

The Persuasive Role of Appraisals in Two British Advertisements

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Abstract:

This paper focuses on a comparison of two written advertisements for health products in terms of the attitudinal references and dialogistic positioning created by both texts, which contribute to their persuasive style. For this purpose, the appraisal framework developed by Martin (2000, 2005) and White (2000, 2005) is applied analytically to both texts to decode explicit and/or implicit attitudinal values, their amplification and sources.

The analysis of primarily semantically oriented appraisals, and their co-patterning and transformations, tracks the way in which the language in both advertisements evaluates, adopts stances, construes social roles and relationships from a dialogic perspective. This perspective is based on the Bakhtin/Vološinov view of verbal and written communication, of how language operates rhetorically to influence the beliefs, attitudes and expectations of the addressed readership. As a resource of interpersonal meanings, appraisal values, especially implicit ones, are frequently triggered by or attached to experiential meanings which encode the experience of reality. Therefore, the analysis of the appraisals in this paper coincides with the analysis of transitivity to track the participants, processes and circumstances. Cross-references within the field of logico-semantic relations between sentences and clauses are made to reveal potential tokens of appraisals.

Key words: written advertisements, appraisals, transitivity, persuasive style, logico-semantic relations.

This article will explore the resources of intersubjective positioning. That is to say, I am interested in the function of the wordings which the writers in the two compared advertisements use to express attitudinal references towards the reader and his/her beliefs and views and towards the propositions expressed in the text. The orientation is therefore primarily a semantic one based on the systemic functional approach developed by Halliday (1994). The resources under focus are seen to encompass a diverse array of lexico-grammatical forms and structures known as modality, polarity, hedging, intensification and similar expressions. To be able to deal with such a large variety of expressions, I applied the framework of appraisal developed by Martin and later White, which is used to track important appraisal values to be negotiated with the intended, ideal or model readership in order to achieve a persuasive effect.

I will focus on a parallel analysis of two advertisements at the sentence level based on the identification of clauses, and in particular their mood and logico-semantic relations as potential carriers of evaluative language. The analysis is then further extended to an analysis of transitivity in order to detect participants and their combining into complete utterances, which only then convey possible attitudinal values, particularly the implicit ones.

The analysis of the resources of engagement within the appraisal system is added to uncover wordings which play a role in the writer's dis/alignment with the intended readership to reveal how textual voices act to acknowledge, engage with or align themselves with respect to positions which are in some way alternatives to those being advanced by the text. All of these elements contribute to the creation of text axiology to which the assumed reader's responses and reactions are expected. The engagement system is based on the Vološinov/Bakhtin view of language as being "dialogic", which means that everything that is

said or written always refers to, or takes up in some way what has been said or written before, and anticipates the responses of the actual reader or listener (Vološinov 139). Under engagement, modality is extended well beyond the modal verbs and includes all wordings by which speakers/writers modulate their attachment to, or detachment from the proposition.

The data consist of two advertisements for health products, taken randomly from the British magazine *Here's Health*. They are of similar length: advertisement A contains 78 words, while advertisement B contains 95. Although short in length, both advertisements include certain appraisal choices contributing to the texts' selling potential. Both advertisements belong to the category of "soft-sell" advertisements, relying on the implication that life will improve with the purchase of the product; however, there is no direct appeal to buy the product (Cook 15).

The persuasive function is blurred by providing information about the product based on the assumption that these will align the putative readership into a communality which places great importance on nature-friendly awareness or/and associates natural with health. This is achieved primarily via inscribed appreciation, valuation packed within epithets or functioning as attributes in relational clauses. These values should be encoded as the reasons for the "necessary and needed" purchase of the product. The first advertisement is about tampons for women, foregrounding natural material used in the product. The use of natural material is coded in many experiential meanings been attributes in relational processes, or epithets or classifiers in complex noun phrases. In the second advertisement the quality of the product (garlic pills) is foregrounded with the "careful selection" of herbs used in the product.

At the same time, the "easy way" to health is coded as one of important reasons for the "necessity" of the purchase of the product.

Evaluation is a term that covers the linguistic resources of intersubjective positioning, thus meanings treated elsewhere as modality, hedging, evidentiality, intensification, attribution and similar meanings. Fairclough, for example, uses this term in relation to what is desirable or undesirable (172), while for the analytical purposes of this paper the system of appraisal as a relatively new typology of evaluation, known as the system of appraisals developed by Martin and White (2005) is used (see Figure 1).

Appraisal is understood as "[a] particular approach to exploring, describing and explaining the way language is used to evaluate, to adopt stances, to construct textual personas and to manage interpersonal positionings and relationships" (White 1). Since these features can play an important role in the rhetorical and communicative purposes linked to persuasion, which is a main aim of many advertisements, the focus in this part of the paper will be on the analysis of these features.

