Stages in Business-to-Business Brochures

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0. Introduction

Advertising materials have long been valuable objects of analysis for linguistics either as data for disclosing some feature of the language or for studies on the language of advertising itself. Contributing to this effort, this paper focus on the interaction between a company and its corporate customers in their advertising brochures describing the stages in which this interaction unfolds in these materials and the strategies used by the company to offers its products and services. The interest in this research arose from my professional involvement with these materials as a member of the technical and marketing community, and the resulting concerns about translation decisions and the adequacy of simply translating advertising materials for different markets versus creating them from scratch. In either case, when translating or creating brochures, the potential size of the business-to-business market in a globalized world can easily justify this research and make its findings valuable both for non-English-speaking companies intending to market their products to foreign marketplaces and global companies wanting to adapt their advertising materials to local cultures.

The theoretical background used in this research comprises Halliday's systemic-functional linguistics (hereinafter SFL), which sees language as a meaning-making resource used by people to fulfill certain purposes in specific situations within a social group, and the Register and Genre Theory (hereinafter R&GT) which, according to Eggins & Martin (1997), explain the meaning and function of variation between texts. Additionally, the grammatical analysis was based on Thompson and Thetela's (1995) proposal of interpersonal systems.

When we say "developing" or "unfolding", we are talking about stages, in other words, what we are really looking for here are the stages of the interaction between the company and the customer. To identify these stages it is useful to know the job they do in the text. According to Martin (1985), the reason for genres to have stages "is simply that we usually cannot make all the meanings we want to at once"; each stage contributes with one part of the overall meanings that must be made for the genre to accomplish its aim successfully. In the dynamic relationship between text and context, therefore, we will have configurations of meanings that will be recognized by a member of the community as elements fulfilling an identifiable social function. So, it is possible
to devise two different approaches for identifying them. The first is to take the overall text and interpret it with our expert knowledge of the community where the text producer lives. The second one is to identify the most prominent grammatical features of the text, interpret each one separately according to the concerned context, and categorize the meanings according to their social functions to finally identify the stages. Both approaches were used but the analysis here is based on how to identify stages from the most relevant linguistic features in the corpus, which seems to be more consistent with Halliday’s view (1994:xvii) that “without a theory of wordings – that is, a grammar - there’s no way of making explicit one’s interpretation of the meaning of a text”. This approach is also useful to avoid ex cathedra statements that might arise from the previous professional experience and academic background of the analyst.

The analysis was carried out on a corpus of twelve advertising brochures issued by a US company from the telecommunications sector. Starting from the physical features of the brochures to the roles enacted by the company in each composition element and the roles projected to the discourse participants, manual and computer-based analyses have shown four distinct stages in which the company first presents the brochure, then highlights the products and their benefits, provides reasons showing why these benefits are important to the customers and invites them to contact the company. The results of these analyses were interpreted on the light of the context to show how linguistic and non-linguistic resources are employed by the company to make offers backed by cultural and ideological values of the marketing and technical communities.

1. Theoretical Background

A key aspect here is the creation of meanings from the friction between text and context (Halliday and Hasan, 1989:47). Text is a form of exchange or, as defined by Ventola (1995: 4), "is considered as an instance of contextually relevant and appropriate social behavior realized by the linguistic structures generated by the choices from the linguistic systems". Context, with the text, "goes beyond what is said and written: it includes other non-verbal goings-on -- the total environment in which a text unfolds. This environment also includes "a set of previous texts, texts that are taken for granted as shared among those taking part" (Halliday & Hasan, 1989:47). Friction implies in motion, which suggests that meanings are dynamically created as the text unfolds, in a dialectical relationship where "the text creates the context as much as the context creates the text", or where context is continually modified as the text unfolds, therefore affecting the next meanings created.

In Halliday's model, social context comprises the social semiotic systems of register and genre. Register "describes the immediate situational context in which the text was produced" (Eggins, 1994:26) that relates the different uses of language in different situations. Genre is defined by Martin (1984:25) as "a staged, goal-oriented, purposeful activity in which speakers engage as members of our culture". Genre explains relations between social processes, being a manner of using language to accomplish recognizable tasks within a culture, where texts of different genres are used to perform different tasks." A genre can be recognized through the kinds of meanings coexisting in a typical pattern of this genre and also through the sequence of stages or steps in which this genre
unfolds. About these stages, Ventola (1995:3) says: "the social functions of interactions are not readymade products. Rather they have to be negotiated and dynamically generated stage-by-stage" where "each stage, or interaction element is functional and contributes to the achievement of the goals and purposes of the interactants".

