

GEN A103BF LANGUAGE, SOCIETY AND CULTURE

LECTURE 7 (II)/ TUTORIAL 7 GENRE AND MULTIMODALITY

12/13/15 April
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'ADVERTORIALS':
A GENRE-BASED
ANALYSIS OF AN
EMERGING
HYBRIDIZED
GENRE (ZHOU,
2012)

face facts

For sensitive skin, keep your beauty routine plain and simple.

With the increasing number of environmental aggressors we are exposed to on a daily basis, it's no wonder that so many of us suffer from sensitive skin. UVB and UVB rays are rampant ageing aggressors: pollution clogs the skin and blocks it from functioning at its best, and wind has harsh drying effects. The solution is everywhere, and in order to help protect your skin, the simplest skincare routine is often the best. So try the perfume, colour and alcohol-free range from Simple.

Do you have sensitive skin?

- Have you ever developed a rash after using skincare or cosmetic products?
- Does your skin flare up and become itchy for no apparent reason?
- Do changes in the weather irritate your skin?
- Do you suffer from dry, flaky or irritated skin?
- Do you react badly to abrasive exfoliators?
- Does stress affect your skin?
- Does your skin respond better to products that are free of additives, such as fragrance and alcohol?
- Do you burn easily when exposed to the sun?



Win \$5,000 A WEEK FOR THE MONTH OF JUNE

OR 1 OF 100 SIMPLE GIFT PACKS PER WEEK WORTH \$50 EACH



Simple's products are gentle, yet highly effective, and are perfect for sensitive skin.

state of the art Simple's tagline of 'Pure skincare for sensitive skin. No perfume. No colour. No hype' gives an insight into the 'no-nonsense' ethos behind this range. Simple's products are gentle yet highly effective. With no unnecessary additives - like colouring, perfume or alcohol - they are ideal for those who suffer from sensitive skin.

start now If your skin is on the sensitive side, a pure skincare range is often the best. So why pay exorbitant prices for products containing extra additives that may react with your skin, when you can invest in a pure and simple range like Simple for a fraction of the price? This range has all the basics covered, from indispensable disposable wipes and eye make-up remover to nourishing masks, and everything in between.

to enter For your chance to win \$5,000 a week for the month of June or one of 100 Simple gift packs valued at \$50 each, per week, simply purchase any Simple product, visit www.simple skincare.com.au and type in the barcode.

Products available from Kinok, Pharmacy, Clinix, Big W independent grocers and selected pharmacies. New terms and conditions at www.simple skincare.com.au

Great skin routine

- 1 PURIFYING CLEANSER**
TRY REFRESHING FACIAL WASH GEL, WHICH IS 100 PER CENT SOAP-FREE. PERFECT FOR USE IN THE SHOWER, IT CLEANSSES AND REFRESHES THE SKIN WITHOUT ANY HARSH DRYING EFFECTS.
- 2 SOOTHING TONER**
THIS IS A GREAT PRODUCT TO USE AFTER CLEANSING. IT'S ALCOHOL-FREE, SO IT WON'T STRIP YOUR SKIN, AND IS PERFECTLY PH-BALANCED TO REFRESH AND REVIVE SKIN WITHOUT DRYING IT OUT.
- 3 REPLENISHING RICH MOISTURISER**
THIS IS A GREAT PRODUCT TO FINISH THIS QUICK AND EASY ROUTINE WITH. THIS RICH, LONG-LASTING, NOURISHING MOISTURISER, IT HAS A NON-GREASY CONSISTENCY AND IS PACKED FULL OF PRO-VITAMIN B5 AND ESSENTIAL UV FILTERS TO PROTECT YOUR SENSITIVE SKIN FROM SUN DAMAGE.

