
Media, Language and Meaning Construction

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Abstract:

This study aims to analyze the advertisement of SEDEX, so it is possible to verify as some linguistic assumptions are presented in media discourse. Front to a diversity of advertisement broadcast, advertisers, all the time, are looking for new ways that could gain the attention to their products. Many forms were made, however, few were actually in consumer taste to the point of having it as a reference to the product, not just as a brand. This phenomenon is understood by functionalist, as iconicity, being motivated and the natural correlation between form and function. The language is seen as a place to conflict and ideological confrontation, this work addresses as a medial language influenced obtaining of a new approval to invoke others in their speech.

Key words: Language; media; meaning construction.

1- Introduction

Faced on diversity of advertisements aired by society, the advertisers, every moment, are looking for new ways that could arouse the attention of their products. Many forms have been

made, however, few were actually in consumer`s taste to the point of having it as a reference to the product, not just a brand. In this sense, we found in Sedex`s advertising - Synonyms, many brands of popular products assumed, during the time, the meaning of the product itself, thus increasing its significance.

This phenomenon is understood by functionalist linguistics, science that studies the relationship between the grammatical structure of the languages and the different communicative contexts in which they are used, as iconicity, and motivated natural correlation between form and function. It happens when the pressure of the use from a particular term causes which makes the forms that compete with it undergo a kind of erasure, being inserted that use on grammar. It is in society where people of different social classes and different levels of schooling elect one use over another. This process is known as grammaticalization, one of the processes that regulate the use of language, since there will always be new lexical creations stemming from different communicative situations. So, no matter how many brands of cotton swabs with cotton tips have in the market, the name is still the *Cotonetes*.

Thus, being the language the site of conflict and ideological confrontation, this study claims to address how the language used in advertising can influence their listeners in obtaining an approval to rely on others in his speech.

2- The Language as Social Practice

The linguistic sign is responsible for influencing many factors that affect society. It happens because the language is a social fact, it happens within a community of speakers, it changes the environment and the language is also changed by the environment. According to Bakhtin (2006), the word literally enters in all relations between individuals, the ideological basis of chance encounters in everyday life, in relations of a political character, among others. The words are woven from a

multitude of ideological threads and weft to serve the social relations in all fields. According to Sapir (1969)

The reality is produced by language, which means that there are not equal worlds, since there are not equal language. For the author, the language has mainly the role of producing, rearrange the world through the process of symbolization. The way of understanding the world (s) is by decoding the symbols that refer (produce) the reality and refer to concepts (thinking). (Sapir, 1969).

Besides being a social convention, the linguistic sign consists of numerous symbols and abstractions that make that their understanding is subject to the interaction in the community of speakers. The symbols are formed in each language and used as communicative needs of the social group, not only in speech but also in other more specific communicative processes, as quoted below:

The symbolization process of language requires a phonetic system that coordinates acoustic images "generating" the symbol, which provide conditions for the production of concepts / thoughts. (...) The symbols, in turn, generate an effect on language which is its widening (abstraction) by a process of classification, categorization and ranking - characteristic of thought. This is how the world around us is possible / built. (STERN, 2004).

The inherently social nature, it is common to see the words taking on new meanings, from the use of a particular linguistic community. This process happens naturally, all the time. After some time of use in the social environment, these new meanings will assume or not existence of its own, depending on the intensity of their presence in a given community. There are many examples that can demonstrate this phenomenon, such as the use of words and expressions that go beyond its original meaning and shall possess other features.

Expressions like *Nossa Senhora!* (Oh my Gosh!), For example, at first moment referred to the denotation of religious feeling and rashness, but with the passage of time, this invocation outperformed its religious significance and began to express any feeling of shock, surprise or even fear. It is able to show us how language becomes unique object in the use of its speakers:

Individuals vary their speech according to the situation in which they are considering the relationship between different styles (informal, care, reading, etc.) and different language use, especially with regard to attention and monitoring. The speaker would be endowed with communicative competence to suit the linguistically to different communicative situations. You could say that the same sort of relationship between context and language supports what Labov calls stylistic conditioning. (SEVERO, 2004).

