invites people into the matter. Content of the cup may be metaphor for the core of the matter which the advertisement wants to discuss. Since the coffee already has a package – the cup, it is necessary to explore it more deeply. During the command to think of the amount of daily used coffees every day, the cup helps to dramatize the situation. No interaction with it occurs though as can be seen in previous demonstrations. During the last slide, when the cup is present, authors propose a solution for the discussed matter which is

immediately rejected. It leaves the screen in order to be returned afterwards. The disappearance may symbolize the abstention of drinking the coffee and solution of the problem by denying of what the consumer enjoys. So the cup returns and since the solution is not the reduction of the amount of consumed product, another has to be found. A question immediately emerges about how to sustain the same amount of coffee with less usage of resources.

The next significant part of the pictorial side of the advertisement is the displayed chart measuring amount of water used to produce one cup. The graph seems to be inaccurate on the first sight. An absence of numbers causes a notable decrease of informative value. However, audience is able to discover the ratio of used water for particular materials of one cup of coffee. Ingredients are also ordered from the least demanding to the most. Numbers in this case are judged as not being as important as the information which resource demands more or less water. It is vital to notice that the advertisement offers a solution by reducing the amount of water used for coffee production and this may lead to a possible picture of how the graph might be changed if the goal is achieved. Since only the coffee is influenced, the quantity of water for remaining part will be left unaffected. It may be unknown if the reduction will be enough or not for the global success.

The last animated object carrying a certain package of Memes might be the rotating globe of water depicting our planet. It reminds how much liquid is present in the world. The water displayed inside runs out after few seconds. Since there are enormous amounts of water, the animation may warn from the increasing consumption which may be hazardous for the planet. The globe may carry a message saying: The planet does not belong to people only and since humans might not recognize changes, due to the abnormal drain of water, the environment may.

### **5.1.3 Paralanguage**

The color of the background composes of white, black and gray colors. These colors may cause the impression of neutrality, emotional emptiness and seriousness. This choice may tell us that authors have a desire to make audience pay attention to the content than enjoy esthetic values. This leads to the conclusion that just on the basis of colors, the advertisement may be rather informative than urgent to sell a product with a support of colorful persuasive effects. It is also present a moment when the grey background shifts

into pitch black color. This sudden change may cause the increase of attention to the displayed information. Audience may get startled by the sense of relevance which this shift expresses.

Apart from the music, hearers are able to perceive other sound effects. Particularly, these effects are noises of water flow and, according to the graphical display, floor hit of the coffee bean. Since these two objects are a part of the discussed matter, they serve not only as an esthetic support, but they also work to better recollection of the advertisement, though in a little scale. By esthetic support is meant that hearers may not get bored by the repetitive music and their senses may get sharpened since their perceptions detect an uncommon noise.

At the beginning and in the end is displayed a logo of the advertising company - a black and white depiction of a panda bear. Authors have chosen this animal, because it may be a generally known animal. This animal may be well known not only for its spectacular colors, but also for its status of endangered species. The sketch of panda is left unfinished. This might be a purpose of being remembered better, because the viewer will automatically finish it by his own brain, which may leave the logo imprinted in his or her memory. Since logos should represent a brief message about the company, the panda conclusively defines the purpose of its owner by its own properties.

The text seems to be adjusted to the deeper musical part and therefore the appearance of words on screen correlates with the rhythm of the music. It seems that the whole advertisement is rhythmically tuned. It creates a silent artistic impression during which is stimulated not only sound perceptions of the audience but also sight. This interplay of senses may help the audience to be kept up interested from the beginning to the end of the advertisement.

The text also does certain movements which are in some way related to the meaning of the text itself. During the mention of how much water is used to produce a cup of latte, the words move to create a graphology icon of the cup with water inside. Right in the next slide, the text *'think about it'* which appears after the cup had been opened, is making an impression of a steam. The steam is probably leaking from a hot coffee inside the cup. The next mobile text appears during the moment when audience is informed about the amount of water used to produce one cup. The text in a playful way interacts with the background animation of water waves. The last noticing textual dynamics concerns the economic fields, mentioned close to the end of the advertisement. Economics is a multi-dimensional

field and for many people whose interest is not oriented by this way, the text may figure as a chaos or a sigh of a larger scope of benefits coming from the goal achievement of the commercial.