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‘ADVERTORIALS’: A GENRE-BASED ANALYSIS OF AN EMERGING HYBRIDIZED GENRE (ZHOU, 2012)

Some background information:

- Advertisers are constantly looking for novel strategies to grab attention, arouse interest, build trust and ultimately persuade customers to buy their products or services.
- One recent emerging strategy is to advertise in the format of news or editorials.
- This hybridized text type is sometimes referred to as ‘advertorials’, a name created by blending the initial part of ‘advertisements’ and the final part of ‘editorials’.

Theoretical background:

- Genre theory generally perceives a genre as communicative events with mutually identifiable and recognizable communicative purposes in a specific community.
- Genres are regarded as ‘highly structured and conventionalized constructs’, which have been conventionally identified in terms of ‘moves’.

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‘ADVERTORIALS’: A GENRE-BASED ANALYSIS OF AN EMERGING HYBRIDIZED GENRE (ZHOU, 2012)

Theoretical background (cont’d):

- a ‘move’ (or a ‘stage’) is a unit that relates both to the author’s purpose and to the content that s/he wishes to communicate.
- a ‘step’ is a lower-level text unit than the move that provides a detailed perspective on the options open to the author in setting out the moves.
- Despite great emphasis on conventions and common features, genres are by no means static or fixed.
- In reality, written discourses are complicated, blurred and dynamic, where genre appropriation and colonization are commonly seen.

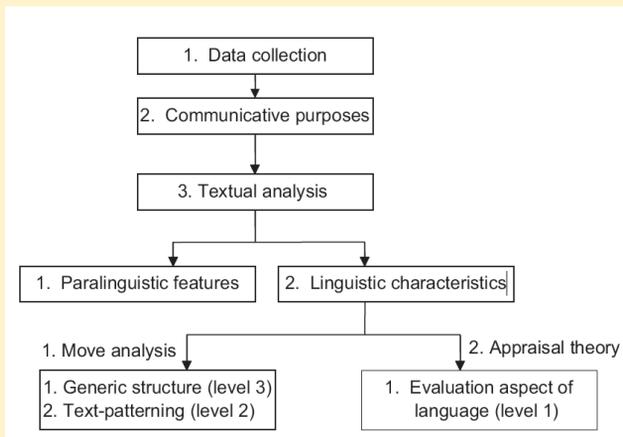
Table 2. Data information.

Code	Media	No.	Words	Date (No. of issues)
M01–11	<i>Forbes</i>	11	18,576	Sept./Oct./Nov. (4)
M12–19	<i>Newsweek</i>	8	6380	Oct./Nov./Dec. (5)
M20–24	<i>Fortune</i>	5	28,090	July/Oct./Nov. (3)
M25–31	<i>Business Week</i>	7	17,543	Dec. (3)
N01–06	<i>South China Morning Post</i>	6	19,117	Nov./Dec. (8)
N07–24	<i>International Herald Tribune</i>	18	12,274	Mar./Aug./Sep. (3)

Note: ‘M’ in code numbers stands for magazine, ‘N’ for newspaper.

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‘ADVERTORIALS’: A GENRE-BASED ANALYSIS OF AN EMERGING HYBRIDIZED GENRE (ZHOU, 2012)



Theoretical background (cont'd):

- Bhatia (2004): the main 'generic values' of promotional writings are 'description' and 'evaluation', and evaluative elements in promotional articles are distinctive.
- Martin and White (2005): the interpersonal in language, with the subjective presence of writers/speakers in texts as they adopt stances towards both the material they present and those with whom they communicate → appraisal theory

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Communicative purposes of advertorials:

- a type of advertisement written and presented in the form of a news story or an editorial
- it is rarely labeled explicitly as 'advertorial' in printed media. Rather, it is often placed under such categories as 'Special Advertising Section', 'Advertisement Supplement' or 'Integrated Content'.
- make them appear to be reporting or sharing useful information with readers.
- two main communicative purposes:
 - (1) offer valid information to the prospective clients (offer information about sources, products, techniques or services of the advertised client *and* communicate opinions about social, economic, political or personal issues)
 - (2) grab the attention of potential customers and persuade them to buy their products or services (capture the attention of readers or potential customers, build positive images and highlight the distinguished features, make prospective customers take action and respond)

