

Anna Ryłko-Kurpiewska

Controversy over Traditional Research on Advertising and its Message

KEY WORDS: communication in advertising, the sender, the receiver, the context

ABSTRACT: The article shows research results concerning studies on the specificity of the advertised message. The presented theories deal with the history of research work on communication in advertising, which has been interpreted repeatedly by means of applying the traditional model of the linguist Roman Jakobson. The research work of the linguists which verify to date research work results and which show/take the new trends of analysis of discursive forms have confirmed that Jakobson's model is not adequate in the context of research work on certain forms of messages. These theories also throw new light on the analysis of messages transmitted through the mass media, including advertising.

These days there is advanced research on advertising, however, creating a complete definition of the advertising message is not a simple task. This is due to the nature of the phenomenon, characterized by factors such as dynamics, technological social, psychological, language, aesthetic and legal determinants. The shape of the research is delineated by norms and various communication models based on knowledge from different disciplines. Among characteristic elements there are: participants of communication, the communication itself, channel of transmission and various context. These elements comprise the communication model and are a base for interpretation of various forms of communication. The situation regarding communication in advertising is complex, and delineated by the framework specific to the process of communication via the media, based on the theory of communication¹.

Research on advertising often uses the communication model according to Roman Jakobson (Chart 1). It is a code model, which was first used in research on communication in advertising, although present day analyses formulated based on it can evoke numerous controversies². This is because it is an insufficient model which simplifies the possibilities of interpreting the advertised message. In this context the code model is rather rarely questioned since its inadequacy for advertising analysis of discursive forms would require developing further research methods.



Chart 1. Jakobson's communication model

Source: R. Jakobson, *Poetyka w świetle językoznawstwa*, Warszawa 1989, vol. 2, p. 67.

¹ Theories of communication are the subject of interest of sociologists, psychologists, social anthropologists, economists, linguists and communication studies researchers. For more see A. Benedikt, *Reklama jako proces komunikacji*, Wrocław 2004, p. 30–53.

² Cf. M. Prymon, *Menedżerskie i społeczne aspekty współczesnego marketingu*, Wrocław 1999; B. Dobek-Ostrowska, *Podstawy komunikowania społecznego*, Wrocław 2002; M. A. Ryłko-Kurpiewska, *Komunikacja i reklama*, "Marketing i Rynek" 2002, nr 11; M. Służwiński, *Marketing w praktyce. Budowanie marki, tworzenie tekstów reklamowych*, Gliwice 2004.

Advertising message sender and recipient categories

Controversies over Jakobson's model regard the roles which the sender and recipients play in communication. According to his model, the sender is the person who transmits the message and the recipient is the one who the message is directed to. The communication takes place through the message which is assumed to have a verbalised context. Communication can take place when the sender possesses the type of code understandable to the recipient and when there is a transmission channel between them (physical and psychological relationship) which allows the initiation and continuation of communication³. Such conditions are required to have effective communication between the two sides and, according to some, are the essence of communication in advertising. In this case, it is worth analysing whether this is really possible.

Communication in advertising, besides the sender and recipient, includes the presence of a third party with the transmission of content taking place through this intermediary. The situation can be illustrated based on one type of TV advertising directed at several groups of recipients (Chart 2).

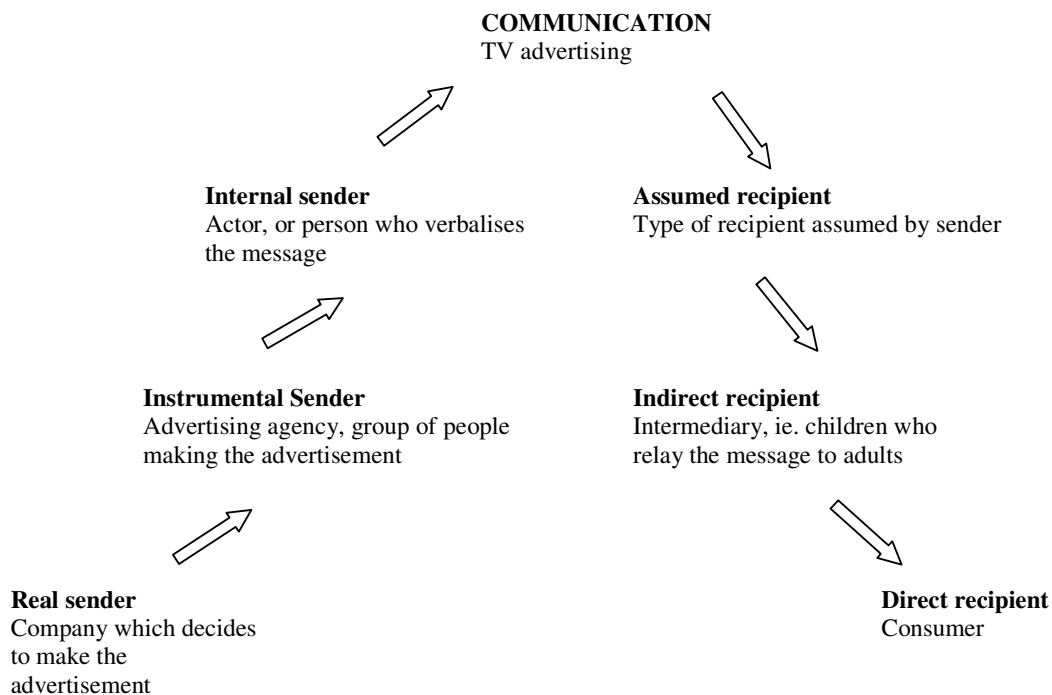


Chart. 2. Relations between the sender and recipient of advertising message. By author

The illustrated chart puts into question the classic definition of recipient as a person who decodes the message as well as the sender who was supposed to be sending the message.