Additionally to register and genre, R&GT considers another layer of context (Martin, 1997:7) referred to as ideology, which is focused on the distribution of discursive resources in a culture, and the divergent ways in which social subjects construe social occasions. As part of the context, therefore, ideology also modifies the meanings created in the text, or according to Martin (1992:581) it may be seen as "a system of coding orientations which makes meaning selectively available, depending on the subjects' class, gender, ethnicity and generation". Another feature of social context and language is their functional diversity, what is to say that they carry out different functions at a time. In SFL this functional diversity is modeled by the ideational, interpersonal and textual metafunctions. These metafunctions reflect on social context in the field (institutional practices, or what is going on), tenor (social relations) and mode (the role of language in the communication) and on language with linguistic resources related to representation, interaction and information flow aspects.

The aim of this paper is to analyze the interaction, the interpersonal meanings created in the text. This analysis was based on Thompson & Thetela's proposal of interpersonal systems, which proposes "a systematic set of choices for examining interaction" (1995:105). The interactional function comprises the roles enacted by the writer and the reader, and the roles projected to the participants involved in the language event. In this model, enacted roles are "those which are performed by the act of speaking/writing itself", where "choices chiefly (though not exclusively) within the mood element of the clause act to assign certain roles to the two people directly involved in the language event" (1995:108), which for instance may act as a giver or demander of information by choosing declarative or interrogative clauses, respectively. Projected roles, on the other side, are those "which are assigned by the speaker/writer by means of the overt labeling of the two participants involved in the language event (1995:108). They explain "this labeling may be done by the choice of terms used to address or name the two participants and by the roles ascribed to them in the processes referred to in the clause", so "the person on whom the role is projected is simultaneously a participant in the language event and a participant in the clause" (1995:108).

After this brief discussion of the theories involved in the research some contextual information is needed for text interpretation. Marketing oriented to the corporate market (b2b), comprises activities involved in the supply of goods and/or services to corporations, which in turn use them to produce their own goods and/or services to end-users or other companies. There are several differences between b2b and business-to-consumer, specially concerning the higher risk for a corporate buyer in case of a bad purchase decision, which may affect or even end a buyer's career. So, one of the objectives of the advertising material is:

"to give confidence to the buyer in relation to the products and the company, since the concerns about the negative consequences of a bad purchase leads the individuals to make safe purchases, looking for products from renowned vendors
Another characteristic of b2b is the complexity of the purchase process, which comprises several stages and involves many professionals as described by Bonoma e Shapiro (1983:43-46), namely the initiator (that anticipates or establish a problem that may be resolved by the product or service purchased), the gateway (that controls information that enters in the company or the access to it by the other members of the purchase process), the influencer (that provides negative or positive information for the purchase), the decisor (that ultimately decides what will be bought) and the user (that will use the product or service).

In this type of market, the company being studied is a worldwide high-tech leader that provides products and services for telecommunication companies such as operators, service providers and equipment manufacturers, which in turn offer their products and services to end-users such as cell phone subscribers and other corporate users. With this purpose, it uses several communication channels, such as company's website, advertising in specialized magazines, participating in trade fairs and seminars, arranging personal interviews with representatives, making product demos and mailing. Among the several advertising materials provided to the customers over these communication channels, the brochures were chosen for this research because of their usefulness in several steps of the purchase process and their extensive use of written texts.

2. Methodology

Three research questions guiding this analysis of interaction are:

How does interaction unfold over the brochures?
How are the company and the customer shown in the interaction?
How does context affect the company’s discourse?

To answer these questions, a corpus was collected with twelve brochures from the wireless area of the company printed in the USA between 2000 and 2001. These brochures range from 6 to 12 pages printed on high-quality paper with intensive use of complex layout features and colorful figures. For the purposes of this analysis the brochures were divided into three sections: front cover, internal pages and back cover.

a) Front cover – The first page of the brochures. In all twelve brochures, the front covers contain titles, one or more figures and optionally other elements as subtitles and slogans. All front covers also contain the company’s logo and trademark at the bottom of the page.

b) Internal pages – Pages enclosed between the front cover and the back cover. These pages use several resources such as titles and subtitles, frames, pull quotes and blurbs, one or more figures and other graphic elements such as tables, diagrams and slogans. Written content is arranged into columns and divided into blocks of paragraphs with titles. These pages contain organizational resources such as:

in the market, contacting the companies, requesting product demos and other precautions”. (Sherrington, 1993:20)
• fonts in different sizes and colors
• spacing between paragraphs and between paragraphs and titles
• intensive use of attractive colors
• use of markers to itemize sentences.

c) Back cover – The last page of the brochures. All twelve brochures carry a standard text on their back covers talking about the company’s commitment to the customer, legal and administrative boilerplates, company’s Internet address and telephone numbers for contact to company’s offices around the world. The company’s logo and trademark are also included at the bottom of these pages.