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Analysis of **paralinguistic (multimodal)** features:

- At first glance, no big differences can be detected by readers and it is not easy for readers to distinguish advertorials from other reports, especially as advertorials are usually not appropriately labeled and are designed to look like news articles.
- Designers create advertorials to meet the expectations that readers have for news stories or editorials in magazines and newspapers.
- A distinctive feature of visual elements in advertorials is the tendency to present photos of important persons, or spot pictures related to the companies or factories in the report.
- Advertorials have an overwhelming tendency to present photos of leaders or successful business people as illustrations to project a sense of authority.
- Another distinct contextual feature of advertorials is the frequent use of graphs and charts, which are tools typically used in scientific or academic reports. These features provide a strong academic flavor to advertorials, and again, construct an authoritative, trustable and undeniable image.

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‘ADVERTORIALS’: A GENRE-BASED ANALYSIS OF AN EMERGING HYBRIDIZED GENRE (ZHOU, 2012)

Generic structure of advertorials

Move 1: Introduction
Step 1: Headlines (super-, main and sub-headlines, and captions)
Step 2: Lead
Move 2: Body text
<u>Structure A:</u>
Step 1: Targeting the market
Step 2: Justifying the product or service
<i>By indicating the importance of the product or service or by establishing a niche</i>
Step 3: Detailing the products or services
<i>By introducing the companies or organizations that provide such products or services</i>
<i>By identifying the product or service</i>
<i>By describing the product or service</i>
<i>By indicating the value of the product or service</i>
Step 4: Establishing credentials
<u>Structure B:</u>
Step 1: Background information
Step 2: Introducing a company or an organization or a leader in a company
Step 3: Detailed information to construct a positive image
Step 4: Consequences/reactions
Move 3: Conclusion
Step 1: Summaries
Step 2: Evaluations
Move 4: Soliciting responses
Step 1: Signature and slogan of the company/sponsor
Step 2: Contact details

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‘ADVERTORIALS’: A GENRE-BASED ANALYSIS OF AN EMERGING HYBRIDIZED GENRE (ZHOU, 2012)

Introduction (move 1):

- an obligatory element
- attracts readers’ attention
- includes headlines and a lead, following the standard practice of news stories.
- provides key information or the topic of the whole article.
- the super- or main headline presents the most important information to arouse readers’ interest.
- the sub-headline is added to give a brief explanation, mention the sponsor’s name and raise a problem.
- a lead is adopted in most of the advertorials, attempting to give background information for the whole article and justify the prominent or interesting points of the article.
- uses the simple present tense to highlight the reliability of the information

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Step 1: Headlines

According to the function of headlines, 12 samples could be classified into three groups:

Group 1:

- 1) *Global Financial Services – A key location in the Global Financial Services Industry*
- 2) *Cameroon – Moving forward: Building on the Bakassi transfer*
- 3) *The Singapore advantage*

All the headlines in group 1 present sponsors’ names and explicitly spell out the appeals or benefits of the offers. This strategy is to transfer the major benefits or advantages into the headline, so that even if readers don’t go on to read the whole article, they can at least grasp the essential information.

Group 2:

- 4) *Helping Small to Mid-size Privately Held Companies and Non-profit Organizations Mitigate Management Liability Risk*
- 5) *Easing the Corporate Health Care Cost Burden*

Examples in group 2 introduce the services that sponsors might provide, instead of presenting names of sponsors. This strategy attempts to target the market and attract the attention of potential customers.

Group 3:

- 6) *Japan 2.0 – The Asian nation has emerged from its punishing post-bubble decade leaner, stronger and wiser, and ready to take on the next generation of challenges.*
- 7) *The power to innovate.*

Examples in group 3 give neither the name nor the appeals of the products or services provided by the sponsor. Instead, this group of headlines highlights the topic of the whole article, creating a positive image for the sponsors. Headline 6 puts all the Japanese sponsors in a powerful economic setting, while headline 7 applauds all the sponsors for their spirit of innovation and strength.