Another example that caught our attention recently was an advertisement for SEDEX, the Correios, called SEDEX - Synonyms, which raises the changing meanings of some words that designate certain objects. In that advertisement, one boy makes an attempt to give the “true names” to certain objects. At the end of the advertising, they claim that there are brands that exceed the product name itself, as what they proposed to sell the SEDEX: "When a brand becomes synonymous of what it does, it is not a good idea to call it as another name." As we can see, the final sentence of the business is very intense and also directs our considerations.

Watching this advertising got us thinking how this phenomenon of the overcoming name of the product by its brand happens. We have many cases to reflect, as Brastemp, which became synonymous of the word quality. Despite being such transfer of meaning, the term mentioned above peaked in use today and it seems to have overcome by similar settings. Another example is the overcoming of the word *Bombril*, replacing the steel wool. These are some of the countless

phenomena of change that our language suffers over time. As we see:

Weinreich, Labov and Herzog (1968), by positing the notion of speech community, justified in terms that 'the variables contained in the language structures are determined by social roles', noting that 'linguistic and social factors are strongly interrelated the development of a language change '. (SAVERO, 2004).

This observation makes us reflect on the true strength of mutation of the linguistic sign and its completely tied to the uses of speakers feature. As suggested by Bakhtin (2006), the word is the medium in which they produce slow accumulation of quantitative changes that have not yet had time to acquire a new ideological quality, which has not had time to engineer a new and finished ideological form. The word is capable of registering the transitional closer, more ephemeral of social change, being the time the only able to show the true and how significant these linguistic changes are.

3- The Character Communicational and Ideological of Language

From birth, man is coated by a world full of words, and it is through it that it is possible to start a relationship with others. According Savenhago (2011, p. 7-23), the word "is the fastest way to establish contact," thus serving as a bridge between the members of a community in the communication process. Moreover, according to Bakhtin (2006), the word is also full of ideological signs, because for each communication event, the same word has a different meaning depending on the ideological formation of the group that uses a given time, since every word has a repertoire of possibilities. It can be observed in Bakhtin (apud SAVENHAGO 2011) that:

Different social classes are served at one and only the same language. Consequently, in every ideological sign faced contradictory value indices. The sign becomes the arena where the class struggle develops. This social multi valence the ideological sign is a trait of major importance. Indeed, it is this intertwining of value indexes that makes mobile sign live, and mobile capable of evolving. (...) But the very thing that makes living and dynamic ideological sign makes it an instrument of refraction and strain of being. (Bakhtin apud SAVENHAGO, 2011)

Savenhago (2011, p. 10) states that the word itself is neutral and impartial, however, to be disseminated and used by speakers in society becomes dynamic and its meaning varies. Therefore, the linguistic relations are fraught with ideology and, when a word is used, drag all the possibilities of how it was already "used, reused, redefined by society," then being true deposits of the values given to them during the time .

It is interesting to note that the meanings that a word can assume does not only depend on the individual speaker, since it is not possible to control all its possibilities of use, because the listener processes the information according to their previous knowledge, so the meaning among the meanings that a word has do not only depend on the intention of the speaker, but the understanding of who receives (SAVENHAGO, 2011).

It is noticed that the understanding of a message depends on both the speakers and the listener, as this understanding that this knowledge has the proposed subject. Accordingly, the speaker must be aware of their linguistic choice in the act of communication, to prevent that conflicts happen and that the message gets "safe", without fail, to the recipient.

As stated, the language movement has a strong ideological character, being the society the ideal place for linguistic conflicts arising from social interaction site. When watching TV or reading newspapers, for example, the viewer /

reader is faced with a strong game of manipulation and the winner wins award as best oratorical their loyalty. Brandão (2004, p.9) states that

(...) Language cannot be viewed as an abstract entity, but as the place where ideology is manifested concretely in the ideological, to objectify, needs a materiality. (Brandão, 2004).

It is understood, therefore, that the language and the words that the utterer chooses, in the act of communication, whether in spoken or written form, is a reflection of all their knowledge, feelings, actions and opinions. According to Bakhtin (2006, p. 34), "the word is the ideological phenomenon par excellence." Being the word a bridge between the speaker and the listener, it can be different for each situation and context meanings, varying according to the guidance ideological group that uses it. In this sense, it is interesting to note the importance of ideology in the act of communication, being that a set of ideas or thoughts of an individual or group of individuals, which may be linked to political, economic and social actions. Yet today, the concept of ideology mercy of an obscure and controversial notion, many authors use it in a critical thinking, considering it a machine of domination that acts through persuasion and persuasion, alienating human consciousness.