An intuitive analysis followed the identification of the physical features. The complexity found in the brochures and the extent of the research questions has dictated the need to perform further manual and computer-based analyses. A spreadsheet-based analysis has related the above composition elements (with special focus on titles and paragraph blocks) to mood (Eggins, 1994:153). Then a computer-based analysis was performed with the Wordsmith Tools (Scott, 1999) application to find the most frequent projected roles by analyzing the terms used to refer to the discourse's participants and the processes in which they are involved. Because of space limitations here, the methodology will be discussed in further details in an upcoming paper.

3. Results

As mentioned before, it was possible to identify the following interaction stages in the brochures: (i) Presentation of the Brochure; (ii) Presentation of Product/Service; (iii) Legitimization and; (iv) Request for Contact. These stages and the resources used to realize them are detailed below:

i. Presentation of the Brochure

In this stage, the company assures that its message will be acknowledged and accepted by a prospective buyer. This stage performs the phatic communion between the company and the customer in two different fronts, associating the brochure with the company and identifying the target customer of the brochure. It is mainly realized in the front and back covers, where the physical structure of the brochure itself places these covers as an initial stage of the interaction with the customer, thus encapsulating the message contained in the internal pages. In this stage the identification of the brochure and the customer may be accomplished by the following elements:

*Company logo and trademark* – these elements act as a signature of the company. They are used at the bottom of the front and back covers. In five out of the twelve brochures the company also identifies itself by including its name in the title of the brochure, as shown on example below.

(1.)  *Optimize your wireless network with Acme Telecoms network optimization solutions*
Visual identity – The brochures follow a visual standard that may be associated to the company by its customers through typographical characteristics such as format and size, their use of colors and fonts.

On the customer side, the identification of the target audience may also be accomplished by the following elements.

Brochure titles – Identify – and select – the target audience of the brochures, since it is expected that the reader of these brochures is somehow interested in the product/service offered by the company. For the description of stages herein these titles are also considered a starting point for the next stage where the product/service is described.

Figures – The front covers bring images recognizable by prospective customers such as the company's products and the end users of the products and services.

Additionally to these elements, the back covers of all brochures also contain information such as the code number and copyright of the document. This information shows that the brochures are inserted in a well-established legal and administrative environment, possibly increasing their credibility. Also, it is also worthy to note that customer's acceptance may be reinforced by the whole semiotic spanning (Ventola, 1999) where the brochures are delivered to the customers, which may include talks with sales representatives in personal interviews, company's logo in trade fair booths and other written texts in company’s Internet pages, which may reinforce the association between the brochures and the company and the customer.

ii. Presentation of Product/Service
In this stage, the company gives salience to specific features of an offered product, product line and/or service, as well as other related services such as financing options and warranty, and the standard commitment of the company to the customer. Starting from brochure titles, this stage is mainly realized on the titles and subtitles of the pages and blocks, combining different linguistic resources used in imperative, interrogative and minor clauses with typographic features such as large bold fonts and spacing between the blocks of paragraphs to accomplish the purposes of this stage.

Minor clauses were the preferred choice for titles in the corpus. Using these clauses, the company increases the emphasis given to the message, as discussed by Rush (1998:170). Also, similarly to isolated words in a blackboard, the lack of a complete grammatical structure in these clauses leaves room for more non-realized meaning potential to be realized by the reader. For instance, it is possible to interpret these titles as offers as *do you want x?*, commands as *buy x!*, or information supplies, as *we are offering x* or *we are talking about x*, what can help to avoid a negative answer from the customer, as shown on example below.

(2.) Network Planning and Design
In above example it is possible to note that since grammatical words are left out of these clauses any offer may only be made in these clauses by their lexical words, which in the corpus usually refer to entities praised in the community such as the activities intended to improve a network.