³ R. Jakobson, *op. cit.*

As we can see the position of the sender is not as simple as in the model. The real sender⁴ is the firm which decides to make the advertisement, the instrumental sender is the company which creates the advert while the actual sender is the actor which transmits the message. This is usually a person with an image carefully chosen to convince recipients of the message that is being sent. The image is usually in accordance with a notion that the sender wishes to instil in recipients but it may not necessarily be on the conscious level.

Specificity of the sender's role can be described several ways. Piotr Lewiński⁵, for example, outlines volition senders (those who employ advertising agencies), primary senders (advertising agencies) and secondary senders (people who appear in commercials). There are also tertiary participants which are those who are mentioned in the communication. Depending on the role played, we can also classify senders into real (volition), instrumental (primary)⁶ and internal (secondary).

It should be noted that the act of communication in advertising, unlike in traditional discursive forms, is not conditioned by the presence of real sender or direct recipient who can get the message from third parties and it does not influence the message's persuasive value and may even strengthen it. This happens when the sender does not direct the message to the planned buyer but to people who influence the buyer. This is often the case with children who put pressure on parents after being exposed to an advertisement⁷. Indirect recipients play the role of an intermediary in the act of communication, they transmit its content and further influence it positively. It is usually children who are assumed recipients, they are part of the communication chain whose role is to strengthen the persuasive factor. Children are more prone to persuasion and therefore are easy targets which bring massive profits to message senders. All the more often they are used as intermediaries in this type of communication⁸.

This specific situation can be observed when there is more than one recipient targeted and when the recipients are tied by mutual relations (Chart 3). Communication in these types of advertising can have a dual track and play various functions.

⁴ Cf. J. Bralczyk, *Język na sprzedaż*, Warszawa (brak daty wydania), p. 19

⁵ P. Lewiński, *Retoryka reklamy*, Wrocław 1999, p. 40.

⁶ Cf. ibidem.

⁷ For more on children see M. Lindstrom who distinguishes four types: the radical, the advisor, the parrot and the thinker. Cf. M. Lindstrom *Brand Child*, Great Britain and the United States in 2003 (przekład polski: *Dziecko reklamy*, tł. A. M. Kawalec, Warszawa 2005

⁸ Cf. A. Ryłko- Kurpiewska, Dziecko jako idealny adresat reklamy "Marketing w Praktyce" 2004, nr 8, p. 11- 14; A. Ryłko- Kurpiewska, Dziecko jako adresat reklamy, referat wygłoszony na konferencji pt. Dziecko media elektroniczne- nowy wymiar dzieciństwa, Białystok 2004r; A. Ryłko- Kurpiewska, Oblicza polskiego Kid marketingu, „Brief 2004, nr 10, p. 47-48; A. Ryłko- Kurpiewska, Uwodzicielska Barbie, "Aida media" 1999, nr 3, p. 11- 13.

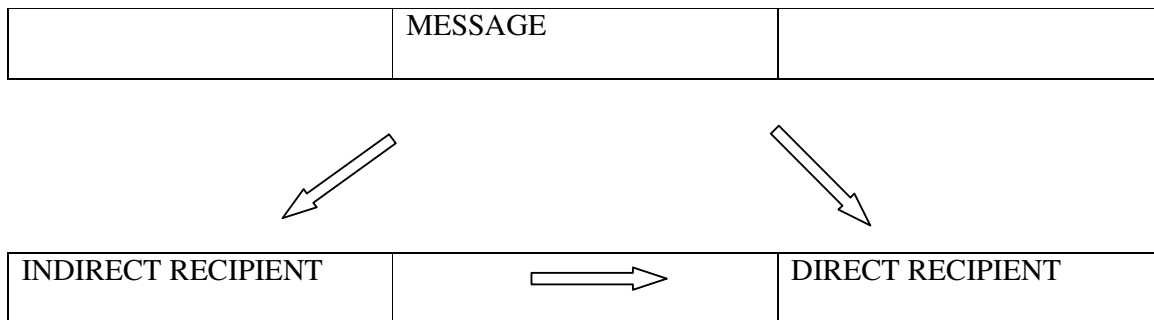


Chart 3. Relations between advertising recipients

There are many examples of this type of activity among TV commercials of washing detergents which are targeted both at children and adults. They can be illustrated the following way:

Sender’s assumed notions in advertising

- a) children’s image (indirect recipient),
- b) mother’s image (direct recipient).

