FOREIGN LANGUAGES AND VIETNAMESE

AN ANALYSIS OF INTERPERSONAL METAFUNCTION IN PHARMACEUTICAL ADVERTISEMENTS IN ENGLISH

NGUYEN THI KIM LUYEN*

ABSTRACT: This paper aims at examining how the interpersonal metafunction realizes the interpersonal meaning in the public-scientific text genre of pharmaceutical advertisments. The theoretical framework employed for analysis of the texts is systemic functional linguistics. The objectives of this study are to describe the types of Mood, Modality and Personal Pronoun utilised in the selected pharmaceutical advertisments. The methodology adopted in the research is descriptive qualitative. The source data are pharmaceutical advertisments taken from the three magazines: AFP (American Family Physicians), JAMA (The Journal of American Medical Association) and Reader's Digest. The results indicate that the use of *Mood* and *Personal Pronoun* outweighs the use of *Modality. However,* the findings also reveal that different uses of *Mood, Modality* and *Personal Pronoun* can convey different levels of interpersonal meaning: different status, purpose, meaning and relationship between the advertisement writers and readers.

KEY WORDS: interpersonal metafunction; interpersonal meaning; pharmaceutical advertisements; mood; modals; personal pronoun.

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1. Introduction

In this paper, an attempt is made to explore how interpersonal metafunction realises interpersonal meaning in pharmaceutical advertisements. The theoretical framework employed for analysis of the texts is systemic functional linguistics. There are various reasons for choosing this topic, but the followings seem to be prominent. First, advertising is considered a real art – the art of catching attention, arousing desire, informing, inducing customers, contributing towards satisfaction and deeply embedding into their minds with thousands of new products and services including pharmaceutical ones advertised each day in our world. Second, the analyzing of advertising is of growing importance and it has been a subject for many studies from different points of view. And third, pharmaceutical advertisments are written in a scientific style, it is not difficult to uncover its meaning through linguistic analysis.

2. Aim of the study and research questions

As stated, the overarching aim of this study is to investigate how interpersonal metafunction is presented in the text genre of pharmaceutical advertisements. To fulfil this aim, three questions are raised for exploration: 1/What are the Mood types used in the selected pharmaceutical advertisements?; 2/What are the types of Modality used in the selected pharmaceutical advertisements?; 3/What Personal pronoun is used in the selected pharmaceutical advertisements?

3. The theoretical framework

SFL, which was originally developed by Halliday in the early 1960s, is a model of language in context. The model has been used as the theoretical framework for a great number of works in language description, discourse analysis, translation studies, etc. However, each scholar approaches the model from a different perspective for diferent purposes of their study. As this paper is to investigate how interpersonal metafunction realises interpersonal meaning in the text genre of pharmaceutical advertisements, I will be selective to relate my review of the SF model to relevant concern of *Mood*, *Modality* and *Personal Pronoun*. To make the task posible, I will begin by

* *Vietnam Military Medical University; Email: kimluyenhvqy@gmail.com*

examining about pharmaceutical advertisments. Then I will discuss a brief description of Metafunctions in Functional Grammar, three strands of meaning (metafunctions), the interpersonal metafunction and its respective lexicogrammatical realizations as mentioned in the SF model.

***3.1. Pharmaceutical/Medicine Advertisements**:*

- *Definition of Medicine Advertisements:* According to the FDA's Examination Measures of the United States, the term "Medicine Advertisement" refers to all advertisements which are published through various media or in various forms and contain medicine names, indications or other medicine-related contents. All advertisements of medicine products need to be pre-approved by the government.

- *Regulations of Medicine Advertisements:* Drug Advertisements Standards prescribe that certain information must appear in a medicine advertisement: Advertising License, Medicine production license number, the generic name of the medicine, the statement "Only for the professionals of medicine and pharmacy" if the product is a prescription one, and the statement "Please purchase and use in accordance with the instructions or under the guidance of pharmacist" if the product is a nonprescription one, and the name of the manufacturer. In other words, the content of medicine advertisements must be accurate, scientific, objective, truthful, clear, and must not lead to misunderstanding, balance the risk and benefit information, be consistent with information approved by FDA. Finally, it only includes information that is supported by strong evidence from clinical studies.