Other frequent choice in the corpus was the use of imperative clauses, which are typical realizations of commands. In these commands, the expected response from the reader is the acceptance of the action requested in the command (Halliday, 1994:69). However, there’s an alternative response to the commands, the rejection, as discussed by Thompson and Thetela (1994:115), which must be avoided by the text producer, for instance, setting out the benefits for the customer of carrying out the action. Below are listed some of the various resources found in the corpus to mitigate commands and highlight benefits:

Projecting to the customer the role of a person that performs positive actions on his/her environment:

(3.) **Optimize** your wireless network with Acme Telecoms network optimization solutions

Using adverbials that indicates an improvement in these positive actions:

(4.) **Plan and design networks faster** with Wizard

Using subordinate clauses of cause to justify the command:

(5.) **Use mobile screening at the point of service** **to satisfy customers and reduce costs**

Using adjectives to intensify the benefit:

(6.) **Make the best use of test engineering resources**

With these resources, the company may reduce the possibility of a negative response from the customer and increase the chance that he/she accepts the role assigned to he/she in the interaction. By mitigating the commands, the speech role performed by the company will be something between making suggestions and offers.

In the corpus, interrogative clauses are used to make offers in a non-congruent fashion, i.e. instead as acting as a demand for information (Eggins 1994:152), as shown on example below:

(7.) **Need help in meeting today's demands?**

Some interrogative clauses make personal questions to the reader:

(8.) **Frustrated that your planning tool will not be ready for the 3G build-out?**
The question on example (8) may constitute a kind of invasion of privacy that may be threatening to the customer, however it seems justifiable because being concerned about his/her job makes a professional valued in this community. In this question, it is also possible to see the presence of the company’s competitor, which is never explicitly referred to in the brochures (the word competitors is used to refer to the competitors of the buyer only), but indicated by a method or product less efficient or less desirable – a problem – in the company’s discourse.

Analyzing the three types of titles above, it is possible to note two aspects of this stage. The first is that when highlighting characteristics of the product/service, the company prefers to do so by showing the benefits provided by these characteristics. It is characteristic of the current marketing discourse: the focus on the customers and their needs rather than on the product/service. The second aspect is that the company seems to prefer clause moods that attract reader’s attention while using several resources to avoid a negative response from him/her.

iii. Legitimization
In this stage, the company legitimates the claims of benefits made in the previous stage. It is realized by declarative clauses (and minor clauses from declarative clauses itemized to make reading easy), which are typical choices for supplying information. These clauses are grouped on blocks of paragraphs and carry most of the informational content of the brochures.

The company uses several resources to support the claims made in the previous stage. These resources fall into four categories: (a) promising improvement; (b) projecting roles; (c) providing reasons; and (d) providing evidences. It is worthy to note that in the corpus these resources are often combined in a single sentence and can be found in different sequences from a block to another.

a) Promising improvements – the company anticipates needs and compares an existing situation and an ideal one. One manner to indicate this possible change is presenting a problem and proposing a solution, usually at the initial paragraphs of a block, as shown on example below:

(9.) Your mobile-phone customers want to use their phones anywhere they go (...). Because you need to ensure the coverage (...). Option xxx (...) lets you make indoor RF coverage measurements (...).

Here, legitimization has two aspects. The first aspect is that it requires that the reader identifies himself with the problem, i.e., the company must use real problems to the buyer. It implies that the company must use information provided by its customers or other professionals and from preexisting texts in the community. The second aspect is the risk strategy undertaken by the company, which identifies its customer as a person in need. Although it may increase the chance of a negative response from the customer to the command, this strategy is again backed by the ideology of the market, which praises a professional who is aware of the problems faced by its company and their customers and who solve these problems.
An improvement may also be indicated by using future-oriented modals such as will and can, as shown below:

(10.) Acme Telecoms can help you meet those demands by providing you with the solutions to develop (…)

(11.) And, with a more efficient measurement and analysis process, you will require fewer drives and fewer technicians to maintain a site (…)

Thompson and Thetela (1996:122) say that this modality may have two functions: (a) invite the reader to accept the invitation to converge with the projected reader-in-the-text, which considers or possesses the product; and (b) leave implicit that there’s a condition to realize the benefits offered: to accept the command implicit in the advertising. Therefore, "the use of these modals relates the advertising to the speech act of promise, but at the same time establishing conditions to realize that promise, the purchase of the products/services, thus placing the reader as the responsible for realizing this improvement". Additionally, an improvement may also be indicated by a material process such as maximize, reduce e improve, as:

(12.) The platform's pre-defined architecture considerably reduces system design and planning times

The promise of improvement made with the material process often depicts the company and its products/services as active agents of change, working along with the second type of legitimization described below.

b) Projecting roles – In this kind of legitimization, the company presents itself and their products/services as entities capable of providing the offered benefits. It is made by projecting roles to these participants by ascription and naming. Because of its complexity this aspect of this stage will also be detailed in an upcoming paper, but some examples are provided below for illustration purposes.

