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**The Role of Schema Theory in The Interpretation  
of Language Advertising: The Algerian Context**

By

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## **Dedication**

I dedicate this work to my parents.



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## **Abstract**

The spread of advertising as a social phenomenon highlights the need for understanding how the customer will interpret and understand the language of this discourse relying on his schematic knowledge. Thus, the language of advertising is different from the usual language. Because, it attempts to convey a private message to the mass audience in a particular society. This dissertation aims at studying the role of Schema Theory in the interpretation of Algerian discourse advertising. The choice of the sample in this study is taken from varies types of media; visual, audio and written for the sake to analyse the use of language between the advertiser and the customer. The study shows that despite the fact that the use of Schema Theory can provide the interpreter with varies meaning. But, the message which goes beyond the advertising message is the same. This refers to the context and the cultural background.

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## General introduction

Advertising becomes very important as means of communication. For that linguists are interested in studying how the language works in this kind of discourse. The advertising discourse has a special language. Because, the advertising is meant to attract the audience attention. So, the interpretation of advertising discourse demands a great awareness about language, context and culture. This knowledge is called Schema Theory or schematic knowledge.

Schema Theory is defined as the use of previous knowledge or experience in a particular situation, so that the new situation is understood. Thus, the present dissertation is about the role of Schema Theory in the interpretation of discourse advertising, the case of study is the Algerian context. The study attempts to see to which extent the Schema Theory is important in the interpretation of discourse advertising. The problematic study in this dissertation is to examine the task of the advertiser to create a private message to public audience. Because, the choice the language can determine the choice of the customers. For that we ask two main important questions:

1. Is there any relationship between Schema Theory and selling ads?
2. How does the Schema Theory influence the interpretation of advertising?

Departing from the belief that the use and the function of language is determined by how and when to use a relevant knowledge. So that, the hypothesis is that schema can help to understand the connotation, the frequency and the consequence of an action or event that describe the world.

In conducting this researcher, three different Algerian advertisements from different media have been taken to analyse. For the purpose to apply Schema Theory on these advertisements. The analysis shows that the Algerian context can provide different

interpretation in one text. Thus, the Algerian discourse advertising is a mixture of different varieties. But, most of the time the dialectical Algerian Arabic is the key point in the interpretation.

The dissertation is divided into three chapters. The first chapter is a literary review about the nature and the concept of Schema Theory. Also, the first chapter answers the question of how the background knowledge is presented and activated in the interpretation. Context and co-operative principles are included in the study to investigate the relation between these two different terms with Schema Theory. The relation between these terms and Schema shows that people cannot share the same interpretation unless they share the same background (culture) and included in the same context. So, Schematic knowledge is a part from context and inferencing rules.

The second chapter is also a literary review about advertising. The chapter includes historical background, definition and types of advertising. The historical background of advertising describes how advertising is brought to the Algerian society. Then, forms and the linguistic features of advertising. The linguistic features of advertising are studied from the Algerian context in order to make the study credible.

The third chapter is a theoretical part apply Schema Theory on three Algerian advertisements from different mass media (television, radio and newspaper). The analysis of these advertisements led to different interpretations. However, these interpretations support the same idea which the advertising talks about. The final result of this analysis will be found in the final part of the study.

## **I. Introduction**

Schema Theory plays an essential role in the interpretation of discourse. It has a great impact on the understanding of a linguistic message. Schema Theory in general is based on knowing the knowledge of the world, this knowledge is a part from our experience and part from our socio-cultural background. As Beaugrande (1980) in Broun and Yule, 2000, p.233 notes “the question of how people know what is going in a text is a special case of the question of how people know what is going on in the world at all”. In this sense the knowledge is represented in schemata, whether in natural language or other form of representation will help the interpreter to determine the meaning of the world. Despite the fact that schematic knowledge is important to build a successful interpretation. However, there are many factors contribute to build successful interpretation such as; the context and the cooperative rules. These factors will be discussed broadly in the following stages with relation to the term schema.

## **II. The Concept of Schema**

In Cook (1990, p.16) the term schema in philosophy means:

“Any one of certain forms or rules of the “productive imagination” through which the understanding is able to apply its categories to the manifold of sense perception in the realizing knowledge or experience”. (S.O.E.D)

Schema Theory in general is the background knowledge of the world which is based on comparing new situation with an experienced one. This clarification is more explicit. However, what is really important is the interpretation of discourse because interpreting discourse relies only on the context (here and now, time and place) and the



linguistic means is not sufficient unless there is a providence with the previous knowledge.

Piaget was the first to use the term in 1926. But the introduction of the concept schemas was initiated by F. Bartlett (1932), who was interested about the role of prior knowledge in the interpretation and memory for stories. In one of his studies British students were asked to read a North American Indian folktale called “The War of the

Ghosts” and then rewrite it from memory. So students began to rewrite the story which included a number of unfamiliar cultural elements. Participants were brought back to the lab and asked to retell the story. Over time, participants’ account of the story drifted in systematic ways, including the omission of information that did not make sense for them and the reinterpretation of certain facts in order to match their own cultural backgrounds. Bartlett (1932) in Cook (1990, p.17) observes that “all people who have at any time been concerned with the nature and validity of every day observation must have noticed that a good deal of what goes under the name of perception is, in the wide sense of the term, recall (...) the observer (...) fills up the gaps of his perception by the aid of what he has experienced before in similar situation, or (...) by describing what he takes to be ‘fit’ or suitable for such a situation”. The omission of unnecessary information for a particular situation calls “default elements”. Because, the interpreter will understand what the default elements are even when it is not mentioned.

The educational psychologist Anderson (1977) developed the Schema Theory and expanded the meaning of it. For him schema is “a hypothetical mental structure for representing generic concept stored in memory and it is an abstract frame work for building knowledge and understanding different objects as well as relating relationships among them”. In a broader sense the relation between the concept and the object or the word and the world determines the meaning, coherence and the interpretation of discourse.

Cook (1990) also examined the relevance of Schema Theory. For him the origin of Schema Theory goes back to the use of some Artificial Intelligence works around (1970s) and (1980s) in the field of literature. The use of Schema in literature can be found in terms of defamiliarization (how a literary text is analyzed or how the previous knowledge is destroyed and a new information is formed) among the readers.

Scholars employ Schema Theory in the interpretation of discourse for the sake to get an information about how the text can be understood even it does not contain the whole information or description. For example,

The little girl heard the ice cream man and rushed upstairs to get her piggy bank.

The sentence says nothing about selling or buying ice cream, But, the reader will understand this sentence referring to his Schema Theory which provided the reader with a full information or a gap-filling.

The knowledge of the world is organized in a fixed way as a complete unit of stereotypic knowledge in memory; so that while understanding discourse processing there are at least two main activities **bottom-up processing** and **top-down processing**. The former enables the interpreter to understand the meaning then build a structure, i.e. he understands the sentence even it contains grammatical errors. According to Brown and Yule (2000, p. 235) human processors are not like machines; they do not reject ungrammatical text, they try to interpret it. The latter enables the interpreter to expect what coming next in the second sentence, the next title will illustrate how do we organize all this knowledge and activate only limited amounts when needed.

### III. Representing Background Knowledge

#### 1. Frames

Frame is a mental representation of objects or situations. The best illustration about representing the background knowledge can be found in Minsky's frame theory. Minsky (1975) notes that "when one encounters a new situation (or make a substantial change in one's view of the present problem) one selects from memory a structure called a frame. This is a remembered frame work to be adapted to fit reality by changing details as necessary". A frame is data-structure for representing a stereotyped situation, for each frame are several kinds of information. The top levels of frame are fixed and represent things that are always true in a fixed situation. The lower levels have many expectations. Evans and Green (2006, p.222) defines the frame as "relates elements and

entities associated with a particular culturally embedded scene from human experience”

So frame refers to the words that relate together within the same thing.