A semantically oriented appraisal system is divided into three main areas known as attitude, engagement and graduation. Attitude is further divided into affect, judgement and appreciation. Affect is understood as relating to the writer/speaker's emotional response, judgement as their moral evaluation of behaviour; and appreciation as their aesthetic opinions of entities or processes. Engagement sub-system includes a variety of options for positioning other voices in and through the text known as dialogic contraction and/or dialogic expansion. This depends on whether the writer introduces a position and then rejects it; the writer explains something to counter expectation; represents a proposition as valid and rules out alternative positions; takes the proposition as correct, valid, undeniable, or confronting and defeating a contrary position. Graduation is about amplifying attitudes either to strengthen or weaken the degree of evaluation (force), or to sharpen or soften the value (Focus).

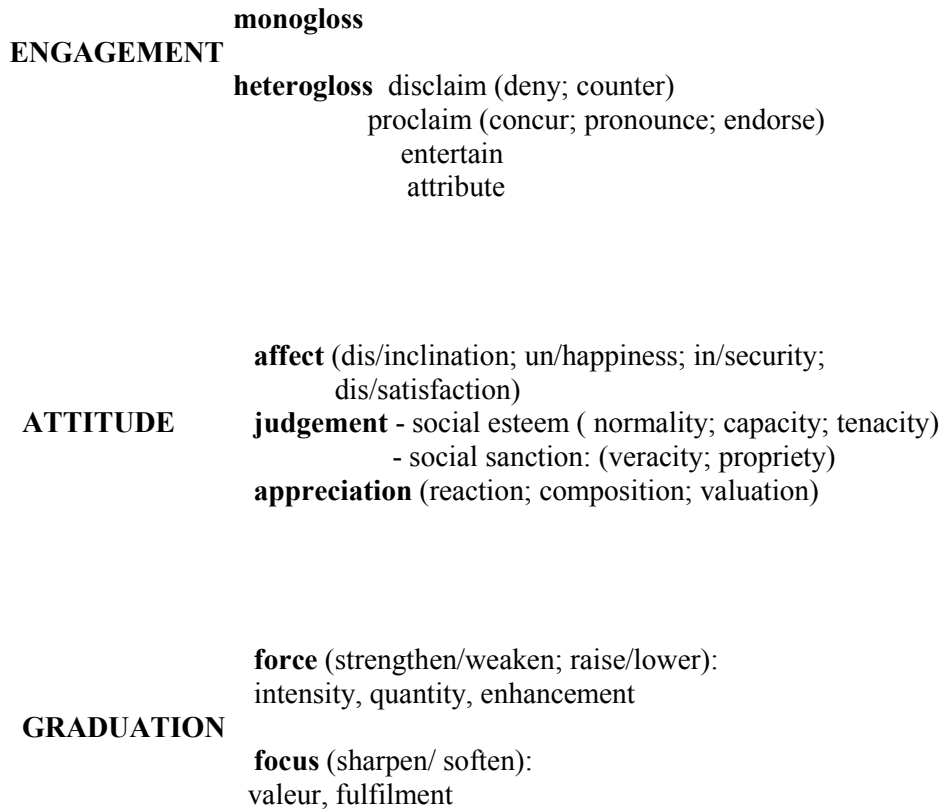


Figure 1: Appraisal framework adopted from Martin and White (38) with an extended version of graduation adopted from Hood (103).

By looking at logico-semantic relations between clauses and sentences, potential carriers of ideological values which the readership might not be aware of can be decoded. The number of coordinated and subordinated clauses can indicate the writer's solidarity with the reader in terms of clarity. Although simplex clauses might represent simplicity in reference to understanding, it is often the complex clauses, which clarify meanings through enhancement or extension, which also means more values brought into the text. On the other hand, simplex clauses can also use certain markers of interconnection within the text (for example, "and" at the beginning of a simple clause). Frequently, these are also responsible for certain hidden values and positions in the text, because the reader has to make logical assumptions about the connections of meanings. For example, the paratactic "but" employed as addition can be a signal of counter expectancy. With such a proposition, the textual voice rejects some contrary position possibly assumed from the readership.

For the sake of clearer references in the analysis, the following abbreviations for the two advertisements are used:

- A = advertisement "the organic all-cotton tampon"
- B = advertisement "Hofels Neo Garlic Pearles"

The sentences in both advertisements are numbered (1, 2, 3) following their order in the original texts to allow for a clearer insight into their co-text in the advertisement. This conforms to the idea that a sentence is regarded as: stretches of written text bounded by full stops or the equivalent [and beginning with a capital letter] (Thompson 22). Since functional grammar takes a clause as the "pivotal unit of lexico-grammatical structure at the highest rank, with the upper boundary of grammatical relations the clause complex or sentences", and as a minimal unit which can stand alone as constituting a complete message, the clause is seen

as the crucial and central focus of the analysis. Clauses are identified for the purposes of mood, transitivity and logico-semantics (Egins 25).

