

Contents

Introduction	7
1. General Characteristics	17
1.1 Definitions of Advertising	17
1.2 Advertising as a Type of Discourse: Discourse Analysis	20
1.2.1 Definition of Conce	20
1.2.2 Visuals in Magazine Advertisements	28
1.3 A Brief History of Advertising in the U.K. and Romania	30
1.4 Chapter Conclusions	33
2. Linguistic Features of Advertising	35
2.1 <u>Linguistic Functions in the Advertising Communication</u>	36
2.1.1 Roman Jakobson's Classification	37
2.1.2 Andrew Ingraham's and Michael Halliday's Classifications ...	47
2.2 <u>Lexico-Grammatical Features</u>	52
2.2.1 Morphological Features	52
2.2.1.1 Nouns	53
2.2.1.2 Adjectives	59
2.2.1.3 Pronouns	60
2.2.1.4 Verbs	64
2.2.1.5 Adverbs	66
2.2.1.6 Words with a Negative Meaning	67
2.2.1.7 Numerals	67
2.2.2 Lexical Features	68
2.2.2.1 Word Formation	68
2.2.2.1.1 Prefixation	69
2.2.2.1.2 Suffixation	70
2.2.2.1.3 Conversion	71
2.2.2.1.4 Compounding	72
2.2.2.1.5 Abbreviation	73
2.2.2.1.5.1 Clipping	74
2.2.2.1.5.2 Acronyms	74
2.2.2.1.5.3 Blends	75
2.2.2.1.6 Other Types of Word Formation	76
2.2.2.2 Phraseological Units	77
2.2.3 Sentential Features	82
2.2.3.1 Sentences: Main Features	82
2.2.3.2 Types of Sentences: Declarative, Interrogative, Imperative, Exclamative	86
2.3 <u>Rhetorical Aspects of Advertising</u>	91
2.3.1 The Role of Rhetorical Figures in Advertising Language ..	92
2.3.1.1 An Ideological Direction	96

2.3.1.2	A Practical Purpose	100
2.3.2	Means of Realising Verbal Humour	108
2.3.2.1	Definitions of <i>Humour</i>	108
2.3.2.2	The Role of Humour in Advertisements	109
2.3.2.2.1	Factors Influencing the Efficiency of Humour in Advertising	110
2.3.2.2.2	Opinions Favourable to the Use of Humour in Advertisements	111
2.3.2.3	Verbal Humour	113
2.3.2.4	A Type of Verbal Humour: Puns	115
2.3.2.4.1	Puns in Advertisements	116
2.3.2.4.2	A Model for the Analysis of Puns in Advertisements	116
2.3.2.4.2.1	Ambiguity and Relevance Theory	116
2.3.2.4.2.2	Four Kinds of Puns in Advertisements	118
2.4	Semantic and Pragmatic Features	124
2.4.1	Aspects of the Advertising Text from a Semantic Perspective	124
2.4.1.1	Semantic Concepts	124
2.4.1.2	The Notion of <i>Sense</i>	126
2.4.1.2.1	Conceptual Sense	127
2.4.1.2.2	Associative Sense	128
2.4.1.2.2.1	Connotation	128
2.4.1.2.2.2	Collocation	133
2.4.1.2.2.3	Stylistic Variation	135
2.4.1.2.2.4	Reflection	136
2.4.1.3	Sense Relations; Processes of Semantic Change	137
2.4.2	The Application of Speech Act Theory to Advertising Discourse	145
2.4.2.1	Defining the Concept of <i>Speech Acts</i>	145
2.4.2.2	Austin's Taxonomy	146
2.4.2.3	Searle's Contribution	149
2.4.2.4	Applying Grice's Cooperative Principle in a Case Analysis ..	156
2.4.3	Presuppositions, Inferences and Implicatures	157
2.4.4	Coherence and Cohesion	164
2.5	Chapter Conclusions	166
3.	Sex and Gender Representations in the Language of Commercial Advertisements in Contemporary British Women's Magazines	175
3.1	Definitions of Sex and Gender	175
3.2	Gender Differences and Stereotypes	178
3.3	Language Stereotypes	182
3.4	Sexism in Language and Ways to Avoid It; Case Analysis	186

3.5 A Short General Description of Women’s Magazines Content	196
3.6 Reasons for the Use of Sex in Advertisements	199
3.7 The Attitude of the British towards Sex	203
3.8 Sex in British Advertisements	205
3.9 Taboos – Sex and Other	206
3.9.1 An Analysis of a Taboo Ad	209
3.9.2 An Analysis of a Non-Taboo Ad	212
3.10 Men and Women in Advertisements	216
3.11 Chapter Conclusions	222
4. The “Translation” of the Advertising Material. Theoretical Issues and Corpus Analysis	224
4.1 Theoretical Issues	225
4.1.1 The Importance of Culture	225
4.1.2 The Type of the Advertising Text	233
4.1.3 Strategies of Translation	235
4.1.4 Means Used in the Translation of Advertisements	245
4.2 A Practical Analysis of Translated Texts	268
4.3 Chapter Conclusions	305
General Conclusions	309
The Corpus	327
Bibliographical References	331