Roles attributed to recipients

- a) children who are to relay the message content,
- b) mother who is to buy the product after receiving the message from the child.

Sometimes children are used as indirect recipients who are to convince parents to make a purchase for a third party ie. grand mother/father. An example of this is advertising before Christmas or in January (Grandmother/father Day) for vitamins, etc.

This type of message content focuses on advantages for indirect recipients – children (grandparents will have more energy to spend time with the child), and parents (will have the satisfaction from buying such a present) and the direct recipient – grandparents (who will feel young and healthy).

In conclusion, an in-depth characteristic of sender and recipient types is necessary in an analysis of advertising communication. This is only the beginning of advertising communication research which is a very complex communication process.

Advertising as communication full of messages

According to Jakobson’s model, communication is full of content which is conditioned by the code and context that is sent and received. In this case, language plays a key role in the process of successful communication.

Specificity of advertising requires it to use various codes depending on the type of medium the message is sent through which further complicates the analysis. The choice of code is tied to a specific meaning which does not necessarily have to be interpreted by recipients in the same manner as was planned by the sender. In most cases the interpretation is determined when the communication act is complete. The sense of the message as well as its code are dependent on the communication situation, message specificity and the recipient himself.

Knowledge of the code does not always mean that the message will be understood by the recipient, it also needs to be processed or analysed, taking into consideration different possible interpretations of the message and recipient engagement⁹. When constructing the message, the sender, in order to reach his goal, uses common language forms¹⁰, but also must take into account recipients' perception capabilities, his reception competences and way of reacting to different types of messages.

Moreover, communication does not only take place on the conscious level but can also target the subconscious (hidden content)¹¹. The advertising message is not just a form of communication which is a carrier of content but the content is delineated by the interaction of many factors which mutually interpret themselves¹². Reception of advertising message does not only depend on knowledge of the code but also on participant activity, his communication competences and the goal of the message. Therefore, specificity of advertising communication requires additional research.

The necessity of common code, a determinant of effectiveness in communication according to Jakobson, was put into question by integrationists who stated that looking for such a code is useless and oversimplifies the entire research¹³. According to Aleksy Awdiejew, in the process of communication it is impossible to regulate disparity between the superficial and the hidden meaning¹⁴. The semantic layer of the superficial structure only illustrates the difference between the superficial meaning and the hidden context¹⁵. This means that depending on the conditions, the meaning deciphered can vary¹⁶. Research on language communication requires specific interpretation due the specificity of advertising message and various types of contexts.

According to Jakobson's model, context is to be verbalised which is not always the case. This is specifically true regarding communication via mass media. An example of this is advertising of a specific product just after a programme about this product, ie. car commercial broadcasted after a programme about transport or ecological product advert after a programme about healthy nutrition. The programmes broadcasted before determine the context for the advertising after and they influence the way the commercials are interpreted and products viewed. Moreover, the content itself is a message which strengthens the complexity of the phenomenon. In this case, the context is impossible or very difficult to verbalise¹⁷.

⁹ For more on this see D. Maison and R. Ohme. Cf. D. Maison, *Pułapki komunikacji reklamowej* (from a conference "Psychologia w reklamie" in Warsaw, May 13, 2005.), R. Ohme, *Psychologiczne uwarunkowania percepcji reklamy* (from a conference "Psychologia w reklamie" in Warsaw, May 13, 2005).

¹⁰ A. Pstyga, *Reklama a proces przewartościowań*, in: *Współczesna polszczyzna mówiona w odmianie opracowanej (oficjalnej)*, ed. by Z. Kurzowa, W. Śliwiński, Kraków 1994, p. 277.

¹¹ A good example of this type of activity are names of products as short as possible. For more on open and covert content in names and advertising slogans cf. A. Ryłko- Kurpiewska, *Nazwa produktu i jej skuteczność*, *Marketing w praktyce* 10/2004

¹² E. Szczęsna, *Poetyka reklamy*, Warszawa 2001, p.101.

¹³ *Ibidem*, p. 21.

¹⁴ A. Awdiejew, *Pragmatyczne podstawy interpretacji wypowiedzeń*, Kraków 1987, p. 52.

¹⁵ Cf. K. Skowronek, *Reklama. Studium pragmatyngwistyczne*, Kraków 1993, p. 70.

¹⁶ A. Awdiejew, *Pragmatyczne podstawy ...*, p. 52 -53.

¹⁷ On different types of context in advertising cf. B. Kwarciać, *Manipulowanie kontekstem w reklamie*, "Aida Media 1997", s 14-16; The author outlines three types of context: information, cognitive and emotional. In all examples in this article the advertising context is impossible or difficult to verbalise.

Even more persuasive can be advertising broadcasted before or after certain programmes or shows. Presently, there are more efforts to camouflage the persuasive influence of such broadcasts. The message is transmitted, the recipient is unprepared for it and therefore does not pay attention to sender intentions. If the message is sent during a favourite show, there occurs the phenomenon of projection¹⁸. The pleasure the recipient gets from watching the show is also projected onto the product that is advertised. Positive connotations are also automatically associated with the product owner. Especially interesting for researchers is advertising in which persuasion is camouflaged extensively, ie. in the Plus GSM commercial with the slogan "See you". The phrase is ambiguous and also so routine that it allows the context to influence the message, impacting the recipient through connotation.

