

Discourse Analysis of Public Service Advertisement from the Perspective of Systemic Functional Linguistics

Hui Chang

Department of English, Foreign Languages College, Inner Mongolia University, Nei Monggol, 010070, China

Abstract: Clear the key contents of the discourse analysis of public service advertisements, so as to sort out the different situations under the perspective of systematic functional linguistics. Then, with the systematic functional linguistics being used as a framework and through a practical case, this paper verifies how to dissect public service advertising discourse from a systemic functional linguistic perspective to increase the liquidity and practicability of discourse.

Keywords: Systematic functional linguistics; Public service advertisement; Discourse analysis

1. Introduction

With the continuous progress of social science and technology as well as production and application of various high-techs, the theory of systematic functional language becomes more and more important to the research and analysis of language in daily life. Because of the continuous progress of the society, people's living standard is gradually raised, so more and more attention is paid to public welfare undertakings such as helping the poverty-stricken areas and the maintenance of the ecological environment. As there are policies, there are measurements to implement them. Thus, when the development of public welfare [1] is in full swing, the birth of public service advertisements will spread public welfare to thousands of households. Because different from the commercial advertising model, public service advertisement is an important publicity method of social public welfare, and is more attractive than general commercial advertising discourse to attract people from all walks of life to participate in public welfare projects and repay the society.

2. Text Subject of Public Service Advertisements from the Perspective of Systematic Functional Linguistics

The development of public welfare undertakings has been accompanied by the continuous progress of society. First of all, taking the text subject of public service advertisement as the starting point and based on the theoretical basis of the systematic functional language, a multi form discourse analysis framework is established. Through the practical needs of public welfare, analyze and explore the mode, main body and discourse characteristics of public service advertisement. And study nouns, verbs and pronouns in the text of public service adver-

tisements. From the perspective of reality and combining what masses are expected to do, express in concise and meaningful language to encourage people to do things actively. Public service advertising itself is an advertising mode designed to support public welfare undertakings. Different from commercial advertising and its advertising model, public service advertising is not for making profit. In other words, its "profit purpose" is to make more people to pay attention to social stability and environmental problems and actively participate in the public welfare undertakings to repay the society. Public service advertisements are generally promoted by the relevant government departments of different countries. After decision makers make decisions, they are designed by relevant advertising companies. Many commercial enterprises will also participate in the production of public service advertisements and invest funds for public service advertising. As the public service advertisements are facing the public, the investment enterprises can also make the public know their name and nature at the same time. By making itself being well known to the public, the enterprises can expand their reputation, and thus can achieve profit purpose. The model and language mode of public service advertisements are generally determined by social public welfare, while the text mode and discourse mode of public service advertisements are presented by the designers who will take considerations of social reality and the related requirements of investment enterprises. And languages should be enriched to make people more acceptable and cooperate. These are all the important tasks of public service advertising designers [2].

With the continuous development of the society, the transmission mode of information is not the simple text mode, but is transmitted by various means such as sound,