According to Brandão (2004), the term ideology first came up with the philosopher Antoine Destutt Tracy in 1810 in his work "Elements of idéologie". It was created to be synonymous with a whole scientific work which analyzed the mechanisms of thinking, where ideas were treated as natural activities, expressing the relation of the human body with the natural environment.

Now it has a pejorative meaning in Napoleon, then being seen as a pointless and dangerous doctrine for every order already established. Also according to the author (Brandao, 2004), in Marx and Engels the term was also imbued with negative meaning. For them, the ideology was linked to political

theorist, moral and social system created by the ruling class and try to maintain the richest in control of society, masking the reality.

As for Faraco (2009), the ideology had no negative meaning in texts relating to the Bakhtin Circle, unlike: *The domain of ideology coincides with the domain of signs. They are mutually related. Where there is a sign, is also found ideology. Everything that is ideological possesses semiotic value.* (quoted FARACO, 2009).

From this analysis, it appears that all discourse has an ideological value because there is lexical choice and intentionality at the time of communication. The speaker who can master the signs and adapt them to each particular communicative situation, the callers can drag their collocutor desired field.

4- The Linguistics Change and Language Use

To talk in language change, we consider relevant to bring to this work the concept of grammaticalization. Martelotta, Votre and Cezario (1996) argue that communication press the language toward a more or less regular and iconicity, and motivated natural correlation between form and function. The competition of these forces makes that the grammars of languages are never stable.

To these authors (1996), "the grammaticalization is a manifestation of the non-static aspect of grammar, since it demonstrates that languages are constantly changing as a result of a constant search for new expressions and therefore are never definitely structured."

Being the language an important communication tool of the individual, nothing more just look at it as a flexible structure subject to various pressures arising from the use of communicative situations. We always tend to adapt to the caller as well as the communication environment. It is because

we need the message contained in our language is delivered satisfactorily, otherwise, we will not have communication, or it will be failure.

Constantly we have the need to create new words and expressions to announce ideas and feelings in every new situation of communication, in ways that attend the communicative needs. According to this variable, malleable and unstable character of the language, we can add new values to existing words and replace a use by another. Words that formerly had a particular significance today are repaginate with other, broader and even generic. This is because the language nothing is lost, everything is transformed to serve a communicative need. According to Furtado da Cunha Costa & Cezario (2003):

(...) Languages are constantly changing as a result of the incessant creation of new expressions and new arrangements in lexical ordering. The understanding is that, from the point of view of its evolution, the grammar is a continuous make-up, which allows us to speak of a relative instability of linguistic structure. (FURTADO DA CUNHA, COSTA & CEZÁRIO).

Yet according to the authors, is due to Hopper (1987) the notion of "emergent grammar", since no grammar of a natural language, is fully complete. That's because any language always opens new possibilities of use, forming new words and new meanings for use of previously existing words.

This vocabulary recycling is very common in media language, with the jargon and new meanings creating, that falling in popular taste, over, at least for a time, making part of the everyday language of the people. Even without realizing it, we are repeating discourses produced by the media in our statements.

This pressure exerted by the use of a particular term or meaning by speakers before causal eventually settle and become the norm, entering on the grammar. This discourse

phenomenon is called grammaticalization, the word emerges the speech and enters the grammar.

According Martellota, Costa & Cezario (2003) this trajectory of language in everyday communicative situations, motivates the transformations that these linguistic elements undergo over time, presenting a one-pointedness, "go to the grammar of discourse."

Some words are intended, over time and space, to present in their repertoire new meanings and values arising from the use by the speakers of a particular language. This is a natural and constant process in any living and dynamic language. Martelota, Cezario & Costa (2003) state that from the moment that an individual produces his speech to another, in a given communicative situation, he uses his creativity recreating forms and extending the meaning of words according to their means, so it has already begun the process of linguistics change. In the case of media language, it is more than essential the creation of new meanings in order to attract the attention of the interlocutor.