3.2. Metafunctions in functional grammar

Four metafunctions have been developed by Halliday. Three of them including *Experiential*, *Interpersonal* and *Textual* show up in the clause column except the last metafunction of *Logical* since it is not embodied in the clause but in the clause complex-clauses linked together by logicosemantic relations to form sequences [Halliday and Matthiessen, 2004:61]. The four metafunctions are as follow:

Table 1. *Metafunctions and Their Reflexes in the Grammar (Halliday and Matthiessen, 2004:61)*

Metafunction (Technical name)	**Definition (Kind of meaning)**	**Corresponding status of clause**	**Favored type of structure**
Experiential	Construing a model of experience	Clause as representation	Segmental (based on constituency)
Interpersonal	Enacting social relationships	Clause as exchange	Prosodic
Textual	Creating relevance to context	Clause as message	Culminative
Logical	Construing logical relations	------	Iterative

The types of metafunctions have been summed by Thompson (2000) as:

1. We use language to talk about our experience of the world, including the worlds in our own minds, to describe events and states and the entities involved in them.

2. We also use language to interact with other people, to establish and maintain relations with them, to influence their behavior, to express our own viewpoint on things in the world, and to elicit or change theirs.

3. In using languages, we organize our messages in ways which indicate how they fit in with the other messages around them and with the wider context in which we are talking or writing.

4. In using languages, the clause complex-clauses linked together by logic semantic relations to form sequences [Halliday and Matthiessen, 2004].

3.3. Three strands of meaning

One of the most powerful aspects of the systemic approach is that language is observed as a source for making not only one meaning at a time, but several strands of meaning simultaneously. Halliday uses this notion of SFL approach to explain the meanings of a language in three different categories: field, tenor and mode. Halliday (2000) states that language is *metafunctionally* organized. In other words, he argues that all languages have three broad metafunctions: the function for construing human experience which reflects the nature of the social process in which (*field*) the language is implicated (the *ideational* function), the function for enacting humans' diverse and complex social relations which relates to a text's aspects of *tenor* or interactivity (the *interpersonal* component), and the function for cohering the internal organisation and communicative nature which reflects the *mode* of a text (the *textual* function). Each of the grammatical systems proposed by Halliday is related to these metafunctions. The three strands of meaning are summarized and exemplified as follow:

Table 2. *Types of Meanings in the Systemic Model (Eggins & Slade, 1997:49)*

Types of meaning	Gloss/definition	Example
Ideational	Meaning about the world, representation of reality (e.g. topics, subject matter)	Conversation, expressions; the French language: cigarettes
Interpersonal	Meanings about roles and relationships (e.g. status, intimacy, contact, sharedness between interactants)	Conflictual relationship, Supportive relationship, Provoking talk, assertive, less assertive
Textual	Meanings about the message (e.g. foregrounding/ salience; types of cohesion)	Rapid turn-taking: cohesion through ellipsis and reference; foregrounding of expression/ idioms

3.4. The interpersonal metafunction and its lexicogrammatical realizations

The interpersonal functions play the role of establishing and maintaining social relations, and indicate the roles of the participants in the communication, which has been *clarified in* Halliday & Matthiessen (2006: 511) *"Interpersonally, the grammar is not a theory but a way of doing; it is our construction of social relationships, both those that define society and our own place in it, and those that pertain to the immediate dialogic situation. This constitutes the - interpersonal metafunction, whereby language constructs our social collective and, thereby, our* personal *being*". The interpersonal metafunction comprehends a text's *tenor* or interactivity which is again comprised with three components: the speaker/writer persona (whether the writer or speaker has a neutral attitude, which can be seen through the use of positive or negative language) social distance (how close the speakers are), and relative social status (whether they are equal in terms of power and knowledge on a subject).