picture, film and television. And there are also many ways of the publicity model of public service advertisements. For example, the grass indicator of “take care under your foot, and the grass is smiling to you” is using a kind of friendly persuasion to stop bad behaviors of tourists, hoping to create a more green and stable social order and to protect the ecological balance of the environment; and the advertisement: kind as the soul, diligent as the nature, hard work to build virtue, honest as foundation and filial first which is broadcast every day in TV is to let the audience of recognize the great meaning of our traditional virtues and to persuade people to build a harmonious society of great beauty by their own strength. These public service advertisements have taken various forms of text mode to enable public to hear, see and work hard to do. This is the design purpose of the public service advertising designers, and the original intention of the government to develop public welfare undertakings. It is also an effective measure that people can actively cooperate with. Using the theory of systematic functional linguistics, this paper carries out anatomic analysis of these public service advertising discourses, based on the language subjectivity and function of public service advertising discourse. The core idea of public service advertisement is to make use of the simple and profound meaning of discourse to become a kind of social communication mode. The characteristic of public service advertisement is to advocate public welfare undertakings from three aspects: design concept, interpersonal relationship and active cooperation. Therefore, the researchers used the theory of systematic functional linguistics to make a visual and speech research on the public service advertising discourse, to explore whether the meaning of the text of the main body of the public service advertising and the means of modification is appropriate, and whether it can play a role in promoting the development of public welfare. The main body of the public service advertisement must be taken from the needs of the social subject as well as the various daily life of people and it should be expressed in the way of art and literature, so that the people of all walks of life are deeply infected so as to contribute themselves into public welfare activities. Public service advertisement is a mass information transmission mode for the whole society. Public service advertisement is an effective way to publicize public welfare undertakings and advocate civilized life. It is seen everywhere in books, on mobile phones, in front of television, and in tourist areas, which shows the importance that country has attached to public welfare and the determination to create social stability and balanced development of the environment. Therefore it is more and more important to interpret the text of public service advertisement with the theory of systematic linguistics, because it can not only clear the purpose of the design of public service advertis-

ing and it has practical significance for the future development of public welfare undertakings.

In most of common public service advertisements, the theme of public service advertisements can be exposed by being analyzed with the system functional linguistics. Take the public service advertising words: Water is the source of life; Water conservation is everyone’s responsibility which is public service advertising words of Beijing Urban Water Saving Office as an example. This public service advertisement uses the symbolic subject, which highlights the importance of water resources to life and the urgent need to protect water resources. The usage of symbolic subject makes reader be clearer of the importance of doing as what they are told to do in the public service advertisement. Analyzing the usage of symbolic subject in this public service advertisement in the perspective of systematic function linguistics, expressing situation can be emphasized, attracting more attention and making people pay more attention to the event. And as in an another advertisement: drive carefully because your loved ones are waiting for you at home, a brief account of the importance of safe driving and put reader’s attention to the great impact of traffic accidents on life. It is suitable in terms of systemic functional theory to illustrate an important case by using the distinct symbolic subject. Because the biggest purpose of the public service advertisement is to use advertising to let the public practice their own behavior and make effort for the maintaining social stability [3].

The basic framework of systemic functional linguistics is expounded in theory to show that the perspective of the theory actually contains three main perspectives, namely, discourse, cognition and socio cultural perspective. Therefore, it is suitable for discourse analysis. Then, there are conceptual, interpersonal and textual meaning which are used to analyze discourse. They analyze the discourse from “bottom-up” or “top-down” and show the wide applicability of the theory. At the same time, the public service advertising discourse tries to clarify some vague understandings about systematic functional linguistics, so that the theory can be better applied in discourse analysis. For systematic functional linguistics, language is the most important foundation. Language is not only a symbol with social attributes, but also has the function of use, that is, the basic property of language is its function. The main form of language content is discourse, and the most important point in systematic functional linguistics is the analysis of the language in discourse. The public service advertising is based on the theory of systemic functional linguistics, and the language of public service advertisement is the main research object. The discourse is analyzed and explored in the perspective of systemic functional linguistics. The research on the discourse of public service advertisement under the perspective of systematic functional language

mainly discuss the background and significance of the research, and clearly defines the general characteristics of public service advertisements through the development of discourse analysis and the domestic and foreign research status of public service advertisements. Combing the fact that there exists the discourse analysis of public service advertisement based on the systematic functional language, this paper focuses on the discovery of the symbolic subject from the text theme of the public service advertisement to determine the information that is mainly transmitted to the public in the public service advertisement.