5- The Features of Advertising Language

Advertising is our old acquaintance. It surrounds us all the time and presents us the most diverse products and services. She has a very distinctive language and directly linked to its ultimate objective: convincing. According Sandmann (2000):

As testified by Mahrig, German and Webster's dictionaries, English propaganda was extracted from the name *Congregatio de Propaganda Fide*, the congregation established in 1622, in Rome, and it had as task taking care of propagating the faith. In literal translation would Congregation of faith that must be propagated. *Propaganda*, as ablative feminine singular of the Latin gerundive *propagandus* (male), advertising (female), *propagandum* (neutral), carries the phrase the adjectival function and expresses the idea of duty, necessity:

propagandus - that should be propagated, that needs to be propagated. (Sandmann, 2000).

As we said then, and it also shows the origin of the word, the function of propaganda is to propagate something, a concept, a truth. This meaning leads us both to the notion of propagation of ideas which could be political and religious, for example, how to sell products or services. Here we will hold back in advertising as publicity, focusing on convincing the interlocutor. Given this important feature of propaganda to persuade the interlocutor, we see that it has a very big challenge, which would in the first instance, draw the interlocutor's attention to notice certain advertisements in the middle of a populated area of audiovisual stimuli. This abundance of advertisements, the only ones that have some differential can stand out receiver's attention, which are usually achieved with the creativity of the advertising language. Sandmann (2000) gives us this warning:

Considering that the recipient of the propagandistic message, recipient, mainly urban, lives in a saturated universe of stimuli, the same, or that are available to it, can not pay attention and assimilate all messages which arrive by radio, television, newspaper, magazines, billboards and others, the advertising language faces the biggest challenge: holding, as a first task, the attention of that receiver. Achieved that recipient engages in certain text, convince him or take him due to the action are possibly smaller tasks or challenges. Holding the reader or listener attention seems to be the biggest strife. Because of that the relentless creativity of propagandist or advertising in the relentless pursuit of stylistic resources that make the reader or listener pay attention to your text, bumping it up if necessary. (Sandmann, 2000).

One of the ways to call this receiver to the text is the use of figures of language, word games, use of linguistic references, symbols, signs, indices and icons. Jakobson (1971) speaks of six

functions of language, but it does not to say that a function excludes the other. What usually exists a predominance of one or the other. From this perspective, we should understand what is the real need of the advertiser, what aspect of their proposal as put center. Typical features of literary language are also widely used in advertisements as rhyme, rhythm, alliteration, among others, so that the receiver can deal with the message, saving it and thus act as designated off. Jakobson (1971) points out these literary aspects in advertising:

(...) The aesthetic function is not limited to poetry: the speech of a speaker, everyday conversation, newspaper articles, advertisements (...), all of these activities may include aesthetic considerations enforcing the aesthetics function, and there are words often used by themselves and not simply as a reference procedure. (Jakobson, 1971).

Besides making deliberate use of aesthetic language advertisements are also embedded in ideologies of desire to create habits, behaviors, ways of acting among the members of a particular community or social group. According Fiorin (1988);

Ideology (...) is a vision of the world and there are so many worldviews in a given social formation as many social classes are (where) each of the worldviews presents itself in a discourse. There is still a very important thing that should not be forgotten. While there, a social formation, so many visions of the world are many social classes, the dominant ideology is the ideology of the ruling class. (FIORIN, 1988).

The language also follows this trend to be judged as best in that its greatest use is concentrated in the most financially affluent classes. The language of advertising, in a way, reflects the expression of the dominant ideology and its values. Thinking thus, we can reflect about what human aspirations the advertising language seeks feed, or satisfy human aspirations

that she seeks, always, find course with the goal of selling an idea and, more consistently, a product or service.

Sandmann (2000), on his research revealed that some of the values accepted by the ruling class are: the value of traditional, old, often in conjunction with modern and which has quality, youth and beauty as permanent qualities or immutable, the refinement, success, social status, among others. Lage (1985) also revolved about this topic and concluded that:

News that articulate around characters that match the collective aspirations, what people would like to be - happier, healthier, wealthier - are more accepted. The term of identification may be a common characteristic, such as physical appearance or age. (LAGE, 1985).

It is important to realize that the ideology is present in all areas and, in particular, we see a notable similarity between the principles that define propaganda and those who dictate rules for the use of standard language as the only form of expression of a people. We notice that both dictators and show themselves willing to persuade at any cost.

Made this observation, let us return to the advertising language, which, according to Eco (1976) uses the techniques in the use of language to attract and is based on the assumption that the more undermining, violating the communication standards acquired, the more chance you have of getting the attention of the receiver. Aside from internal resources of the language, also uses the very loanwords, which are responsible for offering precisely the most credibility on the product, an opinion on international standards, the judge of users.