Similar situations take place before programmes broadcasted for children when transmitted is information about programme sponsors, for example by Kinder Surprise. Such broadcasts closely resemble advertising, although technically their form is different. This is a key issue where the structure of the broadcast influences its reception. Another example of such is advertising which uses fable, joke or sketch structure. Content sequence is determined by the genre which allows producers to camouflage their real intentions. Also recipient criticism is weakened and thus the advertising is more effective. The recognition of known structures is key in the process of communication and it greatly eases the process of reception. The flow of information is imperative for senders creating the message with specific goals and intentions and for recipients who interpret the content through the prism of their own experiences, expectations and knowledge¹⁹.

In the process of advertising communication there are two ways of understanding context, via external and internal factors influencing reception. The external factors are those other than language which influence interpretation. The internal factors, named 'cotext'²⁰, are conditions accompanying the communication segment (ie. certain sequences of image presented together with the verbal message within the advertisement²¹).

Jakobson's criticism, direction of research on language communication and its use in an analysis of advertising

Inadequacy of Jakobson's model for the description of various forms of communication has been noted by many researchers due to its simplicity. However, regardless the model used, it can be said that the meaning of advertising message is registered at the moment of reception, which is determined by various factors. We are dealing here with a discrepancy in meaning between the sender and the recipient²².

¹⁸ An example of this is the show „Na dobre i na złe”, after which there is the Plus GSM commercial, although there are more and more similar examples on public TV these days.

¹⁹ Cf. M. Górnik-Durose, *Transmisja znaczeń w reklamie*, "Aida Media" 1998, nr 10, p.32-33. The author discusses the changes that advertising has undergone in the last few years.

²⁰ Cotext is internal message systematisation including language and other than language statements Cf. M. Głowiński, *Style odbioru*, Kraków 1977, p. 40.

²¹ Cf. W. Pisarek, *Kontekst aktu mowy*, in: *Encyklopedia języka polskiego*, ed. by St. Urbańczyk, Wrocław 1991, p. 169 and M. Głowiński, *Dzieło wobec odbiorcy. Szkice z komunikacji literackiej*, Kraków 1998, p. 119.

²² A. Jopek, *Relacja nadawca - odbiorca w polskim dyskursie prawnym i prawniczym w świetle pragmatyki komunikacyjnej*, in: *Język w komunikacji*, ed. By G. Habrajska, Łódź 2001, t. 3, p. 83-84.

Meaning and interpretation of discourse are dependent on the recipient and context specificity. This can be analysed according to Grice's inference/code model, a base to analyse human communication behaviour taking into account knowledge of code and context²³. Reception of message is not solely determined by the capability to decipher meaning of words²⁴, but also knowledge of their context in a given situation as well as understanding of basic conversation rules which enable us to process information and to interpret it correctly.

According to Grice, the process of communication is deliberate and rational behaviour of discourse participants who put in mutual effort in order to communicate²⁵. Conversation effectiveness is determined by participant input and by adhering to conversation postulates which, according to Grice, are quantity, quality, relationship and manner. The sender is supposed to formulate his message in such a way that it includes information necessary to meet the communication goal, is based on the truth, relevant to conversation purpose and understandable to recipient. Respecting these rules, according to Awdziejew, is not only logical but based on values accepted in a given culture. Effectiveness of conversation is achieved when both sides adhere to the rules, belong to the same culture and are able to predict the behaviour of others, which greatly eases the process of mutual communication²⁶.

Grice's inference model specifically stresses communication of intentions which are recognized by participants due to knowledge of code as well as the rules of communication which enable the recipient to process content according to sender's intentions. It is required of senders to have clear intentions, the intended meaning should correspond to the expressed one and be read by the recipient accordingly.

It should be noted that communication persuasive in character differentiates intended meaning from the one expressed and received²⁷. In advertising, the sender frequently aims for the recipient to only register the type of information advantageous to the sender and not recognize that which could interfere with the process of persuasion²⁸. To achieve this, only some deliberate intentions are communicated and they are enhanced by additional intentions which are convenient to attain the goal of advertising. This is true for advertising geared at both children and adults.

Preparation of advertising is dependent on the sender's intentions which condition the process of communication as well as the choice of people who will verbalise the message. First, the actual sender needs to specify his intentions which then have to be communicated to the instrumental sender. Therefore, we can

²³ A. Jopek, besides the Jakobson as well as Sperber and Wilson's model, also writes about the interactive model and Beaugrande's co-production model. Cf. A. Jopek, *op. cit.*

²⁴ Cf. H. P. Grice, *Logika a konwersacja*, przekł. B. Stanosz, in: *Język w świetle nauki*, ed. by B. Stanosz, Warszawa 1980, p. 93.

²⁵ *Ibidem*, p. 96.