The excluded analysed sections of the advertisements are marked with the underlined numbers. The notational convention for representing lexicogrammatical constituency at clausal rank is partially adopted from Thompson¹ (274).

A

1 /// Since 1989, Natracare has offered women the all-natural choice in feminine hygiene protection./// 2 ///We guarantee / that Natracare-applicator tampons are made from only 100% pure cotton, //and are certified organic and GMO free./// 3 ///Naturally, Natracare all-cotton tampons are additive-free // and non-chlorine bleached./// 4 ///Our new delicately smooth, biodegradable applicator makes using tampons even easier./// 5 ///Together with our non-applicator tampons, pads and breathable panty shields, we offer a complete choice. ///

6 /// Natracare... absorbent, reliable and comfortable protection... the only natural choice.///

B

1 ///You may not dance like Astaire // but garlic could help your heart / stay in tune./// 2 ///Long valued for its beneficial properties, /many people are now taking Garlic /to help maintain a healthy heart and circulation as a part of a healthy diet and lifestyle. /// 3 And many of these take Hofels Neo Garlic./// 4 ///Why?///

5 ///Well Hofels Neo Garlic has been carefully formulated /so that you only need to take it once a day. /// 6 /// Hofels Neo Garlic also uses the expertise of Seven Seas. / Which is well worth remembering./// 7 /// Healthy steps don't come much easier than this.///

¹ /// - clause complex boundaries
 // - co-ordinate clause boundaries within a complex
 / - subordinate clause boundaries within a complex
 [] – embedded clause

Table 1: Clausal rank display of both advertisements

	A	B
Number of words	78	95
Number of sentences	6	7
Number of simplex clauses	4	3
Number of complex clauses	2	4
Number of embedded clauses	0	0
Number of co-ordinated boundaries within a clause complex	4	2
Number of subordinated boundaries within a clause complex	1	4

It is apparent that the analysed advertisements do not display a high level of grammatical complexity since most of the sentences in them consist of simplexes, demonstrating an attempt at simplification for the sake of the reader's immediate understanding. The complex clauses that appear consist of mostly one subordinated clause of elaboration (which), extension (but) and enhancement (so; because), which, again, is an act of simplification tied to the reader's understanding of the message. Therefore, the identification of clauses in both advertisements is slightly problematic due to the visual effects the writers employ. In A, the dots perhaps signal an afterthought, offering the possibility of expanding

the given line of positive appreciation values, which the reader is expected to identify when seeing or hearing the name of the product – Natracare. If this is the case, this clause can only be identified as a simple clause with the presupposingly identified elliptical element being a verb such as “offers” or “means”.

In B, the problem of clause identification occurs in (6) and (7), where (7) is used as a sentence beginning with a capital letter, although “which” signals a hypotactic relation and an expanding semantic relation. This is indeed how I have identified it in my analysis. This dependant subordinate clause refers to the whole proposition expressed in the previous clause, particularly to the “expertise of Seven Seas”. Either this is a typing mistake or it has been used for the purpose of establishing closer contact between the writer and reader by imitating spoken language, where ellipsis is frequently used to simply add sentences, clauses and words to the flow of conversation. The imitation of spoken language is very often employed for the persuasive purposes of both advertisements: the framing “well”; the pronoun “you” as an element of direct address and the conjunctive “and” at the beginning of the sentence.

The analysis of transitivity, as a major system of experiential metafunction of language, applied in this paper enables the tracking of processes in clauses in advertisements under focus, which consequently reveals the participants’ roles as either carriers or triggers of particular appraisal values, or as targets of appraisal values expressed in circumstances. The analysis thus deals with the semantics of both, the interpersonal and functional description of particular choices at the stratification level of clause and ranks, which enables references made to textual personas and assumptions. The identification of appraisal is not always straightforward, but in many cases implied through the selection of ideational meanings, which might result in the problem of double coding. It is necessary to mention that readers’ responses to an advertisement’s content are frequently dependant on subjective inferences and on their own existing knowledge.

The key used in the analysis of transitivity below is adopted from Eggins² (356):

A

Since 1989, (A) Natracare (Pm) has offered (Client + recipient) women (G) the all-natural choice in feminine hygiene protection. (Pv)We (Ps) guarantee that (G) Natracare-applicator tampons (Pm) are made (Cm) from only 100% pure cotton, and (Pm) are certified (Cm) organic and GMO free.