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Step 2: Lead

The leads of advertorials examined can be classified into two categories: the first type includes a detailed introduction or summary of the whole article; the other type raises a problem existing in society. Of the 12 samples, nine were of the first type and three were of the second type. The first type offers readers a whole point of view of the appeals or advantages of the sponsors, while the latter ones make the readers aware of an existing problem and arouse their interest to read further, and thus find the solution. For example:

Type 1:

- 1) . . . *Ireland has emerged as one of the newest and most successful International Financial Services locations in the world.* (M25)
- 2) *There are three things that a country needs to be a major player in the brave new world . . . Taiwan has all three – an impressive trifecta that is drawing an increasing number of businesses from around the world to its five free trade zones.* (M15)

Type 2:

- 1) *Although health care costs keep rising, there's finally some good news to report – it could be worse. By 2015, health care costs will eat up 20% of the Gross Domestic Product. Even now, the United States spends 4.3 times more on health care than on national defense.* (M04)
- 2) . . . *Hunger, in fact, is the world's number one health threat. . . . Crises such as war, tsunami, drought . . . and politics deprive innocent people of life-sustaining food. There are 30 food emergencies every year around the world and, and as a result, millions of people need ongoing food aid to survive.* (M11)

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Soliciting responses (move 4):

More information on all aspects of OMRON's activities is available at www.omron.com

ADR Information
 Ticker: OMRNY (OTC) ADR: ORD = 1:1
 Information on OMRNY ADR: www.adr.com

OMRON
Sensing tomorrow™

We help you plan for the unexpected.
 At Zurich, we realize that things can go wrong when everything seems to be going just right. So we provide insurance policies that cover events you might not even consider. Because we've seen fortunes change quickly, our customers are better prepared for the real world.
www.zurichna.com/commercial

Because change happenz.

ZURICH

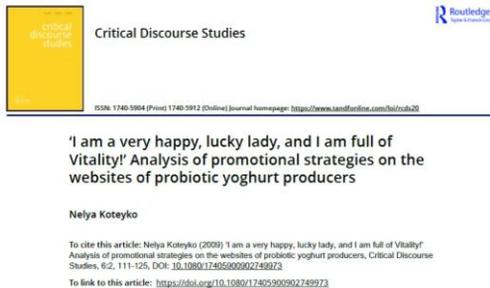
Figure 3. Soliciting responses (M3 I).

WEB DIRECTORY
 Cargill: www.cargill.com/about/citizenship/food_program.htm
 Friends of the World Food Program: www.friendsofwp.org

Figure 4. Soliciting responses (M1 I).

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ANALYSIS OF PROMOTIONAL STRATEGIES ON THE WEBSITES OF PROBIOTIC YOGHURT PRODUCERS (KOTEYKO, 2009)



[This article can be downloaded from OLE.](#)

DANONE

ABOUT US BRANDS IMPACT STORES INVESTORS CANDIDATES MEDIA ANNUAL REPORT

THOMSON REUTERS | SPANISH | ESSENTIAL DAIRY AND FLAVY GREEK PRODUCE | ACTIVIA

ACTIVIA

From way back in the 1950s, our scientists at Danone have been working with passion to create a truly unique dairy product.

A product with an amazingly creamy texture.

A product that always tastes as sweet as it looks.

A product that is packed full of 6 billion patented bifidus in every single sip.

This product is Activia – the world's number one fresh dairy brand!

ACTIVIA, a unique fermented dairy product

Most yogurts only contain two ferments. Activia is different. It contains a unique mix of no less than five ferments, including its exclusive Bifidus, all carefully selected by Danone scientists. Not any kind, but Activia takes longer to make than a classic yogurt.

In fact, our specialty slow fermentation process takes 6 hours at 37°C, like the human body temperature. It's the only way we can ensure every and low Activia's silky smooth texture and wonderfully subtle taste.