Next to the movement are also presented various changes of sizes and structures of letters, which the sentences are constructed from. These phenomena may have a purpose to empower certain information to influence the audience. Right at the beginning, the highlight of words *'change'* and *'think'* may insert an imperative sense to the whole sentence. The structure of the sentence may also hint that the change depends on the way you think, as the word *'change'* makes impression of standing upon the word *'think'*. In the question of how much water one latte takes, bold words *'take'* and *'latte'* may be prognosis of the amount which is mentioned on the next few slides. According to the shape, numbers might be alarming. This may induce a certain degree of curiosity which, one again, keeps the audience interested. Bold font of revealed numbers may repeat the previous *'take'* slide and empowers their urgency and importance. The following trio of expressions *'stress'*, *'Earth'* and *'worry'*, may interrelate with each other since they appear one after the other in a brief period of time. Only those three words are enough to get the gist of the impact of the present uneconomical situation. Other words which are not highlighted seem to be needless. The last expression worth mentioning is the *'your business'*. Authors may want to emphasize the main beneficent of the solution, which is the initiator himself. In other words, it is the audience who will benefit the most.

## 5.2 Text

This part will describe the verbal properties of the advertisement. By these properties is meant lexical and phrasal side as well as the syntactic connections of the text.

### 5.2.1 Words and phrases

Authors have chosen as their motto a proposal which says *'Change the way you think'*. This appeal to replace the method of looking at things from a different point of view may refer to mottos of other famous enterprises such as Apple and their slogan *'Think different'*. Thinking may be one of the keys to success. Therefore if one adjusts his mental programming to be more efficient, he may achieve the same goal. Apart from thinking, the word change can push consumers' buttons as well. It may correspond with other professional fields and transfer the connotative meaning from them. In politics, particularly



before presidential elections, the word change is what votes all about and every candidate offers it. President Barack Obama, for example, has come with his motto '*Change we can believe in*'. The word '*change*' therefore may contain rather positive sense – the way which one should follow.

When a question emerges about the amount of water used for one latte, the interesting part is that authors used word 'latte' not only as an expression of the kind of coffee, but it represents the whole coffee cup. Also the verb '*take*' may be chosen for simplicity of the whole advertisement, otherwise lexical terms such as '*require*' or '*expend*' might be more suitable candidates. The word '*take*' may also give out the sense of disappearance and no return.

When comes to the description of amounts, authors used decimal number to inform the audience. On the next slide, there is usage of the word expressed in a verbal way. This switch probably occurred due to the length of the number '200' in its verbal form. The number '50' would not be likely so problematic to rewrite into word, but it may broke the relation to the previous '200' which would be left as a number. The phrase '*one latte*' may seem to work more in a verbal form, since it functions as an indefinite article, rather than a number. Therefore the number '1' would cause an error.

On the next slide with the rotating globe, a trio of words emerges, namely '*stress*', '*Earth*' and '*worry*'. Each of them appears separately and disappears fast, since they are highlighted by bold font, they may be linked together. The theory is that the Earth has got assigned human features and in this case, it may be a kind of a living organism according to the advertisement. As the audience is able to experience stress, it may imagine the Earth to experience similar effects. The word '*worry*' is however slightly associated with the audience than with the planet. Authors could use different phrase like '*keep calm*'. The phrase '*don't worry*' is inducing its own negative connotation rather than assuring about a situation which is under control.

The advertisement distinguishes between a present unknown audience referring to it as '*you*' and the one who is actually able to lead the mission to the success by the pronoun '*we*'. However, it is not certain if the inclusive '*we*' means the company and the audience together or the company itself. The audience may not be able to change the process of coffee farming. The conclusion is that the meaning of '*we*' changes constantly, referring to both company and its surroundings simultaneously and the company on its own.

