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Advertising as Pictorial Perlocutionary Act

The use of pictures in communication is one of the most prevalent research topics of today. Sociologists, psychologists and philosophers write about the positive and negative effects this has on society, but not a lot of them approach the topic from the side of linguistics. Pictures today are produced mostly with a non-aesthetic purpose, as in advertising for example, so they should be analyzed from an epistemological and language perspective rather than from a traditional aesthetical one.

In my presentation I will try to emphasize the role of pictures as pictorial illocutionary and perlocutionary acts. Photos, drawings and other visual objects can be viewed in parallel with speech acts. They not only describe and state, but are able to act, to communicate. A form of these illocutionary acts is advertising. Commercials can be used to inform, especially with pictures. For a greater impact, these pictures exploit the viewing audience's knowledge, beliefs and expectations. That is why for example interactive advertising or the ones based on intertextuality are the ones of the most accepted and favored methods.

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