4. Methodology

This research employed the combination of descriptive and qualitative. Descriptive method refers to the process of collecting data, classifying data , analyzing data, interpreting data and reaching the conclusion [Adar Ben, 2014:3]. According to Adar Ben (2014), the qualitative approach to gathering information focuses on describing a phenomenon in a deep comprehensive manner. In this paper, I have made effort to explore, describe and produce some assessment on Mood, Modality and Personal Pronoun in ten selected medicine advertisements.

Data collection

For the data source, 10 medicine advertisements have been selected from the three magazines: AFP (American Family Physicians), JAMA (The Journal of American Medical Association) and Reader's Digest. They all coded as following: Botox (Ad.1), Embo (Ad.2), Ginsana (Ad.3), Arbitraer (Ad.4), Votrea (Ad.5), D-Diabetes (Ad.6), Plevoral (Ad.7), Xifaxan (Ad.8), Lipitor (Ad.9), Latuda (Ad.10).

Data analysis

The analysis of the source medicine advertisements will follow the following steps: (i) Collecting the data inm the form of clauses from the source pharmaceutical advertisements; (ii) Analysing types of *Mood*, *Modality* and *Personal pronoun* realized in clauses to uncover their interpersonal meanings; (iii) Drawing the conclusion from the findings obtained from the analysis

5. Findings and discussion

The Interpersonal Metafunction of a text not only refers to the way writers and readers interact, the language use to set up and maintain the relations among them, but also means to influence their behaviors, to express our opinions about the world around us. To serve this, Halliday (2009) claimed that the Interpersonal Metafunction mainly focuses on the relation between the role of writers and readers, mood and modality and pronoun system. To enable readers to understand the weight of the Medicine Advertisements as an effective discourse for its own purpose, the following analysis has been done from the perspective of the Interpersonal Metafunction by analyzing its use of Mood, Modality and personal Pronoun

5.1. Mood

Interactions where we initiate or respond to the act of *giving* (and taking) or *demanding* (and being given) involve language. *Giving* refers to the action of the writer who is giving something to the reader or the writer is inviting the reader to receive. *Demanding* refers to the action of the writer who is requiring something from the reader or the writer is asking the reader to give. In other words, *giving* and *demanding* are the two ends of the interactions and function as an exchange. And (1) *goods-and-services*; (2) *information* are the two kinds of exchanged commodity [Halliday, 2000].

Table 3. *Basic speech roles (Halliday, 2000)*

Role / **Commodity**	**.Goods-service**	**information**
Giving	offer	statement
demanding	command	question

The MOOD network carries out the following principle grammatical system. The speech roles and commodity exchanged can make four speech functions, which are *statement*, *question*, *offer* and *command*. *Statements* can be realized by declarative clause, *offer* and *question is* related to the interrogative clause and *command* is associated with the imperative clause. All the four primary speech functions are related with the grammatical structure. The Mood carries the interpersonal functions of the clause and consists of *Subject+Finite*. The Subject is realised by a nominal group that the speaker gives responsibility for the validity of the clause, while the Finite is realized by the first functional element of the verbal group. According to Eggins and Slade (1997), the position of subject-finite in a clause differentiates speech functions which plays a vital role to explain the interpersonal meaning of the clause as exchange and serves a reflection of social role and identity.

In the data collected, the analysis of the identifying of Subject and Finite shows that almost all of the clauses adopt declarative mood except a small number of sentences are imperative clauses.

Statistically of 73 clauses in the data, there are 62 declarative clauses, accounting for 84.9% of the data; 11 clauses are imperative ones, accounting for 15.1%, which cover the rest of the percentage of the whole data. And there are no interrogative clauses. There are some considerations why advertisers chose this mood pattern in their texts. We should bear in mind what Halliday (2000) refers to the - *multidimensional architecture of language* - reflects the multidimensional nature of human experience and interpersonal relations. This is most obvious in written texts, particularly in a scientific one, where to fulfill the mission, it is important and apparent for the writers to give information and demand service. In other words, the writer hopes to offer certain messages to the reader showing the writer's attitude and assumption and in return the writer tries to demand and arouse the reader to feel this and act accordingly. Therefore, declarative clauses demand their prominent presence in community followed by imperative clauses and then interrogative clauses respectively. With the above mentioned, the dominant usage of declarative clauses in medicine advertisements makes it more solemn, convincing, and persuasive and thus gives it a thriving look where the medicine producers succeeded in recalling the community, expressing the affirmative attitude about the quality of the medicine and making promises and inspiring the readers to support for the products advertised. For example,

(Ad.2)*"For cases of known suspected Vitamin B1 deficientcy, Embro, a natural food product, makes an excellent dietary supplement".*

(Ad.3) "Ginsana is the original natural energizer/ that helps your body use oxygen better/ so you can feel your best."