Authors used a phrase *'java fix'* which refers to the field of information technology. The name *'Java'* is a kind of a source code used to create a computer program. Term *'java fix'* is the advertisement brings an idea of metaphor that people are like computers which are every morning in need of a faster calibration and getting rid of the morning fatigue.

### 5.2.2 Cohesive connections

The advertisement quite often repeats the expression *'water'* with no further reference to in any form of pronoun. The advertisement is also appealing to the audience by the imperative *'think'*, pushing them into an action. Past the half of the duration, there is an often repetition of the inclusive *'we'*, probably in purpose to promote the authority of the company, which may, by this way lifted into the main conative position above persuaded audience.

Expressions *'worry'*, *'stress'*, *'think'* and *'know'* may be all together semantically related by a single component called *'mental processes'*. In the slide where are mentioned what business may be interested in: *'water use'*, *'supply chain management'*, *'resource conservation'*, *'carbon reduction'*, *'risk management'*, *'market access'* and *'the bottom line'*, these all are parts of a big superordinate topic – *'economy'*. The common expression *'drink'* is the interrelation of *'latte'*, *'water'* and the already mentioned metaphor *'java fix'*.

#### Referring expressions

The *'it'* in the sentence *'think about it'* refers to the previous question *'How much water does it take to make one latte?'* The functional *'that'* in sentence *'That's a big stress...'* is a reference of the noun phrase *'every person who drinks a latte this morning'*. Another *'that'* in the *'we can change that...'* refers to the *'stress'* sentence. The *'change'* is then referred to the sentence *'it doesn't taking away your morning java fix'*. In the end the expression *'everything'* may refer to the mention of the *'coffee farming'*, *'saving water'*, *'latte drinking'* and the *'possibility of using less of natural resources'*. Important is that the first mention of this *'everything'* may function just as a part of introduction; meanwhile the second one may actually work as the reference.

Discovered is also an ellipsis. In the sentence *'along with the water you see...'* is omitted *'which it takes to make one latte'* and *'Now, think about every person who drinks latte...'* omits *'which consumes 50 gallons of water'*. In *'We can change that'* the *'that big stress on our planet'* is left out.

### 5.2.3 Prosody

The advertisement motto '*Change the way you think about everything*' seems to be the only significant expression with a notable prosodic aspect. '*Think*' and '*everything*' form together a rhythmic pair. The rest of the advertisement may look rather stripped of any additional emotional effects induced through prosodic features.

## 5.3 People

This part of the analysis will briefly explore the side of the message sender and his receiver.

### 5.3.1 Speaker

Since the advertisement is not promoting a product to sell which would be remembered by usage of an amount of juicy sayings, the sender of the message needs to provide audience with suitable amount of information needed to discuss what he needs to tell. However, he has to be cautious with the amount of text he is using to not overwhelm his potential contributors.

The speaker, rather than directly, chooses to describe the problem indirectly. This may help him to make the audience understand better, since he exemplifies the problem with a daily used product. By this, the audience may get a better picture of what is going on and is able to use this big picture in a similar sense to any other human made products which require natural resources or give out any kind of emission.

In the advertisement, there is an assumption that a large part of the population drinks coffee. It is one of the premises which may be the next part of the advertisement talking about the stress on the Earth's water supply based on. However, all of this is not directly stated, but only hinted by other non-textual means.

The target audience may be also supposed to run a company. These business people should be, according to authors, the most interested since they benefit the most from all economical improvements which are displayed. They should contribute just for the good of their enterprise.

The style how the speaker tries to introduce the problem may be partly in form of dialogue and partly in a form of lecture. During the description of the problem, speaker seems to deny the audience's first solution proposal. This is however, once again, only manipulation of the hint of the cup leaving the screen. The rest of the advertisement seems

to be in a form of a lecture, where one person is leading the monologue and an unknown hearer who is listening.