Naturally, (Carrier) Natracare all-cotton tampons (relational – intensive - attributive) are (At) additive-free and non-chlorine bleached. (A) Our new delicately smooth, biodegradable applicator (Pm) makes (G) using tampons (Cm) even easier. Together with our non-applicator tampons, pads and breathable panty shields, (A) we (Pm) offer (G) a complete choice. (Cr) Natracare (At) absorbent, reliable and comfortable protection ... (V) the only natural choice.

B

(A)You (Pm) may not dance (Cm -comparison) like Astaire but (A) garlic could help (B) your heart (Pi) stay in tune. (Pm) Long valued (Cc) for its beneficial properties (A)many people (Pm) are now taking (G) Garlic (Pm) to help maintain (G) a healthy heart and circulation (Co) as a part of a healthy diet and lifestyle. And (A) many of these (Pm) take (G) Hofels Neo Garlic. Why?

Well (G) Hofels Neo Garlic (Pm) has been carefully (Cm) formulated so that (A) you only (Pm) need (Pm) to take (G) it (Cx) once a day. (A) Hofels Neo Garlic also (Pm) uses (G) the expertise of Seven Seas. (A) Which (Pi) is well (At) worth remembering. (A) Healthy steps (Pm) don't come (Cm) much easier than this.

Table 2: Participants’ roles in both advertisements:

Advertisement A	Categories of participants in A	Advertisement B	Categories of participants in B
Natracare	Actor	You	Actor
Women	Client	Garlic	Actor

The all-natural choice	Goal	Your heart	Recipient
We	Sayer	Many people	Actor
Natracare applicator tampons	Goal	Garlic	Goal
Natracare all-cotton tampons	Carrier	Many of these	Actor
Our new delicately smooth, biodegradable applicator	Actor/agent	Hofels Neo Garlic	Goal
Using tampons	Goal	Hofels Neo Garlic	Goal
We	Actor	You It	Actor
A complete choice	Goal	It	Goal
Natracare	Carrier	Hofels Neo Garlic	Actor
Absorbent, reliable and comfortable protection	Attribute	The expertise of seven seas	Goal
The only natural choice	Value	Healthy steps	Actor

From table 2 it is clear that A includes slightly more participants than B. Most of the participants in A are realized by complex noun groups with things (tampons, applicator, choice) premodified by epithets (all-natural, complete, absorbent) or classifiers (non-applicator tampons), therefore it is expected that the meaning of things is expanded by either description, classification or qualification. Nominalizations (choice, protection) in particular are seen as offering greater potential for expanding meaning. It is therefore assumed and expected that the majority of evaluative values are packed within these noun complexes.

²P – process, Pm – material, Pme – mental, Pb – behavioural, Pv – verbal, Pe – existential, Pi – intensive, Pcc = circumstantial, Pp = possessive, Pc = causative A = Actor, G = Goal; B = Beneficiary, R = Range S = Sayer, Ph = Phenomenon Sy = Sayer, Rv = Receiver, Vb = Verbiage Be = Behavior, Bh= Behaviour X = Existent T = Token, V = Value; Cr = Carrier; At = Attribute Pr = possessor; Pd = possessed C = Circumstance; Cl = location, Cx = extent, Cm = manner, Cc = cause, Ca = accompaniment; Ct = matter; Co = role

Most of the participants are concrete objects (tampons, applicator, panty shields) or abstractions (choice, protection). All the concrete objects featured in the text represent the product in focus (tampons), its component parts (applicator) or the manufacturer's other products (pads, panty shields). There is also one instance where the manufacturer's brand name is used (Natracare) as an abstraction.

Things in noun complexes are mostly premodified by epithets, with some instances of classifiers. Epithets are mostly the carriers of positive values of appreciation, as in the following examples:

- 1 New delicately smooth, biodegradable applicator
- 2 Absorbent, reliable and comfortable protection

In both cases aesthetic evaluation is that of valuation and composition (complexity – the perception of details). There is also an example of force amplification in (1) (delicately), which intensifies the “smoothness” and lexically bears some attitudinal tone in the sense that the best material has been chosen for the product.

Another interesting issue related to this example is the use of the epithet (biodegradable), which anticipates some shared knowledge from the putative reader. This shared knowledge is based on the “environmental consciousness” of the reader and, presumably, of the author. It seems that the reader's “environmentally conscious” behaviour is addressed and thus positively judged. This epithet can be seen as an example of a token of social esteem judgement. Nature and related naturalness are strongly emphasized throughout the advertisement (natural, all-cotton, all-natural), which further addresses the health conscious reader, who is assumed to share the knowledge that “natural is healthy” with the author.