## 2. Scripts

Scripts are routine events such as meeting or greeting, it is all about social occasions and how to use the language in a common situation that encountered frequently. The scripts concept was used by Abelson (1976) to examine the relation between attitudes and behavior, but when we apply it to text understanding it becomes incorporates as shank (1972) call it “conceptual dependency”, the following example illustrate this idea:

Mrs. Eynsford Hill (introducing) my daughter Clara

Liza: how do you do?

Clara: how do you do?

Ereedy I’ve certainly had the pleasure.

Mrs. Eynsford Hill My son Freedy.

Liza: how do you do?

(a long and painful pause ensues)

Mrs. Higgins (at last, conversationally) will it rain, do you think?

Liza: the shallow depression to the west of these islands is likely to move

Slowly in an easterly direction. There are no indications of any great change

In the barometrical situation.

Freedy: Ha!Ha! how awfully funny.

Liza: what is wrong with that, young man. I bet I got it right.

(Pygmalion, Act 3) in Widdowson (2007, p.35).

Liza did get the language correct, there is no grammar or pronunciation mistakes. However, she does not aware that Freddy mentioned the weather for one and only reason which is to mad the conversation going. The point that what can be account as normal behavioral, is not in a particular social actions.

### 3. Scenarios

It is the extended domain of reference, which is used in interpreting written text used for situational knowledge. Scenarios can be defined as a description of a possible future situation including the sequence and the consequences of events (a series of imagination about particular imagination). Scenarios are not full representation of the consequences, but rather then highlighting the key factors.

Scenarios reflect different assumptions for obtaining communicative function to promote a common shared understanding of a text. For example, if someone sees a headline in newspaper talking about a car accident, he will unconsciously make a series of events about going to hospital even though it is not mentioned relying on his background knowledge of the case of accident, which is presented as scenarios events.

### 4. Schemata

Readers use schemata to make sense of events and descriptions by providing default background information for comprehension, schemata contain sets of expectations about how stories will continue. Van Dijk (1981, p. 141) in Brown and Yule (2000, p.249) defines the schemata as “a higher-level complex (and even conventional or habitual knowledge structures”. Schema helps the interpreter to organize and structure his knowledge in a systematic and fixed way. Van Dijk



(1986, p.85-155) shows that newspaper stories can be described as schemata because newspapers usually start with a headline, then move to the details. For him each article reflects “a pre-formed expectation about structure and content that simplifies information processing”. So, schemata in general represent a generic knowledge or structure. But do not contain information about particular events, but rather about their general form. Yule (2006, p.170) has defined schemata as “a general term for a conventional knowledge structure that exists in memory” like a restaurant schema. Because, the hearer/reader already knows what a

restaurant is and there is no need to mention that restaurant is a building and there are tables, chairs and food.

## 5. Mental Models

A mental model is a schema plus a cognitive process for manipulating and modifying the knowledge stored in a schema. Cognitive psychology suggests that a mental model consists of two major components: knowledge structures (schema) and processes for using this knowledge (mental operations).

The interpreter does not understand the meaning independently. But he understands the whole meaning across sentence. Mental models are not stereotypic interpretation, they can be used as a state of affairs at a particular point in time and space which can be related to the meaning of sentence, for instance:

The man who lives next door drives to work

The hearer will understand this state of affairs by referring it to the neighbor. So, the role of mental models is to deduce the meaning of utterances relying on logic and reasonable interpretation, rather than on what have been said literally.

## IV. Schema and Context

The introduction of context theories to the field of discourse analysis, means that besides the consideration of discourse, the context in which the discourse takes place should be taken into account. Traditional research on context developed by Malinowski (1923). He distinguishes three types of context: the immediate context of utterance, the general context of situation, and the context of culture. Fillmore (1977,

p.119) points out “the task is to determine what we can know about the meaning and context of an utterance has occurred...I find that whenever I notice some sentence in context, I immediately find myself asking what the effect would have been if the context had been slightly different.’ (Brown and Yule, 2000, p.35).

Different linguists have come up with different definitions of ‘context’. Widdowson (2000, p.126), considers context as “those aspects of the circumstances of

actual language use with are taken as relevant to meaning”. Cook (1992, p.1) defines context as “who is communicating with whom and why; in what kind of society and situation; through what medium; how different types and acts of communication evolved, and their relation to each other”

Schema plays important role in language and linguistic processing by helping to frame the semantic content of a situation. that organizes prior experience and helps us to interpret new situations.

A piece of discourse cannot be understood unless it has a reference and the occasion to use it. The occasion for use occurs in the continuous and changing context for our daily life. Widdowson (2007, p.29) explained the relation between schema and context in terms of what he called “frame of reference”. He provided the following example

The service left much to be desired.

The word service in a dictionary has a different meaning (religious ceremony, public assistance). In order to understand the appropriate meaning; the reference or the context is most likely to be obligatory. When people talk to each other, they will naturally make reference to what is present in such situations.

The context is not concrete circumstances but is an abstract representation activate the background to create kind of understanding. However, if the interpreter fails to link between the background and the context there will be kind of confusion and misunderstanding: for instance, if someone tends to ask someone else from Alaska to describe the spring he will not be able to describe it because his schematic knowledge is not relevant. George Yule also took “context” into account.

He provided us with a somewhat general definition, “Context is the physical environment in which a word is used” (Yule, 2000, p.128).

Song (2010, p.876-877) divides “context” into three elements

## 1. Linguistic Context

It refers to the context within the discourse (the relationship between the word, phrases and sentences). It can be explored from three aspects: deictic, co-text and collocation.

In a language event, the participants must know where they are in space and time, and these features relate directly to the deictic context, by which we refer to the deictic expressions like the time expressions or (temporal deixis) now, then, etc. The place expressions (spatial deixis) here, there, etc., and (the person deixis) like him, them, those, etc. Deictic expressions help to establish deictic roles which derive from the fact that in normal language behaviour the speaker addresses his utterance to another person and may refer to himself, to a certain place, or to a time. The co-text is the linguistic environment in which a word is within a text; is the internal linkage of linguistic elements (this, her...etc.). This linguistic link calls “cohesive devices” which enables to make relation between words to link the part of text together. Widdowson (2007, p.1) sees the role of cohesive devices as “new content is understood in relation to the context that has been established in the reader’s mind by what has been said before”. So the co-text is a set of words used in the same phrase or sentence. The last one is collocation which means the syntagmatic relation between words, for example (handsome man) and (beautiful lady).

## 2. Situational Context

Refers to the environment, time and place, the here and now in which the discourse occurs, and also the relationship between the participants. This theory is traditionally approached through the concept of register.

Ferguson (1994, p.20) claims that register is “a communication situation that occurs regularly in a society (in terms of participants, settings, communicative functions, and so forth) will tend over time to develop identifying markers of language structure and language use, different from the language of other communication situations”.

Barbara (2008, p.174) defines register as “a set of lexical(vocabulary) and grammatical features that accompany and help to identify discourse that occurs in a particular recurrent situation”.

Biber and Conrad (2009, p.6) describes register as “a variety associated with a particular situation of use (including particular communicative purposes)”.

The notion of register means that people speak differently in different situations. So, is a form of language among the people of the field (shaping language). Register contains three components.