(Ad.5) *"Votrea reduces bad chlesterol for people with several common risk factors for heart disease.*

(Ad.8) "Xifaxan is a prescription treatment/ that helps relieve both diarhea and abdominal pain associated with IBS-D."

Imperative also has a vital part in a written text as it itself is inspirational, uplifting and commanding. Imperative can appeal the readers to follow the writer's instruction and thus creates the writer's authoritative image by portraying mutual reliant relationship. To Halliday (1994), imperative clauses convey two types of messages: one is to command others to do something, and to invite the readers to do something or achieve something together. And the imperative always provokes the readers. With reference to 8 imperative clauses in the data, advertisers are not only giving order or command directly but enlightening, persuading and arousing people's passion to their product, hope and act together to use the product and services and thus it minimizes the social distance between the advertisers and the readers or the community. The following examples set the tone that such way of addressing makes the medicine advertisments more emotive, appealing, and inspiring to the readers:

(Ad.1) Now experience real noticeable results yourself".

(Ad3) Feel yourself.

(Ad.6) Support it with D-Diabetes.

(Ad.7) Do not use Peloral if you are pregnant or plan to become pregnant.

5.2. Modality

According to Halliday (1994), between positive and negative polarity, there lies an area of meaning referred to in systemic functional grammar as modality. Modality can be used to understand the writer's position, emotion, affirmation and attitude towards his will, revealing the writer's estimation and uncertainty to the recognition of things. Thus, through the analysis of various types of modality, the writer's interpersonal meaning could be better reflected in the texts. Thompson (2000:57) classified modality into two broad categories: Modalization and Modulation, in which *"Modalization is a linguistic resource for presenting propositions noncategorically"*. It expresses the

writer's judgment towards the validity of the proposition by covering the scale of probability (possible-probable-certain) and usuality (sometimes-usually-always). And to do so, the uses of lexicogrammatical resources are as: modal verbs (*can/could, may/might, shall/should, must,* etc.), adjectives (*possible, certain, probable, inevitable*, etc.), adverbs (*probably, likely, perhaps, rarely,* etc.), nouns (*likelihood, possibility, probability*, etc.), and other devices (*in my opinion, in all likelihood, it seems that*..., etc.). On the other hand, Modulation shows the speaker's sense of obligation (allowed-supposed-required) and inclination (willing-keen-determined). It thus exposes the writer's level of confidence while exchanging information through a wide range of linguistic resources, including modal verbs (*must, should, ought to*, etc.), adjectives (*compulsory*, *mandatory, willing*, etc.), adverbs (*necessarily, willingly*, etc.), and other forms (*be required to, be inclined to,* etc.).

Table 4. *Semantic realization of Modality*

Kinds of Modality	**Congruent realizations**				**Metaphorical realizations**
	Finite	**Adjunct (mood)**	**Predicator**	**Mental clause**	**Attributive clause**
Probability	Can/could, may/might, will/would, should, ought to, must	possibly, probably, certainly ...	---------	I guess ... I think ... I know ...	It is possible... It is probable... It is certain...
Usuality		sometimes, usually, always...	---------	--------	It is unusual (for him to leave)
Obligation		necessarily	be allowed to, be supposed to, be obliged to	I'm willing for... I expect... I want... (him to leave)	It is permitted It is expected It is necessary (...for him to leave)
Inclination			be willing to, be keen to, be determined to be able to	I'd like to leave ... I want to leave ...	It'd be lovely to leave ... It is possible for him to leave