### 5.3.2 Hearer

The recipient may perceive the advertisement from different point of view. Action oriented recipient may not be satisfied with the unentertaining spirit and they would rather turn the commercial down if this option is present. The more recipient is interested in scientific knowledge or just any kind of information applicable useful in practical life, the more he may find the advertisement useful. However, recipients with advanced knowledge from the field of environment and economy may leave this advertisement too. The reason might be that it will not bring any news for them. It may function more as an interest starter or a pointer which shows to an individual which institution they can join to broaden their horizons. Another impression the advertisement might have for the recipient might be an attempt to spook its audience. The effect may be positive and the audience will rethink their present way of life, or negative, which will cause a mock of the commercial from the side of the recipient.

The observer may ask few questions about the measure of amount of water used in the cup production and how they managed to calculate their results. Since the advertisement may exist to contact namely business people, they might want more information before they perform actions. Along with the desire for more information about the matter, they may also require a detail statistics of activity of the company. Nice advertisement does not usually mean that the donation will come into the right hands.

## 5.4 Conclusion

The analysis of the material part of the advertisement reveals us the approximate scope of the audience which is the advertisement available for and the ambience structured by auxiliary paralinguistic features which also carry Memes themselves and discusses their interpretations. It may be viable to repeat that Meme can be an idea, a sound or text which somehow points at or reminds us the whole picture, which is also a Meme too. The substance of the video lacks importance when it comes to Memes. However, the source of it, the name of the company WWF the Meme is. It can recall not just this particular advertisement, but also many other ones which are created by this company. Next to the source, the analysis met up with sound and pictorial aspects. The most significant one

proved to be the repetitive music, which recursive segments of tunes may be perfect to be classified as Memetic. Together with the interaction with text, the music happens to be remembered well. Among displayed pictures, the most significant one which plays the noticeable role may be the cup – the center of the advertisement. Its Meme continually changed through the whole advertisement. These Memes stacked up and in the end, the cup became a vehicle for multiple Memes. Next to the cup, there were presented less frequent images. Nevertheless, they contain important Memes as well.

Next to the material part, the textual part was analyzed. Some used expressions were familiar due to their usage by more successful authorities. This may boost the meaning of the utterance since it may take over the intertextual meaning. Used expression may then absorb another Meme – this advertisement and add it to its collection of other Memes from different fields. Another words corresponded to the audience's feeling and their meaning depended on their individual experiences. Memes therefore change according to the temperament of the recipient. These words which express human emotions may be able to animate inanimate objects and stress their connotative meaning. By this way, the Meme of the object may get empowered rapidly. Memes were mostly contained in the lexical properties of the advertisement, than in the functional or prosodic features.

The analysis of the part which discusses speaker's intentions and hearer's perceptions, Memes are significantly more theoretical and complex than in material and textual part. These Memes are derived from the overall picture of the advertisement. These Memes are basically comments of the analyzed Meme. In this sense, a comment has more dynamic structure and meaning than, for example, a meaning of a phrase or picture, which structure is static.

## CONCLUSION

The aim of this thesis was the analysis of the discourse of advertising with purpose of detection of Memetic phenomena in the chosen advertisement. Detected Memes were then further explored for points of view of their interpretation from the side of the audience. Moreover, possible impacts of certain features of the commercial on the public were noted as well.

The thesis was divided into the theoretical and practical part. Theoretical part focused on the scientific description of Memes, their properties and multiplication. It was followed by the characterization of discourse according to various linguistic researchers and then this part proceeded to the discourse analysis of the commercials. The way in which was the subject analyzed was by the Cook's theory of discourse of advertisement.

For the practical part, there was used a video from website of a company, which concerns matters of environment. The analysis was divided into three subchapters. Each one explored the advertisement from a point of view of applied non-textual features, chosen textual content and social perception. Each one discussed the most significant features and described various possible meanings and interpretations by the audience. Based on the findings, the advertisement had the highest Memetic density in its pictorial and musical aspects. Many discoveries were revealed also in the lexical and phrasal attribute of the commercial.

However, it is not sure if the acquired data is truly carrying the interpreted message as was described in the analysis. Since it seems that the advertisement is intended to be more informatively than esthetically constructed, some interpretations of the material part can be in some way misguiding or without any intended interpretation.

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