### *2.1 Field of Discourse*

Refers to the ongoing activity. Is the situation in which discourse is occurred, in other sense is: what is being talked about? The field of discourse for Halliday (2012) is the subject matter of the text, which is concerned with what is happening, who is doing what, and how, why, when actions and events taking place.

### *2.2 Tenor of Discourse*

It is concerned with the social status and the people involved in the communication and the relationships between them in terms of formality and distance. Tenor is about the use of language in different circumstances. For example, in school, at home, between friends and teachers. So, the tenor determines the linguistic choices in a particular context.



## 2.2. *Mode of Discourse*

Is concerned with what part the language is playing in the interaction, what form the language is take either spoken or written and is about the nature of language used or the mode of sentences (declarative, imperative, etc.).

### 3. Cultural Context

Cultural context means a set of meaning and assumptions we share as community of people. It is also incorporating “The culturally evolved expectation of ways of behaving and getting things done” (Hammond, 1992, p.2)

Cultural context refers to the culture, customs and background of particular time in language communities in which the speaker participate. language is a social phenomenon and it influenced by many factors such as; social role, status, age and sex

#### *3.1 The Role of Context*

Song (ibid) discusses the role of context.

##### A. Eliminating Ambiguity

Ambiguity refers to a word, phrase, sentence or group of sentences with the possibility of being understood in more than one way (possible meanings or interpretations). There are two kinds of ambiguities: lexical ambiguity and structural ambiguity.

Lexical ambiguity is mostly caused by homonymy and polysemy. For example, these four words, right, rite, write and wright, are all pronounced as [rait], but they are quite different from each other. Because the context can indicate the meaning of these words.

Structural ambiguity arises from the grammatical analysis of a sentence or phrase. For example, the phrase young men and women can be analysed as either (young/men and women), in the sense that they are both young or (young men/and

women), which means only men are young). Then, Hymes (1962) notes that “the use of a linguistic form identifies a range of meanings when a form is used in a context it eliminates the meanings possible to that context other than those the form can signal: the context eliminates from consideration the meanings possible to the form other than those the context can support”. For Hymes speech does not occur randomly, but rather within a specific context. Because,

speech cannot be separated from the socio-cultural factors which help to shape the language to convey a meaning.

### B. Indicating Referents

To avoid repetition, such words such as, I, you, he, this, that, etc. to replace some noun, phrases or words like do, can, should to replace verb phrases, or, then, there, etc. to replace adverbial phrase of time and place. Context plays a great role in understanding the referents of such words. The following dialogue is written by Firth:

-Do you think he will?

-I don't know. He might.

-well, his brothers have. They perhaps think he needn't.

-Perhaps eventually he will. I think he should, and I very much hope he will. (Zhang yunefi, 2000, p.245).

Without context, we can hardly guess what the speakers are talking about since there are too many auxiliary verbs and modal verbs such as will, might, have, can, etc. used in the dialogue.

A similar claim was mentioned by Hymes. He views the role context in limiting the range of different interpretation:

“The use of a linguistic form identifies a range of meaning. A context can support a range of meaning. When a form is misused in a context it eliminates the meaning possible to that context other than those the form can signal: the context eliminates from consideration the meanings possible to the form other than those the context can support”.

(Hymes, 1962, quoted in Wootton, 1975, p.44).

For Hymes speech does not occur randomly. But, rather within a specific context; since speech cannot be separated from socio-cultural factors which helps to shape the language to convey meaning. Hymes calls this theory The Ethnography of Communication or ethnography of speaking which “concerns with the questions of what

a person knows about appropriate patterns of language use in his or her community and how he or she learns about it”. (Farah, 1998, p.125).

The Ethnography of Communication Hymes summarizes in terms of SPEAKING. Which means that besides the use of language the interpreter must be aware about the meaning of SPEAKING in a discourse conversation. SPEAKING represents the first letters of terms of speech components.

1. S: Setting and Scene. Refers to the time and place
2. P: Participants (speaker and audience).
3. E: Ends (purposes, goals and outcomes).
4. A: Act Sequence (form and order of events).
5. K: Cues that establish the “tone, manner, or spirit” of the speech act.
6. I: Forms and styles of speech (dialect features or use more formal register and careful grammatical standard forms).
7. N: Social rules governing the event and the participants.
8. G: The kind of speech act or event (the kind of story).

So, the term is a combination of language rules plus the elements of context, the relationship between the participants and the linguistic choices which is potential for a particular situation.

## **V. Schema and Co-operative Principles**

Grice (1975) was the first to use the term implicature to suggest that speaker suggests or means something which is different from what he says literally. Conversational implicature is derived from a general principle of conversational plus a number of maxims which speakers will normally obey, the general principle is called the cooperative principle which Grice (1975) presents in the following terms:

“Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged”

The conversational conventions, or maxims, which support this principle are:

Quantity: Make your contribution as informative as is required (for the current purposes of the exchange). Do not make your contribution more informative than is required.

Quality: Do not say what you believe to be false. Do not say that for which you lack adequate evidence.

Relation: Be relevant

Manner: Be perspicuous.

Avoid obscurity of expression

Avoid ambiguity.

Be brief (avoid unnecessary prolixity).

Be orderly.

Grice found that when people communicate with each other, they do not always stick to the four maxims. The violation of these maxims may result in the speaker utterances to convey pragmatic meaning. Let's consider the following example:



(The husband has just finished supper and wanted to watch TV, leaving his wife alone to clear the table and wash the dishes.)

Wife: shouldn't you help me do some housework?

Husband: I have worked for nine hours.

The husband's answer has nothing to do with the question of his wife. He violates the maxims of relevance to get a pragmatic meaning, which means that he is so tired and

he cannot help her. So, this explain the tendency of the speaker to understand metaphoric expressions and the ability to lie.

However, the speaker / hearer cannot be able to understand these kind of utterances unless they share the same background knowledge of the word (the background knowledge is a part of social human activities). Shared knowledge of the world and shared inferencing rules must apply if participants are to reach similar pragmatic interpretations of discourse. Let's consider the example of Neddar (2004, p.54)

There's a mouse in the cupboard.

Neddar (ibid) claims that "bearing in mind these maxims, combined with schematic knowledge the parties involved in conversation can converge the linguistic elements of the code from types to tokens". So that automatically the husband will understand that his wife is asking him to chase the mouse using his background knowledge. Although there is no reference that she means that. The meaning of an utterances is not fixed, and can be interpreted in a different ways based the understanding on what they know as a previous knowledge or an experience.

## **VI. Conclusion**

To sum up with this chapter which is generally talking about the role of Schema Theory in the interpretation of a discourse text. We have seen that schematic knowledge is the previous knowledge that stored in memory about particular situation to enables the hearer or the speaker to adopt with new situation relying on his background knowledge can be done through different representations like schemata and scenarios.... Then we have seen that schemata cannot be activated unless there is a presence of what we call "context". Context with his three components refers to the use of language in a particular

events or circumstances is very important to avoid ambiguous sentences. The last title in this chapter is about Gricean cooperative principles. These principles help to build a successful communication. But, when it is related to Schema Theory it becomes more pragmatic. Because, shared knowledge of the world and shared inferencing rules must apply if participants are to reach similar pragmatic interpretations of discourse.