In the corpus, the most frequently role projected to the company and their products/services is the role of somebody who helps the customer, often in causative constructions, as follows:

(13.) Acme Telecoms can help you meet those demands (…)

Concerning the products and services, the preferred form to describe them is by the features and capabilities provided by them, such as:

(14.) Some key features of [product] are:

- Accurate assessment of end-to-end performance
- Standard voice quality measurements
- Up to eight networks measured concurrently
- Multiple technologies supported
When projecting roles using naming resources (Thompson & Thetela, 1995: 117), the company highlights specific features of the products/services by its choice of the terms used to refer to them and their modifiers (Halliday: 1994:191), epithets and classifiers included in the nominal groups. For instance products and services are often referred to as solutions and the employees that provide services as experts. On the other hand, the use of modifiers give salience to characteristics such as quality, adequacy and easy use, such as accurate, easy-to-use, built-in e next-generation. Modifying these nominal groups the company projects to products/services additional qualities related to customer needs that may be met such as accuracy, efficiency, easy use and transport and “up-to-dateness” to the rapid technological evolution of this industry.

c) Providing reason – It relates the product/services to customer needs, being a resource that reinforces the claim made in the principal clause, as follows:

(15.) *Our products support current and emerging formats, so that you can easily manage the constant change and expansion.*

(16.) *By running data collection software for different technologies - GSM, CDMA and TDMA-on the system’s laptop computer, you can do comparative studies (…)*

d) Providing evidences – Another strategy used by the company to legitimate its claim is to provide concrete evidences to reinforce its offer such as testimonies and specific promises instead of generic ones. For instance, on example below the company assumes a concrete commitment stated in numerical terms (the test will take 150 milliseconds instead of 5 seconds) that can be easily verified on-site by the customer:

(17.) *For example, using the test set with the GSM mobile test application, a GSM phase-error measurement (typical 5-burst average), which takes 5 seconds to run on a previous-generation test set, now takes only 150 milliseconds*

Testimonies are important instruments to create customer confidence. Transmitting to the customer a positive opinion to the company from renowned persons from renowned companies in the market the company may improve buyer's sense of safety on his/her own purchase.as shown on example below:

(18.) "*By partnering with Acme, our customers benefit from access to leading-edge simulation and IC process technology enabling them to accelerate their aggressive product development and time-to-market objectives," states Dr. John Lee, Executive Vice President and Chief Technical Officer at COMPANYCOM Incorporated.*

Therefore, when legitimizing their claims the company make offers using declarative clauses in a non-congruent fashion and making associations with previous texts shared by the community such as recommendations and standards issued by standard committees and known problems. Additionally, it is possible to note references to values praised in the ideology of the community such as the image of its professionals.
and logical reasoning. All these resources may work together to increase the chance that a buyer will accept to identify himself or herself as a future owner of the product/service.

iv. Request for contact
Stage realized mainly by imperative clauses included in paragraphs and sentences highlighted by typographical resources in the back covers.

For more assistance with your test & measurement needs go to: (endereço Internet)

For the latest news, product and support information, and literature, visit our Web site at: (endereço) or call your local Acme sales representative.

We can see here another feature of the business-to-business advertising register, which doesn't use the Buy now!, preferring instead to invite the customer to make contact, such as “Let our experienced deployment experts help you implement networks on time and within budget.” Here the company proposes a partnership with the customer, assuming the role of somebody interested in providing help and improving purchase safety.

4. Final comments

Our daily experience as a newspaper reader lets us see some similarities between these and brochures. For instance, a newspaper reader passing by a newsstand might look for the newspaper he/she likes to read and be attracted by the headlines on the first cover. Then, he/she could look for specific sections or news - identified by their titles. Finally, if this reader would be really interested in some issue, then he/she could spend some time reading it; otherwise, he/she could just read the headlines and titles. (Of course, there are readers who read the newspaper from the beginning to the end, but it is not exactly what we could call a frequent behavior). Similarly, the readers of encyclopedias can also read only the entries they’re interested in - again identified by their titles. Thus, we can imagine that these interaction stages are followed by millions and millions of people everyday. Obviously, the linguistic and non-linguistic resources used in these printed materials will be different because of their different purposes.