²⁶ A. Awdziejew, *Gramatyka interakcji werbalnej*, Kraków 2004, p. 47. The author believes that each of Grice's postulates could be questioned, although that does not discredit his model which is imperative to a categorization in interactive grammar as it presents all verbal activities as a mutual effort of speakers aiming for satisfactory goals. From Grice's theory, he distinguishes three directions of verbal interactive activities: searching for truth, searching for emotional solidarity and creation of commitment. Cf. A. Awdziejew, *ibidem*, p. 46–51.

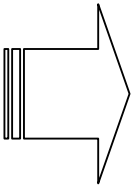
²⁷ Cf. R. Piętkowa, *Agonistyka czy empatia zasadą komunikacji językowej*, in: *Język w komunikacji*, ed. by G. Habrajska, Łódź 2001, vol. 2, p. 224.

²⁸ Cf. B. Boniecka, *Pragmatyka: zasady współpracy językowej*, "Język Polski w Szkole Średniej" 1996/1997, p. 75.

differentiate primary and secondary intentions which will hierarchically influence the final message (see Chart 4).

Intentions prior the preparation of the advertisement
N₁

Intentions organizing advertising message
N₂

<p>N wishes to communicate about P to A.</p> <p>N wishes to inform A about existence of P.</p> <p>N wants A to act according to N's wishes</p> <p>N wants K to be received by A and to gain advantages for N.</p>		<p>Deliberate intentions of the sender expressed in communication</p> <p>N wants O to think that reception of K will be beneficial to him</p> <p>N wants O to meet P</p> <p>N wants O to think that P will be beneficial to him</p> <p>N wants O to know that P's producer is W.</p>	<p>Additional intentions which the sender does not wish to reveal in communication</p> <p>N wants O to notice K and read it.</p> <p>N wants O to receive communication at a specific time.</p> <p>N wants o convince O to buy P (or make someone close to him buy it).</p> <p>N wants P to bring him profits although it is said in the communication that O will benefit.</p> <p>N wants to present P in a way that its image will be positively received by O.</p> <p>N wishes that only some of his intentions were read by O.</p>
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N₁ – actual senderr
 N₂ – instrumental sender
 K – communication
 W – producer's notion of product via advertising
 P – advertised product
 O – planned recipient
 A – recipient

Chart 4. Sender intentions

Chart 4 illustrates various types of sender intentions which influence the advertised message and the fact the deliberate intentions are not exactly the same as the expressed ones. It is evident that intentions organizing the message are partly overt and partly on the subconscious level (the fact the sender wants the recipient to undertake a certain type of activity we get from the context). Also imperative is the fact that the intentions particularly important to the sender's are often purposely fabricated for the process of communication which is subordinate to specific goals. Moreover, the process of hiding some intentions is also deliberate and dependent on the specific message. Therefore, correct seems to be the theory that, *advertising is corrupt and without authenticity which the sender creates and does not want the recipient to know*²⁹. This way the advertised message does not comply with the norms delineated by Grice for whom communication should be sincere³⁰. Recipient expects

²⁹ R. Zimny, *Wartościowanie i magia w języku reklamy*, in: *Kreowanie świata w tekstach*, ed. by A. M. Lewicki and R. Tokarski, Lublin 1995, p. 233.

³⁰ Cf. H. P. Grice, *op. cit.*, p. 97–98. Ie. the commercials for washing detergents in which the surveyed people answer that despite trying other detergents this one is best. The commercials are made to look real but they do not reflect the real situation since the people appearing in them are actors.

the sender to tell the truth and be realistic in his claims. The sender also wants his message to be received as true even if it isn't so really³¹.

Grice's guidelines were the foundations for the creation of another model, the inference model. Its authors decided that their model will differ from Grice's theories in some aspects. According to Grice, both parties in conversation have the same goal or discourse direction is accepted by both sides. For Sperber and Wilson, on the other hand, this may not necessarily be so, with knowledge about a common goal of conversation being only one of the contextual factors³².

The text cannot be entirely complete information wise since, according to the theory of relevance, people strive for minimalisation of message in order to gain the best context effect³³. The assumption is that the interlocutor has the same (or similar) power of inference as the person he is addressing. That is why he must optimally take advantage of his partner's ability to draw conclusions so that there is no misunderstanding of message due to too little information in the broadcast. On the other hand he does not want to bore his listener with information he already knows or can obtain due to the mechanism of inference³⁴.

Rules of conversation regard not just the organization of communication but also the analysis of the subconscious mechanism of information processing, presented in the inference theory of communication³⁵. These assumptions were the basis for further research on this matter, for example, on how much information does the message need to contain in order to be fully interpreted³⁶.

Authors of the theory of relevance point to various sources of information that man uses to interpret a given text. These are knowledge about the world, discursive knowledge and index knowledge. Based on these sources the recipient interprets a text using inference, complex quasi-logical reasoning and deduction³⁷.

Communication is based on the concept of identification and classification of speech patterns through adapting knowledge on language, context and intention, which happens via knowledge of the code³⁸. This is how the recipient reads the message and remembers information it contains. Knowledge of language code is preliminary to interpretation and understanding the message. Getting the sense of message is the result of creative use of various elements of communication in a relevant way³⁹.