3. Language Appealing Strategy of Public Service Advertising Discourse under the Perspective of Systematic Functional Linguistics

Nowadays, various advertising modes are slowly stepping into our modern life, and gradually affecting the public's lifestyle and habits. According to its purpose, advertisements can be further divided into commercial advertisements and public service advertisements. Commercial advertisement has attracted a large number of scholars from home and abroad to study it. Compared with it, there is little attention to public service advertisements. Moreover, most of these studies have been explored from the aspects of aesthetic, psychological, linguistic and social harmonious development, focusing on the research on the language level as well as the summary of the characteristics of vocabulary, grammar, style and rhetoric. However, under the background of globalization, these are far from being able to discover and explain its deep meaning [4]. The language characteristics of the text are very prominent in the systematic functional linguistics. Because of the different social composition, the language mode also differs from man to man. Different social class developments lead to quite different language studies. Different publicity methods in public service advertisements result in different results. In the public service advertisement, some use the first person to increase intimacy, and others use the third person to lead people to feel it. Therefore, no matter in which way, Chinese language is broad and profound, as long as it can reach the purpose of spreading public welfare, the language and stylistic features of public service advertisements are worthy of advocating. Text features of public service advertisements are colorful under the perspective of systematic functional linguistics.

Because the ultimate goal of public service advertisement is to spread virtues through the form of advertising to call on the masses to restrain their behaviors through civilized actions, through the understanding and analysis of various words as well as the way of using the theme, the appealing subject of the public service advertisement is

presented in a more perfect way by using relevant grammatical strategies, so that the audience can be touched and devote themselves into public welfare projects. Some public service advertisements will use a large number of personal pronouns or demonstrative pronouns, which can close the relationship between the author and the audience in the view of systematic functional linguistics. Use encouragement to persuade people to actively participate in maintaining social stability.

Take a public service advertisement whose broadcasting leads to an event as an example. Because the unscrupulous merchant's crazy profiteering behaviors of cutting down the ecological trees that causes a sudden decrease in the number of plants, the relevant departments put forward a public service slogan: resisting this product and protecting the ecological balance. In this public service advertisement, the author aims to promote people's determination to protect ecological balance, and make the readers more clearly aware of the seriousness of the problem and the adverse effects by highlighting the key points, so as to stimulate the readers to invest in the social protection. Because people intentionally or unconsciously receive massive amounts of information every day, it affects people's thinking and behavior. And public service advertisement plays an important role in disseminating information. From the perspective of speech interaction, the intention of discourse of public service advertisement is analyzed. It is proposed that most of the public service advertisements mainly use directive verbal discourse and the purpose is to teach and persuade [5]. Public service advertisement use psychological achievements to organize relevant language patterns to grasp public psychology to develop public welfare, which is worth advocating in the perspective of systematic functional linguistics.

4. Conclusions

Theory of systematic functional linguistics is used in this paper to analyze public service advertising discourse which is a propaganda mode that can play a role in promoting the mainstream values of society and the policies called by state leaders. Emphasis is put on the relationship between systematic functional language theory and discourse analysis, and it is of great social significance to explore the development direction and process of public service advertising language.

References

- [1] SHAO Jiashen, CHANG Hengrui, ZHENG Zhanle, et al. The Analysis of Language in Text of Scenic Spots [J]. Chinese Journal of Tissue Research, 2017, 21(23): 3767-3772.
- [2] DU Hongping, WANG Yuandi. The Scientific Paradigm of the Reference Citation in Academic Papers [J]. Chinese Journal of Scientific and Technical Periodicals, 2017, 28 (1): 18-23.

-
- [3] GAO Jiping, MA Zheng, PAN Yuntao, et al. Analysis and Advised Resolution of Nonstandard Chinese Patent Citation in References [J]. Chinese Journal of Scientific and Technical Periodicals, 2017, 28(28).
- [4] LI Haiying, REN Yufeng, ZHOU Shengli, et al. Basic Theory of Systemic Functional Linguistics [J]. 2016, V45 (8): 24-27.
- [5] LI Fu, ZHENG Guoshi, WANG Dewei, et al. A Comprehensive Comparison of Chinese and English Texts [J]. 2017, 19(5): 15-18.