## **I. Introduction**

Advertisement becomes very important in our life. It plays a crucial role and extends to attach all the aspect of life. Because, advertising is one of the most useful way to inform the customers about new products and to make the people accept new products, institutions or ideas. To convey your message successfully the advertiser needs to create a very effective advertisement. For that reason, it is necessary to take the language of advertisement into consideration. Because, it reflects the society at first then the advertiser at second. For Goddard (2002, p.5) “Advertising is so familiar to modern readers that it may seem odd to ask what an advertisement is. Although advertising is all around us – perhaps because it is all around us – we don’t often pause to think about its nature as a form of discourse, as a system of language use whereby, on a daily basis, huge numbers of readers have fleeting ‘conversations’ with the writers of countless texts”.

The study of the Algerian advertising discourse needs to take into consideration the position of Algeria as a multilingual society. This position has an effect on the language of advertising and the interpretation of the discourse of advertising.

In this chapter the study focuses on the Algerian advertising discourse.

## **II. The History of Advertisement**

The first forms of advertising were in the 15<sup>th</sup> century and the advertising messages were transferred by word of mouth like the trade man who walks in the street and promote for his product.

The use of the advertisement begins to spread after the invention of printing press in 1436. The first advertisement was in 1625 in London to promote for published book. During that time the advertisement was named “Advices”. Around 1655 the people begun to use the word “Advertisement” to promote for books, medicaments, chocolate and tea. In the Arabic world the first use of the advertisement used by an Egyptian newspaper calls “Barid Masr” during the French holder by Napoleon Bonaparte in 1797. The advertisement was about how to participate in the newspaper.

Algeria also witnessed the first advertisement in newspaper calls “El Mobashir” in 1830. The advertisement was also about how to participate in the newspaper.

The Western colony brought the art of advertisement to the Arabic society to control their attitudes, believes and behaviors. i.e., advertising was used as means of propaganda. But, the Arab advertiser succeeded to use the advertising as means of communication to promote their products for commercial purposes.

### **III. The Definition of Advertising**

There are various definitions of advertisement

The most popular definition of advertising is traced back to the American Marketing Association (AMA) which defines it as, “Any paid form of non-personal presentation and promotion of ideas, goods and services of an identified sponsor”

Wikipedia defines the advertisement as “an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product service or idea”. Advertisement is a kind of conviction to promote ads.

According to Webster advertising is “to give a public notice or announce publicity”

The word advertising comes from Latin word “Adverte” which means to turn the minds of towards”.

Walter defines advertisement as “the art of attracting people to behave in a particular way”. His definition includes all the type of advertising without exception.

Dyer (1988) defines advertising as “drawing attention to something or notifying or informing some body of something”.

Williams (2002, p.17) sees that the definition of advertising can be understood in terms of two functions. The first function is how advertising means. The second one is how advertising works. So, Williams claims that advertising “is a simply a transparent vehicle for a ‘message’ behind it”.

Mathur (2008, p.336) claims that advertising is meant for promoting the ideas, goods and services to create awareness and assist in selling the product. Mathur (ibid) sees the advertising as a “fast moving, glamorous discipline used to evoke positive feelings for products and minimize or totally eliminate negative thoughts about them”.

Karlsson (2015, p.1) “Advertisements are selling us something else besides consumer goods: in providing us with a structure in which we, and those goods, are interchangeable, they are selling us ourselves”.

#### **IV. Types of Advertising**

The advertising is classified according to the product, the purpose and according to the target audience. Cook (1992, p. 5) argues that advertising also presents functions such as amusing, informing, pleading, warning, etc. There are four main types of advertising.

Brierley (1995) claims that advertising is a part of our life “Radios at the bedside; letters on the doormat; billboards at bus stops; magazines at the hairdresser’s; newspapers on the train; faxes at work; videos in hospitals; stickers in newsagents’ and TV in the living room: at every point of the day we are bombarded with commercial messages”.

##### **1- Industrial Advertising**

In industrial advertising or business advertising the promotion is for the company itself rather than the products. This kind of advertising aims at making the customer trusts the company and to get an idea about the tools of making the products.



Advertisers use industrial advertising to promote for industrial goods. Such as machines, plants or equipment which are available in their manufactures and how these ads are highly made. According to Dyer (1988, p.3) “commercial advertising is designed to promote public confidence and favourable business images. Such advertising is not usually designed intended to influence sales directly”. For example, the industrial advertising in television is always about enterprises.

The following two pictures (figures 01) and (figures 02) are about two famous enterprises in Algeria. The first picture is about the enterprise of 'Condor'. The picture presents a limit offer for a bride about a number of household appliances. The second picture presents the enterprise of mobile 'Iris', even though it is not an Algerian enterprise. But, it has a good feedback among Algerian customers.



Figures 01: Condor.

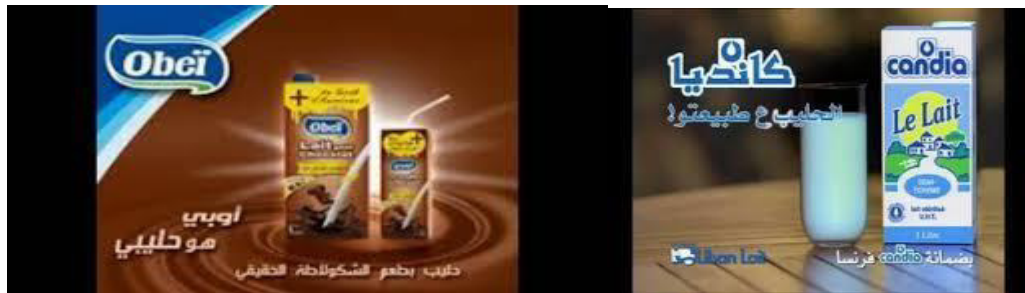


Figures 02: Iris.

## 2- Commercial Advertising

Commercial advertising is a trade advertising encouraging the wholesalers and dealers to sell goods of the advertiser. Commercial advertising is the most common and visible in Algeria. Because, is directed towards a mass audience.

Commercial advertising is about the daily needs of the customer, such as food, clothes, cars and mobiles. The following pictures present a commercial advertising about two different kind of milk in Algeria.



Figures 03: Obei.

Figures 04: Candia.

### 3- Professional Advertising

In professional advertising the advertising is directed to professional people like doctors, engineers and professors and is also about to buy some particular materials which they need in their professional life.

### 4- Social Advertising

Welukar and Harichandan (2011, p.27) defines social advertising as “an advertising which undertaken by non-commercial organizations such as Trust, societies, associations, etc. The main objective of social is to work for social cause. Advertisements for collecting donations for war victims or for victims of natural calamities, sales of tickets for a show etc. Are example of social advertising”.

Social advertising reflects the real life in a very optimistic way and announce the good news and the good side of things. Like the health organization which support the people to stop smoking or to encourage the blood donor to save the others life.



Figure 05: No Smoking.

Figure 06: Blood donor.

## **V. Forms of Advertising**

### **1-Television Advertising**

Television is an audio-visual media and the best-selling media. The first use of television advertising was in America in 1947 and it was only for the institutions.

Advertising in Algeria was controlled by the government until the year of 1990s. During this year Algeria witnessed the first form of free advertising.

Television advertising has a great impact on the customer's behaviours; since television is available everywhere and reaches a very wide audience and have the opportunity to become across the border.

Television Advertisements are a combination of music, pictures and slogans. However, they are limited with time and space; it means that advertiser cannot take a long period and cannot use all the screen to write down his message. Moreover, advertisement attaches all the aspect of life. Because, it informs the consumer about his daily needs.

The wide spread of advertising makes the country open a television channels only for advertising which gives the audience the opportunity to criticise, comments or to support the product.