Awdiejew refers to the inference model in his theories on communication by presenting communication as an interactive system created by the sender and recipient as well as parameters of space and time and a collection of pragmatic factors conditioning senders' interactive intentions⁴⁰. The interactive system itself can influence the interpretation of the presented content. The content is interpreted by

³¹ Cf. J. Bralczyk, *Język...*, p. 31.

³² For more on this see R. Kalisz, *Pragmatyka językowa*, Gdańsk 1993, p. 85–88.

³³ A. Awdiejew, *Standardy semantyczne*, p. 62.

³⁴ A. Awdiejew, *Gramatyka interakcji ...*, p. 70–71.

³⁵ *Ibidem*, p. 71.

³⁶ Cf. A. Awdiejew, *Standardy semantyczne...*, p.55–67.

³⁷ D. Sperber, D. Wilson, *Relevance. Communication and Cognition*, cited from: A. Awdiejew, *Komunikatywizm (perspektywa metodologiczna badań lingwistycznych)*, in: *Język w komunikacji*, ed. by G. Habrajska, Łódź 2001, t. 1, p. 26–27.

³⁸ Cf. A. Jopek, *op. cit.*, p. 83–84.

³⁹ Cf. K. Skowronek, *Reklama. Studium pragmalingwistyczne*, Kraków 1993, p. 69.

⁴⁰ Cf. A. Awdiejew, *Gramatyka interakcji...*, p. 53. and Cf. A. Awdiejew, *ibidem*, p. 48–59.

recipients based on the interactive system in which the interlocutors take part. In this case, we are dealing with undisclosed speech patterns. In addition to the presented content the speakers include unvoiced message content⁴¹.

In the interactive model, the message is a complex, hierarchically ordered announcement which can be read various ways depending on the conditions (participants' language, social and cultural experiences) which influence interpretation. Awdiejew modifies somewhat Sperber and Wilson's assumptions and points to a range of information sources which enable inference⁴². The message which is included in the act of communication can be described according to this formula: $K = C, S, I, \{F[(p)t, loc, asp]\}$. K stands for message, C = information context, S = situation information, I = index information (about changing environment⁴³), F = speaker's pragmatic intention value. The message creates an outside information frame for the expressed proposal (p), which can be changed due to time (t), location (loc) and aspect (asp). Information included in the message as well as from all the above sources is parallelly used in the process of inference.

The researcher considers inference stimulus as representing the message which crystallises during the process of interpretation. He states that reading the message requires a combination of the formal announcement with an analysis of its meaning, *or determining the units of analysis in which formal belonging combines with the informative content of the unit. Such units on the elementary level are communicative grammar system units: terms and operators (...). The terms (information bits which consist of verbs, nouns, adjectives, adverbs) transmit the idea of the information (present an image) and are broader than their formal borderlines - they give the sense (semantic standard)*⁴⁴.

The overall meaning is constructed by the recipient in a complex process of integrating bits and pieces in which particular semantic configurations are recognizable not only because they have their own characteristics but also because the recipient has knowledge of their context⁴⁵. Generally, it can be said that the basic source of information is the context understood as knowledge of the world, built into the language system or a collection of standards delineated by bits (terms)⁴⁶.

The analysis does not ignore intention which, according to the author, is specifically relevant for the description of verbal communication. The text is constructed in tune with three types of information which can be described in these questions:

What is said? – the speaker, using language means, explains individualised meaning (a certain image of the world) which allows the recipients to partly recognize his intentions,

⁴¹ Ibidem, p. 49.

⁴² Cf. A. Awdiejew, *Standardy semantyczne...*, p. 61. and A. Awdiejew, ibidem, p. 63–64. and A. Awdiejew, *Komunikatywizm (perspektywa metodologiczna badań lingwistycznych)*, in: *Język komunikacji*, ed. by G. Habrajska, Łódź 2001, p. 25–29.

⁴³ Index information can be defined as, “information from the dynamically changing surroundings during conversation in a situation where observation conditions are similar for both parties”. Ibidem, p. 63.

⁴⁴ A. Awdiejew, *Komunikatywizm ...*, p. 24. and Cf. A. Awdiejew, *Standardy semantyczne...*, p. 55.

⁴⁵ Cf. A. Awdiejew, *Standardy semantyczne...*, p. 62.

⁴⁶ A. Awdiejew, ibidem., p. 27. Cf. also A. Awdiejew, *Leksykon w gramatyce komunikacyjnej*, in: *Gramatyka komunikacyjna*, ed. by A. Awdiejew, Warszawa–Kraków 1999, p. 147.

Why is it said? – the sender wishes to communicate more than what is presented and evoke change in the interactive system (units are processed to determine the goal of the communicated content⁴⁷),

How is it said? – way of organizing the text (information genre⁴⁸).

These three types of factors can be analysed separately but their communication effect is combined creating a global communication effect⁴⁹. The presented here interactive model is used to analyse language statements in context underlining the necessity of both sides to be active in interpretation of intention. It should be noted, however, that the model can only be partly used to analyse communication in advertising. According to Awdiejew, the language process with a goal to persuade includes many elements preparing communication and accompanying its process (hierarchisation of transmitted information, appealing to recipient, arguing and using various language means in order to be successful in communication). Moreover, persuasive activities do not have a system character but are directed at a specific recipient taking into consideration his individual preferences. Often the sender wants the recipient to read some of his intentions while some remain covert and are not to be deciphered⁵⁰.

