



**KEYNOTES ON THE DOUBLE NATURE OF THE ADVERTISING TEXT**  
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**STRATEGIC SPECIFICITY**



**CANONICAL BASIS**



## STRATEGIC SPECIFICITY

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- a) **Advertising is a factitive text in which the 'doing' modalises 'doing';**
- b) **Advertising manipulation and persuasion modalities present a different status inside an "Advertising Meaning Making Program"**
  - **Narrative Structures;**
  - **Deep Structures**
  - **Discursive Structures**



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**b) Advertising manipulation and persuasion modalities present a different status inside an “Advertising Meaning Making Program”**

- **NARRATIVE STRUCTURES**

*\* The manipulation output: a **CONSENSUAL BEHAVIOUR SUBMISSION SITUATION***



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- **NARRATIVE STRUCTURES**

\* *The manipulation output: a CONSENSUAL BEHAVIOUR SUBMISSION SITUATION;*

\* *The persuasion output: a CONSENSUAL COGNITIVE SUBMISSION SITUATION*

*1- Epistemic situations of certainty or of probability*

*2- The interchange of modal values is strictly based on the ‘Knowing how to do’;*

*3 – Thematically this ‘Knowing’ is connected with a commercial proposal on what concerns its veridictive configurations.*

**To persuade is to 'make believing in' a commercial proposal veridictive values of truth, or of error, or of secret or about of its illusory status.**



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### -DEEP STRUCTURES

<u>SUBMISSION</u> Desired intersubjective situation (+) Affective configuration: euphoric in terms of wanting or having to do		<u>UNSUBMISSION</u> Avoided intersubjective situation(-) Affective configuration: not euphoric in terms of not wanting or having not to do	
<i>Categorical</i>	<i>Contingent</i>	<i>Categorical</i>	<i>Contingent</i>
PERSUASION Cognitive dimension		NOT PERSUASION Cognitive dimension	
CERTAINTY  <i>Modalised by the alethic modality: necessity</i>	PROBABILITY  <i>Modalised by the alethic modality: possibility</i>	NOT CERTAINTY  <i>Modalised by the alethic modality: contingency</i>	NOT PROBABILITY  <i>Modalised by the alethic modality: impossibility</i>
MANIPULATION Performative Dimension		NOT MANIPULATION Performative Dimension	
POWERLESSNESS  <i>Modalised by the deontic modality : interdiction</i>	OBEDIENCE  <i>Modalised by the deontic modality : prescription</i>	FREEDOM  <i>Modalised by the deontic modality : permission</i>	INDEPENDENCE  <i>Modalised by the deontic modality : optionality</i>



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### -DISCURSIVE STRUCTURES

- *The transtextual specificity;*
- The veridictive thematic



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#### -DISCURSIVE STRUCTURES

#### •Persuasion strategies from from veridictive thematics

Discourse category	PERSUASION FROM REASONING		PERSUASION FROM CLARIFICATION	
Persuasion objectives	Conviction about the (commercial) adequacy	Conviction about the (commercial) non adequacy	Conviction about the (commercial) potentiality	Conviction about the (commercial) trickery
Primary text veridictive foundations (manipulative contract)	MANIPULATIVE TRUTH ('APPEARING+BEING')	MANIPULATIVE ERROR ('NOT APPEARING + NOT BEING')	Manipulative <u>secrecy</u> ('not appearing +being')	Manipulative illusion ('appearing + not being')



Here's America's new quick-change artist. In minutes you can make your INTERNATIONAL Scout whatever kind of vehicle you want. The cab top, doors and windows are readily removable; the windshield folds down. No other vehicle is so changeable and so steam-tough. Then there's the full-length Travel Top. Now the Scout can become a multi-purpose delivery unit or convertible, a light-duty pickup or sunabout.

It's a working partner, a pleasure companion. You can buy the new Scout with two-wheel drive or four-wheel drive,

depending on the roads you travel or the jobs you want done. Take your friends hunting in rough country, take the family on a picnic, haul loads. And the Scout is compact: less than 12 feet overall, 300-inch wheelbase, 68 inches wide, 67 inches high. New INTERNATIONAL Comanche 4-cyl. 90 hp. engine goes easy on gas, oil, and upkeep. Let your imagination roam—*isn't* the Scout the only one that spans all your needs? Your INTERNATIONAL Scout Dealer or Branch is the place to go to find out everything you can do with the Scout.