## 2- Radio Advertising

Radio advertising is an auditory media and a local broadcasting. The ads chosen according to a particular group of people who listen to the Radio (the local people). The radio serves the society in terms of geographically, socially and economically concordant, this society might be state, town or country. The success of advertisement in Radio refers to the voice of the speaker for that reason the advertiser must use simple and useful language.

Advertisement in radio usually takes different forms

- 1- Quick advertisement: usually presents as a slogan or call with the use of music or short song.
- 2- Dialogued advertisement: presents between two people about product or service.
- 3- Dramatic advertisement: is a performance or short dialogue. It conveys a message that arises awareness.

- 4- Advertisement for programs: this kind of advertisement is a radio announcement to inform the audience about new coming events or

Algeria was the first Arabic country that use the Radio in 1925

### 3- Magazines Advertising

Magazines advertisement are a press advertising media mad for a specific audience. Magazines may have classified under five groups: 1) special interest magazines

2) trade magazines 3) technical magazines 4) professional magazines 5) regional magazines.

Magazines are not daily like the newspapers they are weekly or monthly. This means that the advertisement has the opportunity to stay for a long time. Advertisements of magazines are highly selected.

### 4- Newspapers Advertising

Another press advertising media, their coverage is highly and reach every kind of advertising. Most of the newspapers are daily and easy to purchase. So the customer will have the opportunity to see the advertisement every single day.

Although, there are different forms of print advertising like bills, wall posters and calendars. But, newspapers are always the best-selling media, they contain all the form of advertising (industrial, commercial, professional and social advertising).



## 5- Internet Advertising

Internet advertising is an electronic advertising media. The internet advertising is one of the useful ways of advertising; since it begins to spread drastically between people from different ages. The advertising in internet are usually websites, banners, buttons, sponsorships, interstitials, meta ads, classified ads and e-mail ads.

- 1- Websites: are electronic location where the customers can contact with the company and order for his ads or products. Many companies find that the

internet advertising may facilitate their promotion nationally and internationally.

2- Banners: are a small billboard that appear across or near the web page. Banners guide or direct the customers to the site or the page of the advertiser.

3- Buttons: are the same with banners. But, they are small icons link the customer

with the advertiser's page.

4- Sponsorships: is another form of internet advertising. Webster defines sponsorship as a person or organization pays the cost of an activity or events (such as a radio or television program, sports event, concert, etc.) in return for the right to advertise during the activity or event.

5- Interstitials: include all the kind of advertisement that appear in the screen while the computer downloads a website that the user has clicked.

6- Meta Ads: a meta ad is result from the research engines (such as Yahoo, Google, etc.) when the user search for a particular thing. Meta ads are keywords to attract the audience.

7- Classified Ads: are a classified ad websites offer the customers the opportunity to search for specific ads from particular website. They are similar to magazines.

- 8- E-Mail Ads: advertisers can use e-mail as means of communication between the customer to consume time and to provide the customers about the details of the products.

## **VI. The Discourse of Advertising**

The term discourse of advertising means that besides the use of language in a particular context. The advertisement is considered as message with a communicative purpose. People relate advertising with selling product or selling a service. However, advertising can carry out a message through its language. So, the advertiser uses a

particular form of language to reach a target audience taking into consideration the contextual situation.

These are the main features of discourse in advertising (language and its context). But, in this section the context will have the priority. Because it is really important to speak about the context then we move to speak about the language of advertising in another section which is the linguistic features of advertising.

Context in advertising may refer to the abstract presentation or to the concert presentation. These two features have the same value in advertising without exceptions to carry a pragmatic meaning. Another term the advertising gets its value according to the context.

The communicative process in advertising is between the advertiser (addresser) and the customer (addressee) about the products without direct interaction using verbal or non-verbal language. For example, direct language like (idioms, slogans) or non-verbal language such as facial expression or using famous person (famous singer or famous actor) as a kind of endorsement to get a strong and special support from the audience.

### *FEATURES OF CONTEXT IN ADVERTISING DISCOURSE*

1. Substance (=physical material of ad)
2. Music and pictures
3. Paralanguage: voice, gestures, type and size of letters, etc.

4. Situation: the properties and relations of objects and people in the vicinity of the text, as perceived by the participants").

5. Co-text: text which precedes or follows that under analysis.

6. Intertext: text which the participants perceive as belonging to other discourse, but which they associate with the text under consideration, and which affects their interpretation.

7. Participants: senders, addressers, addressees and receivers.

8. Function: what the text is intended to do by the senders and addressers, or perceived to do by the receivers and addressees. (Cook, 1992, p. 1-2).

## VII. Linguistic Features of Advertising

The aim of advertising is to use a memorable language. Advertisers are always trying to play with words and manipulate their meaning using or relying on different linguistic choices. Linguistic choices give a rise to different meanings. Mirabela (2010) states that “Advertising language often uses the techniques similar to those in poetic texts. The advantage of so-called mnemonic devices (rhyme, rhythm, alliteration and assonance) is the memo technical effect. It guarantees that the receiver of the advertisement better remembers the text and recalls it at the right moment”.

Goddard (1998, p.5) supports this claim by stating that “for adverts to work, they must use our commonly shared resources of language in ways that affect us and mean something to us”.

This kind of language called creative language which attaches the linguistic features of advertising.

### 1-Phonological features

#### *1-1Rhyme*

Rhyme is the repetition of the same ending sound. Concise Oxford English Dictionary 2004 defines rhyme as “a pattern of identity of sound between words or verse- lines extending from the end to the last fully accented vowel and not further”. One of the best techniques for bringing in the brand name is to make the slogan rhyme

with it. An ad slogan is better if it reflects the brand's personality. By this kind of rhyming, the brand name is highlighted. Mirabela (2010, content section, para.2).

### *1-2Rhythm*

Rhythm is the repetition of the same rhythmic pattern. rhythm is so powerful and attractive in the human mind.

The following example is from an Algerian advertising about washing powder illustrates the use of rhythm in advertising.

e.g. ?wmw ywasax hwayjo w ziyd yt ?alam howa lmofiyd.



Figure 07: Washing powder OMO.

### *1-3 Alliteration*

Alliteration is the repetition of the initial sound. Alliteration in Wikipedia can be defined as “literary technique, in which successive words (more strictly, stressed syllables) begin with the same consonant sound or letter. The purpose of alliteration is to create a consistent pattern that catches the mind's eye and focuses attention.

## **2- Lexical features**

### *2-1 Linguistic items*



Linguistic items in the Algerian advertising include the use of positive and descriptive adjectives that are daily use in the Algerian dialect like 'ġbab', 'bnin' which means in English 'good' and 'delicious'. The advertisers use imperative and indirect verbs such as 'dyi' or 'jarab' rather than 'ġryi' which means 'take' or 'try' instead of

'buy'. The use of these kind of linguistic items will establish a friendly and intimate relationship between the consumer and the advertiser.

## 2-2 Code Switching

The phenomenon of Code-Switching or Code-mixing in the language of Algerian advertising is very spread. Algeria is described as being a multilingual country in which different languages and language varieties are used. So the advertiser should use the language which is a part of a social life. Mathur (2008p,.336)) states that “Consumer advertising deals with the actual buyers and users of the market segment and therefore use a language and a medium best suited to the target segment.”

The Algerian people use different languages like (French and Arabic) or different varieties such as (Algerian dialect) in their talk whether in word, sentence or phrase. For that reason, one advertisement may include different languages or dialects.