Although absorbent, reliable and comfortable in (2) are used as positive appraisals of appreciation for protection, it is possible to detect some judgement in this lexis expressed here in the context of a woman's period. Feelings of protection are definitely desirable in today's dangerous society. This means there must be some kind of threat or danger from which one can be protected. However, protection in the context of menstruation seems to have little to do with a dangerous opponent; rather, it is the concealment of menstruation and everything related to it that is desirable. It seems that having a period, a natural phenomenon, is something undesirable on the part of society; indeed it is something to be hidden and ashamed of. Any other behaviour may be judged negatively. The reason for protection becomes blurred in the use of nominalization. From this perspective, one could speak about the social sanction: propriety. The ostensive rhetorical triplets (e.g. examples 1 and 2 above) deployed here work to up-scale the experiential meanings and are inherently intensified.

Besides the "appreciation" epithets, positive appreciation: valuation is also present as an attribute in a relative process (additive free and non-chlorine bleached), where the whole proposition acts to concur alternative positions, with "naturally" stressed in the thematic position. By doing so, the reader is expected to be aligned into the community sharing these nature-friendly values and a sense of "take-for-grantedness" is created. The textual voice here presents the proposition as highly valid and reliable.

Another interesting participant (choice) is used and repeated in A, functioning as a nominalized thing in the following noun complexes: the all-natural choice; a complete choice; the only natural choice (1, 5, 6). It functions as goal in the material clauses being offered by the actor (manufacturer – we; Natracare). This means the reader is given the opportunity to choose, which could be a signal of solidarity. Solidarity here can be seen in the writer's willingness to help the reader by avoiding being too offensive. By choosing, the reader is granted the role of active participant and given some responsibility and thus, a degree of importance and respect. On the other hand, this could be also viewed as a manipulative tool, where the responsibility for the product is shifted from the writer to the reader through the nominalization with the blurred doer.

What is also interesting is the use of deictic *the* in the all-natural choice and the only choice. In these two cases the deictic is realized as a definite article, which is normally used presupposingly – when something is obvious or easily presupposed. What is presupposed here is actually no choice at all, signalled by the definite deictic *the* combined with choice, if the reader wants a purely natural product. One can assume that the choice is also manipulatively used as carrying some implicit negative judgement of other products made by rival manufacturers. Judgement here would thus be that of social esteem: capability (not able to produce pure natural things). This conclusion could be also based on the fact that choice usually means "choosing" from more than one option.

From a closer investigation of the participants (choice and protection) with references to other elements in clauses, the close connection between experiential and interpersonal meanings becomes clearer. The intensifier *only* in the only natural choice further stresses the natural choice. The use of "naturalness" is frequently used in advertisement A, most explicitly in the lexical choice of words, particularly epithets expressing experiential meanings such as the all-natural choice; 100% pure cotton, and certified organic and GMO free, naturally; all-cotton tampons; additive-free and non-chlorine bleached; biodegradable, which occupy most of the text. (14 out of a total of 78 words = 17, 9 %). Most of these experiential meanings are used to presume and consequently evoke the positive appraisal values such as "the quality of cotton".

In addition to participants, which are realized as concrete products or abstractions, A also includes participants as humans (women), who occupy the beneficiary role, and consequently also the recipient/client role in the material clause in (A1) (...has offered

women...). Here, women are presented as those gaining from the product and are thus indirectly addressed. There are no grammatical features functioning as subjects in a theme position addressing the reader directly, in contrast to B (you). In this case it is difficult to distinguish the sub-function of the beneficiary, since choice is not a real product in A, but tampons are. However, what is actually offered and produced for women is the product. Thus, the beneficiary here is the client for whom the product is made.

Another human participant is realized with the personal pronoun we in (A2) (...we guarantee...), which lies in the thematic position in the material clause and functions as actor and doer, with responsibility for the process of doing. The exclusive we signals that the reader is not addressed and establishes distance in terms of contact. In general it is difficult to determine, especially in advertisements, who we represents: is the writer speaking on behalf of the manufacturer or is the writer included? But what is certain is the fact that the prominent position in the clause assigns the participant a responsible role and status of importance.

This could be viewed as implicit positive self-appraising: a positive judgement of self-esteem: capability (we are capable of doing this – we are good).

There is another pronoun used in one noun complex functioning as a thematic deictic in (A4) (our new delicately smooth...). It stresses the proud possession of the product (compared with this new delicately...) with some hints of haughtiness, which could be classified as a positive value of affect on the part of the writer.

