



IZKUNTZALARI GAZTEEN ELKARTEA ASOCIACIÓN DE XOVES LINGÜISTAS
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“The formal and semantical connexion of visual and verbal text elements in French”

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A large number of linguistic analysis concerning magazine advertising focus on the verbal elements (generally referred to as “text”) and don’t take visual signs (usually referred to as “images”) into account. However, studies of this type are not able to comprehend the entire communicative effect of an advertisement because visual elements contribute in the same way to the message as verbal signs. For this reason, we propose the extension of the terminus “text” to both verbal and visual signs.

The question is which specific functions those text elements perform in advertisements. For this sake, we develop a 5-step model on which is based an empirical analysis of a corpus containing 705 French advertisements published between 2000 and 2002 in different magazines. Here, we put the accent on the first three points:

- 1) How can the process of decoding be characterized? Is one sign system dominant, that means does it help to understand the other system? Can both sign systems be decoded autonomically, or do they complementarily relay on each other?
- 2) How is the connexion realized by formal means? On the one hand, the interdependence is marked by certain linguistic means. On the other hand, strategies such as colours, frames etc. signal the relation between visuel and verbal elements.
- 3) Of great importance is the analysis of the semantical (logical/functional) connexion of the sign systems in an advertisement. On which cognitive processes is it based?
- 4) In the paper, the main research results concerning the questions indicated above will be presented.