## 2-3 Borrowing

Borrowing is a linguistic term means to adopt a new word from another language. The use of foreign words in advertising is to enhance the value of the products and to emphasize its origin. Hoffer (2002) defines borrowing as “the process of importing linguistic items from one linguistic system into another, a process that occurs any time two cultures are in contact over a period of time”. Loanword words are also used to emphasize on the relationship with another country. Forexample:

‘Aroma motʕato el taḍawoq’.

‘Aroma the enjoyment of tasting’.

The advertise use an English name for his brand mark to emphasize the customers to buy the product.

### 3- Semantical features

Advertisers use persuasive techniques like unorthodox use of language to attract consumers' attention as this is unexpected and surprising (Leech, 1966)

Chaysin (2011, p.2) denotes that “Linguists believe that language is more than just communicating meanings. Linguists can play with words, break the rules of syntax or semantics and create animated expressions by applying figures of speech”.

The figurative language is one of the effective communicative tools between the advertisers and the customers. The use of figures of speech in advertising can be found in words, images or meanings. The study of all the types of figurative language would be so extensive. So the study is limited in the field of Algerian advertising discourse with the concentration of the main figurative language used in the Algerian advertising.

Before to move to the figurative language there is a need to know what is a figurative language. For Hammerschmid (2013, p.1) defines the figurative language as “something different from (and usually more than) what it says on the surface”.

### *3-1 Personification*

A figure of speech in which human characteristics are given to a non-human. Pugsley (1990, p.56) claims that “personification is the attribution of human characteristics or feelings to non-human organisms, inanimate objects, or abstract ideas. The use of personification in advertising will award the product with human emotion.

Relating literature with advertising is meant to establish a relationship between the consumer and the brand marketing. (Delbaere et al., 2011; Ricoeur, 1977) Brand personification is a particular form of metaphor in that marketers attempt to convey persuasive messages in a figurative way and make consumers think about the brands as humanlike social agents.

*3-2 Metaphor*

Oxford Advanced Learner's Dictionary defines metaphor as "a word or phrase used in an imaginative way to describe subject/something else, in order to show that the two things have the same qualities and to make the description more powerful. Metaphor

is a comparison between the product or service and other things or subjects. Metaphor in advertising takes verbal and visual form.

Visual metaphor relates to print advertising. Because, it accompanies the text by the image. But, the verbal metaphor is understood verbally without any image.

Lakoff and Johnson (1980) points out that “metaphor is a cognitive rather than a linguistic phenomenon, and that the metaphorical expressions we find in language merely reflect the metaphors that exist at a conceptual level”. Metaphor can be seen as a figure of speech which has a pragmatic meaning. Because, the interpretation of metaphor cannot reach the meaning from its literal language. For example:

ğđā?eka tr †aho ?yadi amina.

The expression (? yadi amina) or (safety hands) is a metaphorical expression refers to the quality of food in terms of hygiene

### *3-3 Simile*

A simile uses the words “like”, “as” or “similar to”, to compare one object or idea with another to suggest that they are alike. For example, the advertiser uses this expression

Krim Johnson yj†al baĴarataki na †ima mila al atfal

Cream Johnson make you skin smooth like the babe

The word 'like' used to make a comparison between the skin of babe and the skin of adult and to show the effect of this cream.

### *3-4 Humour (pun)*

The use of humour has become common practice in advertising. Because, it has a well-known effect among audience to make them laugh and to attract their attention. Advertisers use different humour tool groups in advertisements (animation, caricature) for customers with different motivational values.

Customers tend to understand the message of the humorous advertising even though there is no direct speech. Humour has become a field of study. Because, it reflects the society (their thoughts, feelings and attitudes). Moreover, the sense of humour in advertising make the idea accepted easily. For example

Liberman and Foster's (1968, p.138) defines metaphor as a "special kind of comparison, usually of something unknown to something known for the sake of clarification of the former."

Lakoff and Johnson (1983, p.242) also defines metaphor as "The essence of metaphor is understanding and experiencing one kind of thing in terms of another."

### *3-5. Hyperbole*

The use of hyperbole in an advertising discourse is a common strategy used to capture attention of the audience. Oxford Advanced Learner's Dictionary defines hyperbole as "(use of) exaggerated statement(s) made for effect and not intended to be taken literally".

## **VIII. Conclusion**

Advertisements are everywhere and it is impossible to avoid them. Advertising takes many forms, but in most of them language plays a crucial role. Language enables the people to identify a product and remember it. Advertising language is a style of immediate impact and rapid influence. Although, visual images and design as well as audio techniques in advertising have a great effect on the customer. The current study analysed the discourse of Algerian advertising. The study exposed that the Algerian advertising is characterized by the use of linguistic features, morphological which serve as persuasive elements.



## **I. Introduction**

In this chapter the attempt is to apply the Schema Theory in the interpretation of three advertisings discourse. This study provides an analyses of some advertising using different ways of interpretations (at the level of language, context and meaning). Then, the study ends with a discussion of the interrelationship between culture (schemes) and advertising discourse.

In this chapter we are going to analyse three Algerian advertisings discourse from different forms (commercial advertising, social advertising and industrial advertising) and different types media (television, radio and newspaper) with different language use.

The reason behind the choice of these different advertisements is to see how particular language works in particular context. The language of television is different from radio and different from newspapers. Consequently, the representation of background knowledge will be different from one area to another. So that, different results will be analysed.

Through this study we are going to answer three main questions:

- 1- How does the customer use his schematic knowledge in the interpretation of advertising?
- 2- How does the advertiser use his schematic knowledge in the creation of discourse?
- 3- Is there any negative effect on advertising using Schema Theory?

## **II. The Choice of the Sample**

Visual image and design in advertising have a great impact in making the customer involved. Television and Radio advertising use different techniques in advertising because they focus on the sound, music. The image in television plays a crucial role in understanding and creating an imaginative situation. But, it is the language that helps people to identify a product and remember it. Newspapers also have a special

language. Most of the time the language is used as a slogan pun or mixed with music. The language might be written, spoken or signed which enables us to construct the meaning.

Despite the fact that pictures and music create a mood in advertising. But, the choice of language to convey a specific message with the purpose of influencing people is very important. So, let's consider the following samples.

1. *Sample 01: The coffee of Aroma (taken from television).*



Figure 08: Coffee Aroma.

### 1.1 Description of the Sample

This advertising is a commercial advertising about coffee of Aroma. The advertising is a poetic text mixing with music and dance. But, our focus is on the language.

The text says: *Nebda sbañi b Aroma*

*Benna w nakha ma<sup>s</sup>loma*

*Kayen mnha ya jari Aroma qahwet laħbab*

*Lga<sup>s</sup>i qa<sup>s</sup> fl ħoma y<sup>s</sup>rob qahwet Aroma*

*Aroma ixtiyari ma nbdelhaʃ moħal*

*Aroma espresso qahwetna lʃalamia*

*Wʃliha ma nestagno mn Aroma zidni ʃwaya*

## 1-2 Analysis of the Sample

From the first glance we will be able to understand that the advertising of Aroma is to promote for the coffee to encourage the customer to buy it. Because, Aroma is so delicious. But, the interpretation of this advertising refers to the use of our previous knowledge. Because, what have been said literally is different from what we understand. So, let's analyse the language of this advertising.

