

## Linguistic Features and Schematic Textual Structure in Look-good Advertisements in the Indian Print Media in English

SUKHDEV SINGH  
NAVKIRAN KAUR BEDI  
*Guru Nanak Dev University, Amritsar*

### ABSTRACT

*Every text has a communicative purpose that it performs by dividing itself into generic stages. These stages are assigned specific goals and have differing linguistic structures. This paper makes an attempt to investigate whether there is a definable co-relation between linguistic features and stages in the genre of look-good advertisements. It further investigates the role that these linguistic features, particularly the “theme,” perform in the fulfillment of the genre purpose. This paper studies how various linguistic features collaborate for advertisements to fulfill their persuasive and informative functions by assigning each stage different roles and different grammatical structures.*

### 1. INTRODUCTION

The study of linguistic features and schematic textual structure of the communicative linguistic products and processes have drawn the attention of a range of scholars in the fields of critical discourse analysis (Kress 1985, 1989, 1993; Kress & Kanpp 1992; Fairclough 1989, 1992), rhetoric and language teaching (Miller 1984; Bazerman 1988, 1993, 1994; Swales 1990; Berkenkotter & Huckin 1995; Freedman 1994; Hyland 2002; Knapp & Watkins 2005) and linguistics (Mitchel 1957; Ferguson 1983, 1994; Hymes 1984; Biber 1988; Biber & Conrad 2009; Bhatia 1989, 1993; Halliday 1985, 1989; Hasan 1984, 1985; Halliday & Hasan 1985; Martin 1985,