Adapted from Martin, Matthiessen & Painter (1997:70)

"Situationally, appropriate expressions of modality enables the writer or speaker to address the intended audience with skill and exhibit a professional interpersonal competence" [Hyland, 1998: 440]. This purpose has been served in medicine advertisements where statistically 15 modal verbal operators are being identified in which are presented in the following table:

Table 5. *The frequency of modals*

Modals		Modality	Frequency
Congruent	will	Inclination/futurity	1
	must	obligation	3
	can	Ability/ possibility	6
	could	Ability/ possibility	1
	Be able to	Ability/ possibility	1

	……Would like to, ...know, ...trust	projection	3

The use of *Will* has a dual role in the speech: *Will* as a predicator of the future and then *Will* as a symbol of strong wish and determination. The following examples show this correspondingly:

(Ad.3) I will not play a single game without my Ginsana.

(Ad.4) You will begin to experience relief of allergy symptoms 2 hours after taking Arbitraer.

(Ad.4) You will experience headaches, cold symptoms, coughing, or backaches while using Arbitraer.

(Ad. 5) If used along with a proper diet and exercise program, Voltrea will help lower your bad cholestrerol.

As the highest scale of modal commitment (Halliday, 1994), *Must* carries out the degree of obligation on the person to carry out a command. Thus, medicine advertisemnts adopt *Must* to convey the writer's strong determination and also call on the readers to be determined to take action to achieve their common objectives. Same is the case with medicine advertisemnts in the data collected where the use of *Must* has the above said implementation:

(Ad.5) You must have simple blood test to check for liver problems.

Again, the use of *Can, Could* represents a low scale of modal commitment. The semantic meaning of these modals is to show one's ability to do something. So by using these, advertisers on one hand try to encourage the community to believe in their abilities to do something together and by doing this, on the other hand, they are minimizing the gap between the writers and the readers. Here are the examples:

(Ad.3) "Ginsana is the original natural energizer/ that helps your body use oxxygen better/ so you can feel your best."

(Ad.4) By taking Arbitraer once a day, You can relieve your allergy symptoms for up to 24 hours.

(Ad.8) If your symptoms come back, you can be retreated up to 2 times.

5.3. *Personal Pronoun* Halliday (2000:191) opines that personal system, including pronouns and possessives, possess interpersonal meaning of language. In medicine advertisements, the interpersonal meaning exists in the communication between the writer and the reader. The purpose of an addresser is to inform, suggest and thus communicate. The choice of different personal pronoun has an effect on the readers. Because the choice of personal pronoun can clearly make the readers know the attitude of the writers. It can establish the social relationship between the writer and the reader in a text. There are three types of personal pronoun system: the first personal includes I, We, Us, Our; the second personal includes You, Your; while the third ones include They, It, Their. For the analysis of Pronoun system, the following table demonstrates the frequency Personal Pronoun system in the data collected:

Table 6. *The frequency Personal Pronouns*

Personal Pronouns	***First personal***		***Second personal***		***Third personal***		**Total**
	I /We/ Us	Our	You	Your	She/he	They/Their/them/it	
Times	0	0	35	28	0	0/5/0/6	74
Frequency	0%	0%	47.30%	37.83%	0%	0%/6.75%/0%/8.12%	

a. The First Personal Pronoun system

In SFL, we and its anamorphous might have both inclusive and exclusive implementation: inclusive one equalizes I and you (the audience/ the readers) by upholding emotional effectiveness of sharing same objectives that minimizes the writer-reader gap; on the other hand, the meaning of We and its anamorphous from exclusive standpoint refers to I and others (not the reader written to), which implies a sense of authority, making the readers feel that the addresser and his team has the power to do something. The above table shows that the first personal pronouns are not found in the data collected. That means instead of using form of first personal pronoun, advertisers intentionally arouse the feeling in the readers that the writer is neither on the side of the producer nor the community.

b. The Second Personal pronoun system

According to Li et al. (2001), in advertisements, the use of *you* elicits a dialogic style referring to the audience in two perspectives: the first is adopted to draw the reader's attention, and the second sense is often used to separate the writer from the reader and help the writer establish his authority or status through being separated from the others. In the data of medicine advertisements, the second personal pronoun - *you* and *your*, takes up the most percent among the three types of personal pronouns 47.30% and 37.83%, respectively. In this data, *You* crossed the reader's boundary and thus extends from the producers to the whole community. Observe the sentences:

(Ad.5) If you develop fever, unexplined weaknes or confusion, tell your doctor right away.