1. 'Nabda sbaħi b Aroma' (I start my day with Aroma). The sentence means that every morning I drink coffee Aroma. Although, the advertising says nothing about drinking coffee i.e. there is no direct word which express the verb

'drink'. The advertiser does not need to mention the morning activities such as; I get out of bed, I wash my face and dress. Then I drink coffee. Because these activities are already catch in the receivers' mind. The omission of these activities is called default elements. The receiver analyses the facts referring to the linguistic items or referring to the context. So, in the Algerian context people like to drink coffee in the morning instead of tea or milk. However, if this advertising is directed to another audience from different context. The advertising will fail to attract the customer attention. Because activating a schema about everyday life is a matter of culture in this situation.

2. *'Kayen menha ya jari Aroma qahwet laħbab* (is available Aroma is the coffee of friend'. The word 'kayen' or 'available' answers the customer questions about the price. It means that using indirect word to assume a certain fact is another way of using schematic knowledge. Because, the product price plays a crucial role in the customer choice. As long as if we consider the word

*'qahwet laħbab'* literally we thought that the name of the coffee is 'laħbab'.

But, this possibility never comes to the customer mind. The customer understands that ‘qahwet laħbab’ refers to the congregation or to the family.

3. ‘*Lgaĵi qa ʔ fl ħoma yĵrob qahwet Aroma*’ (all the neighbours drink coffee Aroma). It means that Aroma is so delicious, not expensive and favourable among people. Although the idea has been mentioned before. But, the advertiser gives a clear attention to the price to emphasize and confirm the information.
4. ‘*Qahwetna lʔalamia*’ (our national coffee) means that the coffee follows the national norms and it is highly made. So that, it has a high quality. But, the most important question is how does the customer understand the meaning. The answer is that the previous knowledge enables the interpreter to comprehend the new information in comparison with the old one. Because, the interpreter was able to say that ‘qahwetna lʔalamia’ means that all the people around the world drink this coffee. But, this a quite stranger how comes all the world drink the same coffee. It is a rather then, an expression to explain that the coffee is made under international criteria.

However, we have analysed the language and we forgot to analyse the brand mark name. Aroma is an English noun means a noticeable and usually pleasant smell. Therefore, including English word in an Algerian advertisement goes back to the purpose of emphasizing and influencing the customer choice. Automatically, the customer tends to analyse the brand name at first. Then, analyse the language at second. Here, the cause of adapting foreign word is meant to convey a specific message which is the taste of the coffee is judged from its smell.

## 2. *Sample 02: The motorcycle accident (taken from the radio).*

## 2-1 Description of the Sample

The scene of this advertising is as follow: the mother and her son Salim.

*Mother:* Where are you going?



*Son:* I'm going outside.

*Mother:* So wear your hard hat.

*Son:* No, I have a wedding party, my hairdo will be damaged.

After a while we hear a sound of crash. Then the end.

## 2-2 Analysis of the Sample

The advertising is a social advertising about rising awareness about the traffic accidents. From this scene we have generalized that the son made an accident and he died. Although the advertising says nothing about an accident or death. But, what makes the advertising clear is the use of our schematic knowledge. Because the case of driving a motorcycle without a hard hat is daily routine and the consequences of such attitude is clear. In any particular context or events there is a predetermined, stereotyped sequence of actions which make the receiver recognize the situation.

The audience will understand the message beyond this advertising without asking about the details such as (what happen to the son or what was that sound) or might ask how he made an accident..., etc.

The role of Schema Theory in this kind of advertising discourse is very obvious. Because, Schema helps the advertiser to create a private message to a target audience. Then, it facilitates the communication between the advertiser and the audience since the period of advertising discourse is very short. So, the advertiser cannot talk in detail about a particular point. Because these details are default elements. For example, at the end of the advertising the advertiser cannot say dear audience the son died and the sound of

crash was an accident. This will lose the advertising discourse its value. Scripts are structures "that describe appropriate sequences of events.

Advertiser should deal with the listening process as an active process. Listeners will use their relevant background knowledge to understand the meaning. In one hand to shape the meaning and avoid different interpretations or wold views. On the other hand,

to reach the same pragmatic meaning among the audience, the advertiser needs to activate his schematic knowledge to make the text a coherence and cohesive.

The previous advertising was coherence and cohesive in terms of events sequence and the sounds. For instance, if the advertiser adapts another sound for the crash. This will lead to a kind of misunderstanding. The events sequence and the sounds are a part of our daily life

3. *Sample 03: BIG YACINE (Voyage & Tourisme). Taken from Ennahar Newspaper.*



Figure 09: BIG YACINE ( voyage and tourism).

### 3-1 Description of the Sample

The advertising of BIG YACINE is a kind of industrial advertising promote for an Algerian agency for tourist. The text says:

Fi xidmatikom wa tadman lakom ?hsan ?l xadamat

(in your service and provide you the best services).

### 3-2 Analysis of the sample

In this advertising we can see that the advertiser was precise and concise. The advertising was clear and easy to be understood. The customer will understand the message beyond this advertising without asking which kind of services we may find in the Air Lines. The services of Air Lines are known for the customer. For that reason, we

can assume that the services are: to make the customer comfortable and satisfied. In addition, the services that provide by the Air Lines must take into consideration the customers 'needs like the prices (the market provides the goods with a competitive prices), options and finally the directions.

However, the sentence 'we provide you with the best services' can be found everywhere. So, the context which the word takes place is very important. What do I mean by 'the context which the word takes place', is not the linguistic context. But, it is the context of situation. Because, 'we provide you with the best services can be found 'in restaurant, hotel, bank...etc.

The good advertiser must opt for a specific word which expresses and answers the customers' needs. This specific word is called 'jargon word'. Jargon word is the language that used for a particular activity or by a particular group of people to convey a particular meaning. So, the word 'services' is enough for the Customer to realise the message.

As a result, we can say that the language which used in this press advertising has a communicative function such as; expressive, directive, informational and contextual.

- 1- Expressive function: Showing feelings and emotions clearly and openly. It seems like they are saying dear customer do not hesitate, you are welcome any time you want.
- 2- Directive function: The advertising is directed to a target audience to motivate them.

In another sense, they say for those who are interested about traveling. Our agency provides you with all the services you may need.

- 3- Informational function: provide the customer about new information (announcing a new service, expanding the market name and announcing challenging prices.
- 4- Contextual function: is about the use of the appropriate word in the right place. i.e.

The choice of the expression.

### III. The Effect of Schema Theory on The Discourse of Advertising

The effect of schema theory on the language of advertising is very clear. Because, customer tends to use his schematic knowledge to analyse the meaning of the advertising text. However, this schematic knowledge is not used only in terms of analysing the language. But, also used to judge and evaluate the product or the brand mark which we as an Algerians don't trust that much.

Schema Theory cannot give the same interpretation among the customer. Since, different linguistic choices may give a rise for different world views. Advertisers cannot control the message since they overstate the meaning. In one hand the messages in the advertising texts are naturally polysomic, i.e. If we take for instance the previous advertising which is about the importance of wearing the hard hat. But, the hearer can shape the meaning as he wants. He may analyse the message in different way:

1. The importance of wearing the hard hat.
2. The risks of driving the motorcycle.
3. The reasons behind the traffic accidents in general.

On the other hand, the advertisers cannot force the audience to construct the meaning in a single way. At this point, the effectiveness of advertising is noticeable from one person to another. i.e. if we go back to the motorcycle accident we find that the reason is the hard hat. But, some audience will refer it back to the lack of experience in driving the motorcycle.

Schema influences the customer response towards the product. Different factors influence the choice of the customer. These factors are the brand image, behavioural and financial measures. Schema Theory guides perception, thought and action of the customer. Thus, self –schema can affect the customers' perception to receive reality.