With the verbal process verb guarantee in (A2), the proposition is expressed highly assertively – even firmly promising. The responsibility is being shifted to the manufacturer or the author (we), which clearly indicates a high level of commitment to the validity of truth. This acknowledged responsibility is expected to evoke feelings of trust, which is seen as one of the desirable goals of advertising and is linked to higher consumption. There is also an example of hidden manufacturer's responsibility for the quality shifted to the inanimate product (applicator) through the use of thematic deictic "our" placed in the position of a premodifier. In B, on the contrary, responsibility is never directly shifted to the manufacturer or author.

Table B, on the other hand, displays a slightly lower number of participants, most of which are less premodified than those in A. In B, the reader is directly addressed with *you* in two cases. Firstly, right at the beginning in (B1), where it functions as the behavior in the process of behaving (dancing) and later, in (B 5) in the material process, where the reader is also the actor and doer of the activity (taking).

3 You may not dance like Astaire but Garlic could help your heart

4 So that you only need to take it once a day.

Although *you* is used for the purposes of synthetic personalisation (Goatly 97), the interaction is foregrounded with the consequences of shaping the reader's value feelings of individuality and importance by being directly spoken to.

In (3), a cautious entertaining stance is taken in this modalized statement through the subjective implicit low probability modal *may*, where the reader is compared with the famous dancer Astaire, probably more known to the older generation. It suggests that the proposition is grounded in individual subjectivity and is dialogically expansive. There is no such feature in A, which makes A appear more monoglossic.

The comparing background is encoded in the circumstance of manner: comparison, where comparison is realized through the negative polarity *not*, which could signal negative judgement: self esteem: capability in the sense of the reader's inability to dance like Astaire. However, the "epistemic" *may*, as an indicator of politeness, minimizes the potential conflict and confrontation with the reader (Nuyts 6). Comparing the reader with the famous dancer is

done intentionally, based on the assumption that finding another Astaire among the addressed readership is a highly impossible task. The reader's assumed reaction is probably one of agreement with the possible hint of disappointment, which vanishes with the logico-semantic relation of the adversative and contrastive but (Martin 172; Fairclough 89), where the disclaiming engagement of denial produces the element of counter-expectancy, possibly seen as a positive value of appreciation: valuation in the sense of the well-known usefulness of garlic. As the rest of the analysis also indicates, both advertisements display a number of logico-semantic relations between the clauses (see below), which could be, to some extent, classified as "hortatory reports" (Fairclough 96). A hortatory report is "a description with covert prescriptive intent, aimed at getting people to act in certain ways on the basis of representations of what is" (ibid.). Although there is no direct injunction to the reader to act in a certain way, the following examples might be seen as implicit hortatory elements depending upon assumed values within certain statements of fact (a, c, d).

a) We guarantee that Natracare-applicator tampons are made from only 100% pure cotton (PROJECTION), and are certified organic and GMO free. (ADDITIVE)

b) You may not dance like Astaire but garlic could help your heart stay in tune.(CONTRASTIVE)

c) Many people are now taking Garlic to help maintain a healthy heart and circulation as a part of a healthy diet and lifestyle. (PURPOSE)

d) Well Hofels Neo Garlic has been carefully formulated so that you only need to take it once a day.(PURPOSE)

In the expanding clause (4), circumstance of extent (once a day) encodes the low frequency of taking the supplement. A low intake frequency is important in today's society because it saves time, while the older generation, who may suffer from memory problems, value simplicity and ease of use. The importance of ease is further stressed by the placing of this information in the rheme position of the clause, which is reserved for new important information.

Further, the experiential meaning once a day could also trigger a positive appraisal value of appreciation. The value of appreciation is further foregrounded with the disclaiming engagement positioning of counter-expectancy realized with the modal adjunct only, which also amplifies the simplicity of intake in this modulated clause. The writer's solidarity can be observed in the choice of the friendlier deontic semi-modal need to, with the mitigating obligatory effect used instead of the deontic imperative take it, which would be perceived as offensive.

Another human participant is included twice in the material clauses: many people and many of these, where these refers anaphorically to "people".

5 Many people are now taking Garlic to help maintain a healthy heart and circulation as a part of a healthy diet and lifestyle. 6 And many of these take Hofels Neo Garlic. Why?

Both material processes use Garlic as the goal. Interestingly, Garlic is written with a capital letter, most likely to stress the well-known value and importance of garlic as a vegetable.

Although in terms of the graduation: force, the expression many in (6) gives an imprecise reckoning of number, it still implies a higher proportion of those already taking the product, with whom the reader is expected to identify him/herself. The up-scaling effect of many here probably acts to construe the writer's maximum commitment to the value position "of good product" and thus strongly aligns the reader to this position. The supposed expected

reaction from the reader would be the association of the majority with the quality of the product, which is an instance of positive token of appreciation. Garlic and its beneficial effects are assumed to be part of the reader's general knowledge.