The semantic aspects of the advertisements are also crucial, because the game tries to entertain with words addressed, challenge you to understand the message, holding their attention and, ultimately, leaves more prone to be influenced to consume a product or make use of a service.

It is also important to note that the written text or spoken in advertising campaigns are part of a whole, texts or larger contexts that are also responsible for adding meaning to the speeches. In the analysis of advertising that we do this work, the context will be predominant in the absorption of advertising content.

Metonymy also very concern us in the preparation of the analysis, since it is a transfer, in which a significant shall refer to another object or fact of our universe, based on contiguity, spatial association, historical. Another important factor to consider is that some brands, or trade names, such as flame Sandmann (2000), can over time take on a status value, quality that is makes it different, as we shall see in the ad that will be analyzed.

6- Data Analysis

The advertisement that caught our attention, as we said, was the *SEDEX - Sinônimos*, of Correios, which sought an innovative and different way to draw the attention of its product, compared to receivers. How Sandmann (2000) pointed out, the main challenge of the advertising medium is attracted by the receivers, which was successfully achieved by the SEDEX's advertising.

They used as a starting point, the abolition of the common interlocutors metonymy. The actor asks the wife "flexible rods with cotton at the tip," instead of asking *Cottonetes*, a brand that has become common sense and metonymically replaced any rod.

In the second stage, the actor looks at his son with a *Band-aid* and tells his son if he was wearing a "bandage sticker" rather than, again, to use the term most commonly applied by the community of speakers, *Band-aid*.

Finally, the actor is at work and asks an adhesive sticker, instead of making use of the block *Post it*, which is also

already in common use for general users mark. It is important to note that the strangeness of advertising is precisely in the fact the actor did not use these expressions, these metonymies that are already part of the use of the recipients. These brands, as many others, are replacing the product name, precisely because they have a strong history of advertising campaigns, corroborating with theories studied which show that the use is the first step in the replacement process of grammaticalization.

About this substitution possibility we will make some considerations, starting with Sandmann (2000), which points to an important aspect:

Depending on how it establishes the relationship between sign and referent, we have three types of signs: if the bridge of the relationship is arbitrary or conventional, there is the symbol; if the relationship is based on experience, on history, competition or contiguity, we have the index; if the relationship is founded on resemblance, we called the sign or icon. (Sandmann, 2000).

We observed, with the appointment of the author that, in fact, the purpose of advertising is that the symbol (only the mark word) comes with a good advertising work, become an index (in which the brand comes to mean the name of the product itself, in a metonymic relation). We also see that the products mentioned above, the SEDEX's advertising has their brands as indices and therefore make an argument from authority within the campaign, as it is suggested that the SEDEX, as well as other products, will also be an index the category of transport that are proposed. We can observe a work with the dominant ideologies, as already noted, that a quality product, value added, among other features, shall receive a different status before the other brands. The context of the creation and display of campaign becomes crucial, since it involves advertising other products and previous communicative situations, which are essential for the full understanding of advertising. In this

sense, had to be cautious in choosing products that really were aware of the general public, so that decoding would not be harmed. Again confirming the theory, which says it is of paramount importance that the interlocutors know the context of the communicative situation, because only then the communication will be effective.

This process of changing meanings, metonymic deletion as this advertisement with product names by a mark or a mark of recognition for its quality, is constant in societies and it is precisely this characteristic that confirms the fundamental characteristics of any language: mutability and adaptation.

7- Final Considerations

This paper aims to analyze the SEDEX's advertising - *Synonymous* - in order to clarify some concepts discussed by linguistics. We try also to understand how the signs used in our language are able to change their status of living for others, often unlikely.

We could verify, through research, that the media need to use innovative features, at first, to draw attention to its interlocutor. One of the resources used by this segment is the linguistics resources, which words are allies in the formation of innovative, differentiated way.

We found that numerous advertising campaigns to a successful delivery of their products, as though they become icons receiving the product names. Metonymically, many brands have managed to overcome the name of the product.

With this analysis, we can see that the changing movement of the language, an important feature, it also happens in media resources. Proves that, as claimed by many authors, the language is dynamic, social and also a social practice.

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