(Ad. 1) If your symptoms come back, you can be retreated up to 2 times.

(Ad.1) You are encouraged to report negative side effects of prescription drugs to the FDA.

c. The Third Personal pronoun system

On the other hand, the form of the third personal pronoun and its anamorphous occupies 14.87%. In traditional grammar, *they* and its anamorphous are often used to refer to those people who are absent. In medicine advertisements, *they/it* and their anamorphous can have the effect of realizing interpersonal meaning. Let us take the following sentences:

(Ad.5) With Votrea, 65 out of 100 people (65%) lowered their bad cholesterol to normal levels versus 2 out of 100 peopke (2%) with no treatment.

(Ad.1) It's not retouching... It's Botox Cosmetic.

By using *their/it* in the above sentences, advertisers show their care and respect to community of people and also invites the readers to feel the safety and trustworthiness of the advertised products. Thus, it ties the writers and the present readers in the same intimate and close bondage.

6. Conclusion

This article takes pharmaceutical advertisements as a sample to clarify how interpersonal metafunction realizes the interpersonal meaning in this public-scientific text genre. It can be noticed that in this text genre, the use of *Mood* and *personal Pronoun* outweighs the use of *Modals*. However, all they work together within the same frame to explicate the writer's interpersonal metafunction. We can sum up from the above discussion that different uses of *Mood, Modal verbs (a semantic realization of Modality)* and *Personal Pronoun* can convey different levels of interpersonal meaning: different status, purpose, meaning and relationship between the advertisement writers and readers. In adition, the data reveals that in terms of *Mood*, positive declarative clauses have been used appropriately to transmit messages to the readers clearly and directly, appropriate application of imperative clauses have also been done to persuade and suggest the community in utilysing the medicine products advertised. In terms of *Modality*, the use of modals under the highest modal commitment to show the writer's strong attitude and determination and also to promote the reader's confidence. Last but not least, the use of personal pronoun, especially you-your-their-it pattern to

abridge the writer - reader distance by creating a dialogic style and also by pleading the readers to share the same attitude.

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Phân tích siêu chức năng liên nhân trong quảng cáo dược phẩm bằng tiếng Anh

Tóm tắt: Bài báo nhằm mục đích khám phá cách chức năng liên nhân hiện thực hoá nghĩa liên nhân trong quảng cáo dược phẩm - một thể loại văn bản khoa học dành cho cộng đồng. Khung lý thuyết được sử dụng trong nghiên cứu là ngôn ngữ học chức năng hệ thống. Mục tiêu của nghiên cứu này là mô tả cách các loại *Thức*, *Tính thái và Đại từ nhân xưng* được sử dụng trong các quảng cáo dược phẩm được lựa chọn. Phương pháp nghiên cứu được áp dụng là phương pháp định tính và phương pháp mô tả. Số liệu là các quảng cáo dược phẩm được lấy từ ba tạp chí: AFP (American Family Physicians), JAMA (The Journal of American Medical Association) và Reader's Digest. Kết quả chỉ ra rằng việc sử dụng *Thức,* và *Đại từ nhân xưng* vượt trội hơn việc sử dụng *Tính thái*. Kết quả nghiên cứu cũng cho thấy rằng việc sử dụng *Thức*, *Tình thái từ* và *Đại từ nhân xưng* có thể chuyển tải các cấp độ ý nghĩa liên nhân khác nhau: địa vị, mục đích, ý nghĩa và mối quan hệ giữa người viết và người đọc.

Từ khoá: siêu chức năng liên nhân; nghĩa liên nhân; quảng cáo dược phẩm; thức; tình thái; đại từ nhân xưng.