The majority of users is further stressed in the next statement which uses the attributive expanding semantic relation (and) with the new important information introduced at this point – the product and its use by the majority of health conscious readers mentioned before. Circumstance of manner in (5) (as a part of a healthy diet and lifestyle) reveals a potential token of appreciation or even judgement: the normality of people's behaviour and beliefs about healthy food and lifestyle as important contributors to good health and thus, according to the writer, desirable and positively evaluated. By viewing the lifestyle of “many who take garlic” as positive behaviour, the reader is assumed and expected to follow them. The addition of the conjunctive and at the beginning of the clause bears a hint of casual speech, which foregrounds a closer contact with the readership.

The positive valuation of the product and its quality is foregrounded directly in B through the use of force/extent graduation in *long* valued in (B2), stressing the anticipated common knowledge on the part of the reader about garlic's health friendly role.

The long-lasting quality as positive appreciation is further evoked in (A1) with since 1989, which sits in the thematic position of the clause, in which the pride of the manufacturer at the high quality of the product can be sensed behind the categorical statement.

The reader's curiosity about the reason and some explanation for the high intake of the product by “many people” is assumed to reach a peak right at the point where the writer uses a question (B4 – why) as an expected reaction from the reader and thus points to a certain familiarity with the reader. The use of an expository and informal elliptical question in the simulated direct conversation stresses the close contact between the writer and the reader and can be counted as another persuasive strategy. The whole “answer” to the question that follows is a description of the reasons for the intake of the product, which is signalled through the attributive logico-semantic relation between the clauses (so that; which).

7 Well, Hofels Neo Garlic has been carefully formulated so that you only need to take it once a day.

8 Hofels Neo Garlic also uses the expertise of Seven Seas. Which is well worth remembering.

The use of the continuative and framing stages well in (7) foregrounds the colloquial style of this advertisement, similar to other features used in this advertisement such as ellipsis in *long* valued and in the question why; casual lexis in *stay in tune*; the phrase *well worth remembering*, and the informal short form of auxiliary *don't*. The colloquial style emphasises the close contact between author and reader. The continuative *well* signals the answer to the question in the previous clause, which comes as an explanation of the reason for the high intake of the product by “many people” in the material clause. The goal is placed in the thematic position in the clause with the possible deliberate omission of the actor, which would otherwise overtly carry the responsibility. When the actor signals overt responsibility, the reader's trust is expected to be won over. The process material verb in (7) (*formulated*) is premodified by the adverb (*carefully*) acting as an intensifier with an attitudinal tone, which results in the problem of double-coding. Referring to the goal, this intensifier could express a value of positive appreciation: balance, by selecting the best and most effective substances in the product for the purpose of a simple intake in terms of frequency, further emphasized with the engagement: force/extent (*only once a day*). Another possibility is to view this intensifier in a pack with the process verb as a token of judgement: normality in the sense that people who stand behind the product are concerned, responsible and caring about the reader's health

and that these readers deserve the best. The attitudinal tone can be observed in the intensification carefully.

Another positive appreciation: balance can be observed in (8) in the nominalized prepositional goal, with the expertise as head and the prepositional phrase as a qualifier (of Seven Seas). The thing is premodified with the definite deictic, which signals a presupposition of common knowledge about Seven Seas on the part of the reader that it is a highly effective and healthy herb. The presupposition here also indicates closer contact – solidarity between the writer and the reader. The “expertism” itself also encodes a positive value with the function of foregrounding the presupposed efficiency of the herb (Seven Seas). The additive conjunctive also can be seen as a presupposing signal indicating an expected reaction from the reader being a positive evaluation of the quality of the product also regarding other substances selected and combined besides the widely recognised and acknowledged Seven Seas, which points to the trust in the manufacturer. There is no need for the writer (also for the sake of space limitation) to mention all the other substances because they can be easily presupposed. The internal conjunction now used in the first non-categorical statement (B2) can also be read as a token of positive appreciation. This adjunct of time is supposedly expected to be associated with the product's quality in the sense that many people have “now” came to a realization about the product's health benefits compared to the “past” lack of knowledge. On the one hand, the focal now placed in relation to the product can be seen as a token of positive appreciation: valuation, on the other hand, connecting “now” with people’s mental realization, based on present knowledge or experience, could be seen as token of positive judgement: normality or capacity. The present continuous tense further stresses the present and on-going process compared to the simple tense used in (2). Other participants in B include the inanimate nouns garlic, the expertise, healthy steps or the product (Neo Hofels Garlic).