Katarzyna Skowronek discusses this issue in her work, describing the advertised message having an indirect (covert) character⁵¹. The sender has various intentions in his communication. The main intention (profit for sender) remains hidden in the advertised message while other intentions are more overt in character. Among these are information about the product, arguments that the recipient needs the product and that its purchase will be beneficial to him. Among covert intentions we can list: making the recipient familiar with the planned product characteristic, making him want to possess it, and making the recipient believe in the sincerity of the information transmitted⁵².

Among the listed intentions, not listed are often covert intentions to influence the recipient through context factors. The intention of obtaining profit is hierarchically dependent and cannot be treated in the same way as other covert intentions which influence perception.

Advertising specificity in light of research on communication

The analysis presented above indicates inadequacy of the presently available models for research on communication in advertising. Therefore, we need to decide which components of the advertised message should be analysed further in order to create a model which would enable us to precisely describe the specificity of communication in the process of communication in advertising.

⁴⁷ Cf. A. Awdiejew, *Gramatyka interakcji...*, p. 43–44.

⁴⁸ A. Awdiejew, *Komunikatywizm...*, p. 26.

⁴⁹ Ibidem.

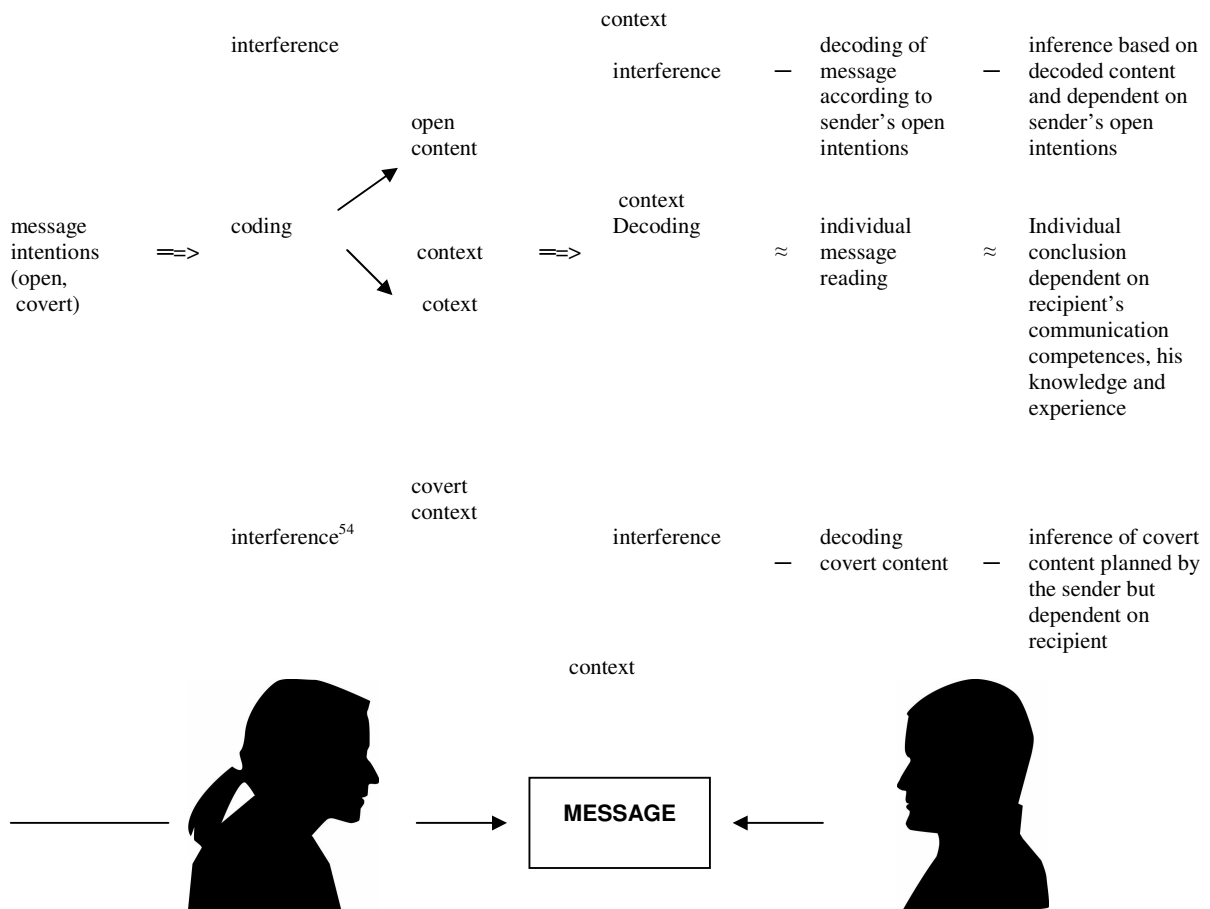
⁵⁰ A. Awdiejew, *Systemowe środki perswazji*, in: *Manipulacja w języku*, ed. by P. Krzyżanowski, P. Nowak, Lublin 2004, p. 71–72.