ACTIVIA, it starts inside³

There is nothing like feeling good inside³.

Activia acts naturally inside, helping you to take care of your digestive well-being every day³.

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MULTIMODALITY

- Multimodality involves the complex interweaving of word, image, gesture and movement, and sound, including speech. These can be combined in different ways and presented through a range of media.
- Emphasis not on language alone (the verbal mode) but a combination of different modes.

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MULTIMODALITY

Mode – signs: sound, graphic material, print

Media – the manner of dissemination

A traffic sign as the **medium** of communication and the red border and the image inside it as the **mode**.



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MEDIUM OF COMMUNICATION

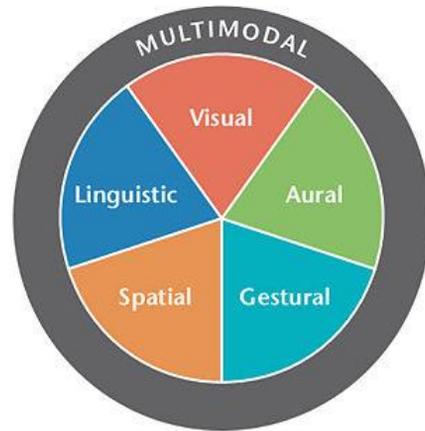
- The computer: internet information and software presentations
- Paper-based texts: picture books, magazines, novels, information books
- Sound and visual media: radio, television, videos, CDs and DVDs

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MODES OF COMMUNICATION

Figure 1.6 The Five Modes of Communication

This chart of the modes is based on a diagram created by the New London Group.



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FROM SPEECH ACTS TO COMMUNICATIVE ACTS (VAN LEEUWAN, 2004)



- THE TEXT OF THE FAMOUS KITCHENER POSTER realizes a speech act.
- Four linguistic features combine to create a kind of demand:
 - (1) the direct address;
 - (2) the declarative;
 - (3) the verb, which lexicalizes a request (“need”); and
 - (4) the fact that the agent whose needs are expressed here has, in the given context, the right to demand something from the addressee (a moral right, based on patriotism).
- Taken together, these features create a hybrid speech act, a speech act that oscillates between bluntness and formality, directness (the direct address) and indirectness (the indirect demand).
- What about typography? (e.g. with its highly salient, large “you”)

基奇納募兵海報或稱基奇納伯爵需要你，是1914年第一次世界大戰時由阿爾弗雷德·李特設計的英國陸軍募兵海報。海報上繪有英國陸軍大臣基奇納伯爵戴著英國陸軍元帥帽，以食指指向觀者。

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FROM SPEECH ACTS TO COMMUNICATIVE ACTS



- The poster also realizes an [image act](#), again through a combination of features.
- The pointing finger and the look at the viewer realize a visual demand (Kress and Van Leeuwen 1996:122).
- Other features (the imperious nature of the look, and the uniform and Prussian moustache, both symbols of authority) modulate this demand into a very direct, maximally authoritative visual summons.
- So after realizing the use of both language and visuals, is there one or two speech acts?
- In the everyday face-to-face equivalent of this poster, we would experience this as a single, multilayered, multimodal communicative act, whose illocutionary force comes about through the fusion of all the component semiotic modalities: dress, grooming, facial expression, gaze, gesture.

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FROM SPEECH ACTS TO COMMUNICATIVE ACTS

image:
finger pointed at the viewer
unsmiling look at the viewer
military uniform
military moustache

language:
2d and 3d person combined
declarative
lexicalised request ("need")
"authorised subject" ("country")

typography:
large and heavy "you"

stylistically
coheres
into

→ single communicative act

■ **Figure 2.2.** Coherence of Image, Language, and Typography into a Single Communicative Act.

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REFERENCES

Kress, G. and van Leeuwen, T. (1996). Reading images: The grammar of visual design. Routledge.