Schema creates expectation about how the customer use his schematic knowledge to evaluate ads and when to use unexpected information in the advertising message. So, the sender need to choose what he/she shall refer to as a new elements and when he/she



shall leave the default ones. Since, the text advertising is not always explicit. The interpreter must rely on his preexisting knowledge. Yet, the interpreter does not always succeed to activate the appropriate knowledge.

However, the language cannot always guide the customer response. Various things guide his attitude like the brand image, the culture and the awareness. If we take awareness as an example. It is not about making the customer trust your product, rather than making the message effective. Subsequently, if the advertiser directs his attention towards a particular subject or particular need to make or facilitate the customer's life in addition, the brand image creates a prospection to get a strong emotions and desire. In business Dictionary the definition of brand image is "the impression in the consumers 'mind of a brand's total personality (real and imaginary qualities and shortcomings)". So, the role of brand image is to motivate the customer. In addition, to the culture should be taken into consideration. Because what is consider as strong and effective might be a weak and vague in other culture.

The psychological side of the human brain likes to experience new things (people like to brake the routine). In one hand, Advertising is not only about selling product. But, also about the feeling about the person who use. So, automatically when the audience saw or recognize that feeling, he/ she will have tendency to try this new emotion as someone says (taste the feeling). On the other hand,

As a result, we can say that Schema Theory helps in the interpretation. But, does not control the customer. The relation between interpreting the advertising text and customer response is in terms of justifying the role of language in making impressions. So, if the interpreter understands the message, his reaction towards the ads will be an answer about his opinion whether positive or negative.

#### **IV. The Impact of Advertising on Customer**

The impact of advertising on customer response is highly acknowledged either positive or negative. The customer response might be an action or a reaction. The former is to affect customers' attitude towards a specific product or service (the desire to buy the

product) or (to accept new idea). The latter is the emotional attitudes towards the advertising. Emotional attitudes arouse positive or negative response. Positive emotional covers humour, love, happiness and awareness, etc., while negative emotional includes hate, fear, sense of unfair and imagination..., etc. But, in two cases there is a reaction which the advertiser shall use it for his own benefit. If the audience like the advertising, it is all right. Then, if they do not like it is also all right. Because, what is really important in any advertising text is the point of view of the audience.

In this sense we can say that advertising has an advantages which are. First able, advertising is aimed to introduce a new product in the market to make the people buy it. Second able, is also aimed at increasing sales. Increasing sales will give a rise of options to facilitate the process of searching about good products. Finally, the most important point is that advertisements are meant to educate the customer.

Advertising affects the psychological side of customer. Because advertising is meant to shape the customer's behaviour towards the product. The psychological process can be motivation, perception and learning. Because, advertising reflects a certain aspects of a given society such as; norms, values and culture. For example, if we take the example of cheese of (Le Chef). The advertising says: "jobnt le chef hiya li dafikom". From that context we can generalize the kind of relationship in the Algerian families. So, the word "dafikom refers to the meaning of love and solidarity between the family number in terms of eating together in one table. Here, the advertising text is very simple. But, says too much about the Algerian society.

Nonetheless, advertising also has a disadvantages. Most of the time advertisers promote for unhealthy food (fast food) as we have seen; advertisements about pizza or hamburger. Moreover, the indirect promotion for bad inurement especially for children as we have seen on television. For example, washing powder advertisements are very famous, for instance (OMO). The advertising of OMO presents a group of children playing football or playing with a kitchens' stuff with a very dirty clothes either

throwing flour on the ground or preparing cake just to show the power of this washing product to clean the hard stain. This advertising is not good for the children. Because, the children

will imagine or create a wrong idea about this magic washing powder. Since, they do not have a critical thinking to accept or reject what they have seen. For example, they cannot say (no it is not true, the good person must keep his clothes clean) or the clothes' stains are very hard to clean and no washing powder can clean it. Critical thinking helps the customer to analyse ambiguous text to generate a kind of awareness among the other persons. Ambiguous text denotes the bad choice of the advertiser while he was expressing his idea. Sometimes there is no clear connection between the text and the meaning. So, your critical thinking is the evaluator of your deductions.

Another problem which is very obvious is that most of the time the advertising is directed to rich people as we have seen in television (promotion for cars). Advertisers must be aware about the financial situation of people. Despite the fact that the other kinds of advertising which is about awareness. Advertisement creates imaginary situations, is meant to threaten the customer. As long as advertising makes exaggerated claims regarding to the features and the quality of products.

## **V. Conclusion**

The analysis of the previous advertisements has shown that the Schema theory is useful in helping to improve the customer understanding abilities. Schema Theory is an umbrella term describe the language, context and the expectation in one form. Schema Theory is a stereotyped knowledge activated for a stereotyped situation. From the previous knowledge the interpreter will be able to generate a big amount of interpretations.

The choice of the sample from different media. Visual, audio and press media was for the sake to relate them with the skills (listening, reading and writing). These skills are important in the creation of discourse advertising. Then, we have seen that Schema Theory helps the advertiser to convey a private message for a target audience.

This private message won't be understanding, unless the audience shares the same background knowledge with the advertiser.

## General conclusion

The main concern of this study is to shed light on the role of Schema Theory in the interpretation of language advertising. More specifically, it attempts to study the role of Schema Theory in the Algerian discourse advertising to see to which extent the background knowledge is useful in the interpretation of this kind of discourse.

Language is very important as means of communication. So, the study of advertising language is also important not only as an interpersonal communication in daily life. But, also as a formal discourse (in administration, mass media) which reflects the society. Hence, mass media use specific language to attract the audiences' attention. For that reason, the way language is used in this kind of discourse becomes very important to study it systematically.

During this study, it has been noticed that the advertisers use a persuasive language to make an impression on the customer response for the purpose to give the advertising text much value. From the analysis of the previous advertisements we have deduced that. The language, the context and the meaning are all terms related to Schema Theory. These terms go hand to hand with Schema Theory. Context schema facilitates the receivers' comprehension of a text and enables him to predict, choose information and removed ambiguities. Because, the interpretation of advertising is not an easy task. As long as, the task of the advertiser is to convey a private message for a target audience. In addition to, the co-operative principles of Grice are another term which has a relation with Schema Theory. In the sense that schema cannot reach a pragmatic meaning only if there is a shared knowledge between what is called schematic knowledge and co-operative principles.

The effect of using Schema Theory in the advertising language is to understand the text without including the default elements. Because the advertising is a short

propaganda limited with time like the television and radio advertisements. Then, with space (television and newspapers advertisements).



From the analysis of previous advertisements. We ensure that the background knowledge is important in the interpretation. The evidence is that the three advertisements use indirect language (implicit language) to convey a specific message which means that the language is implicit and the message is different from one advertising to another. i.e. The same strategy. But different language form. However, the interpreter was able to understand the text without any problem. So, how comes the advertiser succeeded to reach the meaning? The idea is that schematic knowledge is not only in terms of interpretation. But, also in terms of establishing the meaning.

We have also seen that the advertiser should be aware about how to use his schematic knowledge in the right place. Different factors influence the choice of language. These factors are either linguistic factors such as; using appropriate verbs (take instead of buy...etc.). Social and cultural factors like the attitudes, behaviours and beliefs. Then, the psychological factors are also included. The psychological factors in general are a set of emotions and feelings.

Finally, we hope that further studies will be carried on the role of Schema Theory in the interpretation of language advertising. In order to give the language of advertising the value of any discourse. Because, the discourse of advertising describes the present life from all the aspects (socially, psychologically). So, we need to give it much attention and analyse it deeply; since advertising reflects the culture of the target audience.

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