⁵¹ K. Skowronek, *op. cit.*, p. 69.

⁵² Ibidem.

This model should incorporate the diversity of sender intentions and their reception possibilities based on the presented content and should take into account both parties' knowledge and language capabilities. The model would be conditioned by context and cotext factors and be dependent on sender and recipient individual competences. It would have to incorporate an analysis of knowledge of various disciplines and take into account different possibilities or reading the advertised message. The task would need to involve cooperation of representatives from diverse disciplines who would design a model that would be in tune with the dynamic changes that occur in this process. What needs to be established first is a listing of the different methods the senders use to create the advertised message as well as probable ways of reading it by the recipients.

The process of communication in advertising should be treated as a form of discourse with a specific structure which is comprised of: level of statement organization, the cotext, the context and the text itself including language and other than language means⁵³. This can be illustrated by Chart 5.



⁵³ The presented definition is similar to S. Gajda's opinion which considers the message sent by the media as, *discourse which is created by a dynamic game of language and other than language means, content, expression plan, text and context*. P. Gajda, *Media stylowy tygiel współczesnej polszczyzny*, in: *Język w mediach masowych*, ed. by J. Bralczyk, K. Mosiołek-Kłosińskiej, Warszawa 2000, p. 20.

⁵⁴ Interference was introduced by C. Shannon and W. Weaver. It can be semantic in character, internal or external.

Chart 6. Model of communication in advertising

As we know, in every process of communication it is especially imperative to determine the two parties taking part. The sender, in order to get his message across, must have knowledge about people he wishes to communicate to. Also, the recipient to be able to read the message must identify the sender. The sender, to attain his goal must create a message that can be understood and convincing to his audience. The sender's assumptions about his planned target must be differentiated from the actual recipients who will be exposed to the message.

As mentioned above, within the advertised message there is open and covert content on all levels of communication. This regards the sender's intentions, the code, context and cotext conditions.⁵⁵ **Context** refers to place and time of the broadcast – location context, situation context, knowledge context and social context (interlocutors' system of values)⁵⁶. As can be clearly seen, the sender creates his message in way that its content and meaning are understood and that it will create in the recipient the wish to buy the advertised product⁵⁷.

It does not matter that in this process there is a subconscious level. It is deliberate and is supposed to reinforce what is communicated overtly and to evoke specific emotions. According to social psychology and marketing knowledge, communication in advertising is created to influence the recipient (openly and covertly) so that he takes action planned by the sender.

Reading and interpretation of message takes place on several levels, according to a hierarchy specific for the given advertisement⁵⁸. This is dependent on the conditions of reception (different types of context) and recipient specificity, his decoding and concluding skills. This process can, to a large degree, be decided upon by the sender but it is not always possible to predict the consequences. The process of decoding and concluding is largely independent of the content broadcasted. Every message is interpreted based on both, "the planned context as well as recipient context which can be individualised depending on his knowledge, experience and competences"⁵⁹. This issue is particularly interesting when it comes to children who use a different strategy in qualifying content than adults. This is a fact supported by experiments which lead us to the conclusion that children reading a message value their own knowledge and experience more than what is stated in the advertisement. Adults, on the other hand, notice the structure of the work and make an effort to interpret it more thoroughly⁶⁰.

Cf. A. Benedikt, *op. cit.*, p. 38–39.

⁵⁵ For more on classification of covert content see M. Laszczak, *Psychologia przekazu reklamowego*, Warszawa 1998, p. 128–129 and Cf. *ibidem*, p. 106–111.

⁵⁶ Different types of advertising reception are described by P. Lewinski. Cf. P. Lewiński, *Retoryka reklamy*, Wrocław 1999, p. 36–38.

⁵⁷ K. Skowronek, *op. cit.*, p. 37.

⁵⁸ P. Gajda, *ibidem*.

⁵⁹ Cf. P. Worth and L. Gross, *Strategie symboliczne*, trans. by J. Ostaszewski, in: *Panorama współczesnej myśli filmowej*, ed. by A. Helman, Kraków 1992, p. 57.

⁶⁰ For more on various strategies of interpreting message by children and adults see P. Worth and L. Gross, *ibidem*, p. 55–68. There are two interpretation strategies. Qualifying events as natural or symbolic is dependent on whether attribution strategy is applied or inference strategy. Attribution, according to the authors, is typical of

Based on the above, it can be stated that communication effectiveness⁶¹ is not dependent on whether both parties use the same code or are fully conscious of the processes within discourse or whether the communication structure is within ramifications of the planned reception. This situation is true both, for the first stage of message reception by the recipient – the decoding and the second – the concluding. What happens is dependent on the recipient's age, his communication competences, his knowledge of the world, experience and interpretation skills.

children who in interpretation used knowledge acquired earlier. To prove this an experiment was used in which children based on images (photographs) positively rated a doctor although he did not help a victim of an accident.

⁶¹ This is regarding the effectiveness of communication in a marketing sense or what effect will it have on purchasing behaviour of recipients.