

Working with Advertisements: From Functional Grammar to Cooperative Communication by Adriana Vizental. Arad: University Press, 2008, 324 pp.

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“Working with Advertisements” is a detailed survey of advertising discourse, a critical anatomy compendium of advertising which provides a wealth of interesting analyses and case studies based on seminal linguistic approaches in the field. It focuses on the international as well as Romanian advertising trends of the last decades from a linguistic and occasionally contrastive and psycho-linguistic point of view. The author’s consistent interest in detailed research of advertising texts is materialized in this text through a comprehensive study from a basically Functional Grammar perspective. This remarkable text has both solid pedagogical information and background theoretical knowledge, which make it an essential recommended reading for anyone specializing in linguistics and advertising.

The book is prefaced by a short Introduction and is organized into four main parts: Advertising and Linguistics; Meaning and Creativity in Advertising; The Functional Grammar of Advertising; Multimodal and Strategic Communication. It ends with a Conclusion, Notes, and Selected bibliography. Part I (chapters 1-3) *Advertising and Linguistics* is a general overview of the linguistic approaches to advertising, which provide a foundation for the remainder of the book. It defines the term ‘advertising’ from marketing and linguistic perspectives and discusses technical features, categorization of print ads according to product, consumer, medium, technique, and complexity, as well as approaches to semiotic systems and their application to advertising communication. Part II (chapters 4-5) analyzes and exemplifies how the advertising multimodal discourse exploits conceptual, associative and social meanings in order to convey a richer, more suggestive and more alluring message. Categories such as lines, shapes, and participants are explained and exemplified. Chapter 6 focuses on lexical creativity as it results from exploitation of the techniques of word formation. The author provides a plethora of illustrative examples and examines the functions of affixation, composition, blending, conversion, and contraction. Equally interesting are the widespread borrowings from English into Romanian, which have given birth to awkwardly adapted English terms through addition of definite articles (e.g.: *finish-line-ul*, *brand-ul*, *musthavuri-le*, *showroom-urile*) or corruption (eg: *adidasi*, *chipsuri* - double English and Romanian pluralization). Chapter 7 *Visual creativity in advertising: icons & indices* surveys the basic visual sign in advertising - the logo - addressing the functions, types, geometrical symbolism, iconicity of letters and brand images, with detailed

didactic explanations of Romanian and international examples. Chapters 8 and 9 expand upon creative exploitation of sense relations between form and meaning, meaning-meaning, normality relations of consonance, and semantic dissonance as well as truth-conditional relations of tautology, presupposition and entailment. Figurative meaning as one of the most productive types of lexical innovation, metaphors, similes, and puns is discussed in great detail. Chapter 10 *Paralanguage in advertising* presents the paralanguage of sounds with detailed consideration of prosody, paralinguistic features of the characters' and the voice-over's tone of voice, as well as paralinguistic aspects of writing and their contribution to increased levels of memory, attention, and recall. Part III (chapters 11-13) is an application of Functional Grammar to the interpretation of advertising language and image. It begins with a functional perspective on the basic advertising sentence of the brand name-slogan unit: clause as message, as exchange and as representation. It continues with the next layer of the "visual sentence", i.e the representational and interactional processes visuals embody. Finally, cohesion and coherence as aspects of compositional structure are analysed and exemplified. Part IV (chapters 14-16) approaches aspects of compositional structure: reading paths and staging, the linguistic, visual and musical modes of communication, their interplay in ad composition and bearing on the overall meaning and persuasive function. Chapters 17 and 18 are dedicated to the pragmatic variables of speech acts, indirectness, and implicatures in advertising.

Although the book preserves some of the material and to some extent the structure of the earlier edition (*The Pragmatics of Advertising*, 2002), the difference comes from its basically Functional approach to the analysis of recent international and Romanian magazine print advertisements (*Newsweek*, *Time*, *the Economist*, *Cosmopolitan*, *Vogue*, etc.), and a restricted number of radio and TV commercials. It begins with a theoretical presentation of artificially isolated elements and gradually builds up to more and more complex constructs similar to actual communicative performance, to finally present multifaceted communicative strategies employed by advertisers. A great strength of the book is the depth of description and synthesis of seminal theoretical approaches and the way they apply to the study of advertising starting from semiotics, moving to Functional Grammar, and ending with Gricean pragmatics and politeness. The solid theoretical background is reinforced by pedagogical organization which testify to the author's teaching career and her extensive understanding of others' work in the field. Throughout the book, the terminology and phenomena are rigorously explained and quoted, and the definitions are followed by taxonomies and exemplifications. The entire book is structured using a similar pattern: from synthesis of literature to exemplification, discussion and case studies. This is a positive and praiseworthy aspect which confers the book the essential traits of a scholarly coursebook and makes it a basic recommended wide-ranging resource for undergraduate as well as postgraduate students in applied linguistics, public relations, and advertising. Although advertising researchers are offered a deep insight into the meanings advertisements convey

as well as handy tools for further analysis, linguists interested in more advanced aspects of advertising research may be frustrated in not finding corpus-based outcomes through application of the presented linguistic theories; this seems to be the book's major limitation.

Overall, the book is remarkable in its impressive range of relevant literature, the wealth of interesting analyses and case studies, frequent contrastive examples and accessible presentation of information. Finally, the attractive design, striking visuals, tenacity of elaboration and depth of description and detail all represent distinct strong points of this notable text.