

Structuring of Textual Meaning in Advertisements of Beauty Enhancing Products

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1. INTRODUCTION

Discourse of advertising has got considerable prominence in the contemporary global world. Advertisements are everywhere, in the streets, in the shops, in the magazines and the newspapers, on the television and the Internet and so on. It is the medium through which the corporate houses put their products in the public domain. But it is also a fact that advertisements are considered by most people as intruders as these interfere with their primary purpose. People do not buy newspapers, magazines, or watch TV or movies for the sake of advertisements. "An ad is never the programme they are watching, never the letter they are waiting for, never the website they are seeking, nor the part of the newspaper they are reading" (Cook: 2001: 01). This peripheral position of the advertisements puts a lot of pressure on the advertising agencies and corporate houses. They are to make use of linguistic and paralinguistic devices in such a way that the advertisements succeed in attracting the attention of the people in an environment that is not much congenial for this kind of discourse.

The purpose of this paper is to analyze the selected advertisements of beauty enhancing products from the Systemic Functional Linguistic perspective.

2. OBJECTIVES OF STUDY

1. To explore the Thematic structures employed by the advertisers in the selected advertisements of beauty enhancing products to construe Textual meanings.