The product usually functions as the actor in the active material clause, as well as the inanimate healthy steps, or as the goal in the passive material clause while inanimate

9 Hofels Neo Garlic also uses the expertise of Seven Seas.

10 Well Hofels Neo Garlic has been carefully formulated

11 Healthy steps don't come much easier than this.

In (9), the product has a double role in the thematic position of the clause: as an actor and as a doer, which is rather odd, since an inanimate product cannot really “use” something. In this case however, the product is presented as an active participant with the manufacturer being hidden. The decision to use a personified product shifts the responsibility away from the manufacturer, which works ideologically to a certain extent. On one hand, the real doer is supposedly easily recoverable from the context and/or reader's logical inferences, on the other hand, the identification of the manufacturer with the product might imply some values of tokens of appreciation: valuation with the manufacturer trying to avoid appearing supercilious (compare the use of a pronoun we in “we at Hofels use...”), and thus indirectly paying respect to the product as not being their own. The use of the additive also foregrounds the appreciation value of the product by signalling the “expertise of Seven Seas”. This is one of many qualitative substances used in the product for the reader. In (11), the comparative reference (much easier than) as a circumstance of manner is used in relation to the actor healthy steps in this material clause and also for the purposes of infused up-scaled force of appreciation further amplified with intensifying much. The anaphoric this presupposes the reader's logical reference with the positive facts already stated about the product. The engagement resource of a disclaimer: the denial don't is dialogic and presents itself as responding to the claims or beliefs that “healthy steps come (can come) easier than this”, which aligns the putative reader to the advertisement's, possibly ideological, belief that using

their product is the only easy way to healthy steps. This is obviously a metaphorical expression for healthy walking and mobility, which actually stands for active living – when healthy, of course. The denial here could therefore be seen as a token of appreciation: valuation in the sense of the product's helpfulness and value.

The article has tried to decode the operation of three sub-systems of appraisal as they co-pattern in two advertisements for health products following Martin and White's appraisal framework, which contributes to their persuasive style. The analysis of appraisals is combined with an analysis of transitivity and logico-semantic relations at clause rank to track explicit/implicit appraisal values. It is apparent that neither advertisement displays a high degree of grammatical complexity since most of the sentences within them consist of simplexes, demonstrating an attempt at simplification for the sake of the reader's immediate understanding.

Most of the participants in both advertisements are realized by complex noun groups with things (tampons, applicator, choice) premodified by epithets (all-natural, complete, absorbent) or classifiers (non-applicator tampons), which are also the main carriers of direct evaluations, encoding mostly inscribed appreciation: valuation.

Although, at first sight, both advertisements, particularly A, appear to be objective monoglosses in Bakhtinian terms, they frequently employ certain features which help them in aligning the putative readership into a communality which places great importance on nature-friendly awareness or/and associates natural with health. This is achieved primarily via inscribed appreciation: valuation packed within epithets or functioning as attributes in relational clauses. Although values of appreciation are foregrounded over affect and judgement, certain instances of both appear and as such have a strong influential meaning. Since health/illness issues are a very sensitive topic, often interwoven with feelings of un/happiness, in/security and dis/satisfaction, affectual values are nevertheless an accompanying implicit feature. In A feelings of security are stressed, in B feelings of happiness, although it is difficult to draw a clear line between these feelings because of their frequent connection. The importance of natural and pure elements for one's health is foregrounded through the use of tokens of judgement, primarily targeting the reader's views of the company's rivals and their incapability or unwillingness to care for their buyers as much as possible with purely natural products. The shift to personal/possessive pronouns or to the reference to other human participants is emphasised to stress responsibility as a value attached to the manufacturer, who is positively judged as a responsible and caring friend.

The comparison seems to be a strong feature in texts employing direct comparators (like). The comparison effect, on the other hand, which encodes negative judgement, can also be traced.

The reader's free will to buy is another important factor in both advertisements pointing to the writer's acknowledgment of privacy, equality and freedom. This is deployed as an inscribed value in the lexis of "choice", which, read within a larger context, can trigger the values of positive self – esteem judgement: normality.

The definiteness of article which is frequently employed signals the naturalisation of certain propositions. A closer investigation of some inscribed epithet values indicates triggered feelings of pride on the part of the manufacturer, indirectly negatively praising other companies for their incapability to produce something that is 100 % pure, natural and not harmful to health. Such a created schema is expected to match the schema of the putative reader and as such to win over the reader – the potential buyer.

The stance taken in A is mostly that of self-praise and pride, emphasizing the product and the manufacturer, while in B, the stance taken is mostly that of an indirect positive praising of other people's behaviour (healthy diet and lifestyle) with the reader's expected

imitation of such behaviour, which partly results from the reader's assumed shared common knowledge about the herbalism and its positive effects on health.

In the end, this analysis has confirmed again that appraisal values cannot be analysed without considering the co-text and the analysis of a single element is therefore in many cases extended well beyond the rest of the text in order to see the whole picture of appraisals at work in a single text.

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