Another important feature characteristic of the brochures is the use of resources to make reading easier such as the use of titles and paragraph blocks, and itemization of sentences. These resources may work in two fronts to make the material more attractive to the reader, making the visualization easier and providing the reader with different entry points, that is, points from which he/she can start to read a brochure, as discussed by Allen, Bateson & Delin (2000), working at the brochure level similarly to the Theme (Halliday, 1994:37) in a clause. This characteristic is possibly related to the fact that the activity in which the brochures are involved (variable field) involves the transmission of a large amount of information. However, the community's ideology says time is money and stereotypes their professionals as busy persons. These factors determine the use of a channel capable of transmitting large amounts of information while providing resources to make the reading easy. Also, it is possible to imagine that efficiency in the
transmission of information may help to provide the company with an image of efficiency.

Additionally to the use of layout resources and a common physical structure (which makes easy to the customer to find the information they need), we have another characteristic of the brochures that makes reading easy, the concentration of contents in the legitimization stage. As we can see in above description, legitimization is a more complex and resource-rich stage than the other stages, which use only titles and isolated clauses. Concentration of information may be considered a strategy to make reading easier and an example of how the purchase process may influence the interaction developed in the brochures, as shown on example below.

1. The company uses its position in the market to be accepted by the customer playing the role of gateway.
2. The company presents its products/services and gives salience to some benefits offered by them. A buyer in the role of controller or influencer may know rapidly the whole contents of the brochure only reading the titles and recommend it or not to the decisor buyer.
3. A decisor buyer may read more carefully the benefits proposed by the company and its arguments to prove them.

In the corpus it was also observed that the company makes a trade-off between proposing an offer and avoiding a negative response from the reader with a careful use of previous texts shared by the community, such as the company's image in the market, technical standards and publications, and even previous comments, suggestions and complaints from other customers. Also, using the strategies discussed herein the company may project a positive image to the buyer by projecting to him/her roles positively valued in the community, such as a professional who makes rational and safe purchase decisions and is an active agent of improvement.

It seems interesting that another possible sequence of meanings may be found when we analyze the roles projected on company's discourse. In the corpus the company places itself as a reliable partner that is aware of the problems faced by the buyers and who knows how to solve these problems. With this purpose, the company projects to itself a positive image as a renowned and knowledgeable member of the technical community and a market leader. It also evidences its knowledge of the market by offering benefits capable of solving these day-to-day problems and indicating the specific product and service features suitable to handle each of these problems. Overall, these strategies result in a higher chance that the request for contact made by the company is accepted by the buyer. It also seems worthy to note that the linguistic features used, and consequently the meanings created, to accomplish these functions are spread over the interaction stages and throughout the brochures, what may also reinforce the offer made by the company.

So we have here two different sequences of meanings, which are undoubtedly of interpersonal nature interwoven together in the fabric of the text, which is perfectly compatible with LSF’s view of simultaneous meanings (Eggins 1994:116). From a point-of-view of genre studies, however, it seems to imply that it is possible that while
accomplishing a local function for interaction in their respective stretches of text, meanings spread throughout the text can be taken together and interpreted by the reader as accomplishing a specific social purpose. In other words, it seems reasonable to suppose that the stages in which an interaction unfolds may be realized in a wave fashion instead of simply being snapped together as lego blocks. In this vision, these choices would work similarly to the "resonance in text" described by Thompson (1998:29), who analyzed "choices which share the same potential resonance and which incrementally reinforce each other's effect". This feature could explain the variation in the sequencing of stages usually found in the advertising registers and the problems faced when identifying textual boundaries as discussed by Paltridge (1994), what seems to be an interesting issue to be exploited further.

This paper provides some examples on how the use of layout and linguistic resources can be affected by context and ideology. Of course, it is not intended here to show an exhaustive analysis of this relationship, especially because of the huge amount of data that can be obtained from a small corpus. Besides, the relationship between text and context may assume myriads of subtle and intricate forms and, to be consistent with the theoretical foundation followed in this paper it must be considered that the interpretation of the data will depend of the relationship between the data and the previous knowledge of the researcher and therefore always open to discussion.

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