This is the Scout, a real, steely pickup with 5.0 long wheelbase.



Scout based with cab top off. Take you and anyone to where.



Scout based, optional, with doors and windows up, enclosed area.



Scout based for delivery work with optional full-length Travel Top.







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## CANONICAL BASIS

- **Any advertising message is a speech act which is a token of an ‘advertising communication contract’ ;**
- **It is the way how the advertising messages manifest the clauses already settled in this contract that they acquire their canonical legitimacy;**
- **The canonical basis of an advertisement depends from a transtextual relationship with this set of canonical rules and presents an architextual specificity.**



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- This architextual foundation is responsible for the emergence of several veridictive evaluation phenomena based on how advertising manifest this canonical affiliation and, by consequence, are recognised as belonging to a specific textual genre.

PLAYBOY

**You don't stay a champion by resting on your laurels.**

**Introducing the Triumph Spitfire 1500.**

Win after win. Race after race. 30 times last year the Triumph Spitfire showed the world what a championship sports car is made of.

This year we have even bigger things in mind. And better...

This year's Spitfire has more engine than last year's racing champion. It's now a full 1 1/2 litres.

To go along with the greater power,

this year's new 1500 has a 2 in. wider rear track, a higher axle ratio (3.89 to 1) and a larger 7 1/4 in. clutch. All of which means more traction, more stability, and more getaway power.

And to give you an even sportier sports car for your money, this year's Spitfire comes with a new racing style steering wheel, walnut dash and adjustable headrests, not to mention

other less obvious, but significant improvements.

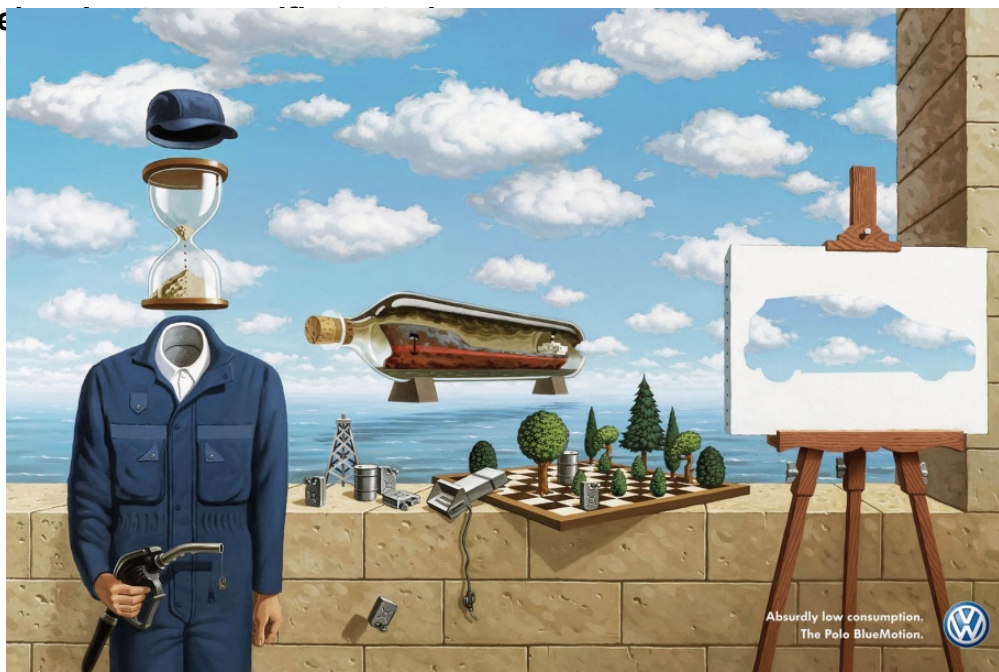
We know you don't stay a champion by resting on your laurels. You'll know it too, the moment you test drive the new Spitfire 1500.

**Triumph Spitfire 1500**  
We make sports cars for everybody.

12 FOR NAME OF YOUR NEAREST TRIUMPH DEALER CALL 800-427-4700 IN ILLINOIS CALL 800-329-4480 BRITISH LEYLAND MOTORS INC., EDGEMOOR, J. 2706  
When To Buy? Use RACPS Card - Page 203.



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