The Uses of MAKE in Magazines Advertisements
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Abstract

MAKE has a special importance in texts the reason behind that is because its meaning changes according to the context it appears in ,one property of MAKE is polysemy; its meaning is determined by the context :i.e. the animacy of the causer and the causee , the evaluation of the causal course of action intended ,through that it transmits one sense rather than the another .The study aims at investigating the uses of MAKE in magazines advertisements being a kind of communication and finding out which use is most prominent .Magazines ads is known as ads printed in either a local or national magazines. In business field ,in order to sell the products ,the producers choose effective words to attract the person's attention and make an unforgettable impression .They aim at making an observable and easy to remember ads .They use language very differently ,and focus on meaning so the receiver better remembers the text .The focus of the study is on the meanings of MAKE which presents a remarkable challenges for semantic analysis. The study follows chatti (2012) as a model for the data analysis. There is a limited number of studies on the employment of MAKE in different forms of discourse .This study tries to shed more light on this area .The study comes out with the result that ads use lexical and conceptual means of the causative situation on which MAKE is used ,and that the mechanical meaning followed by the control meaning is used more than other meanings.

Key Words: ads ,MAKE , animacy,

1.Introduction

The verb MAKE is classified as a periphrastic causative verb . It is semantically bound to the meaning entailing that there is a change happens by the causer (a force) , this force can either be a person or a thing (Dixon ,200:68;Shbatini,2002,p11) ;the verb MAKE means (produce) ,hence a sentence like :I make him paint the wall [X MAKE Yv] can be paraphrased as "I produce the event that he paints the wall " . So my wall was not painted by me directly but by having someone to perform the action for me .The causative verb should bring a change in the state of the causee , by this the causer makes the influence .

The causer and the causee could be inanimate or animate entities ,the causer may be an instrument as Baron mentions (1974,p323).There is something to be mentioned here ; the causative relation as explained by Lawis's theory (2000,p14) and by Levin and Hovav following his counterfactual relations (2016,p78) in which the causative relation of MAKE and other verbs can be paraphrased as follows: E would have not occur without C,C is necessary for E

2 The Model of the Analysis :

The study follows Chatti model (2012),he highlights the polysemous nature of causative MAKE ,which shows a series of semantic values relying on the lexical and conceptual qualities of the causative situation .MAKE is known as having different meanings according to the context it is used in. This model is derived depending on the estimation of the causal process ,animacy of the causer and the causee and their relative strengths ,these elements determined the different senses of MAKE .Chatti(2012,pp6-12) follows Talmy(2000,p2) in qualifying MAKE as a force - dynamic and the relation between the causer and the causee is of impingemention .Talmy explains causation as a process i.e. there is energy from the causer going to the causee .Chatti gives six readings for MAKE ,below is a reference to each one of them according to specific conditions :

2.1 the coercive reading:

The causer carries a relation of strong impingement to the causee .Quirk et al .(1985,p1205) describes causative MAKE as a "verb of coercive effect" .Following the force – dynamic interpretation ,here causative MAKE appears with animate contexts ,where a [+animate]causee changed in state because of the volitional action of a [+animate]causer .The semantic conditions distinctive of this reading is :

a.   The causative situation involves two [+animate] entities .
b.   The causal process is described as [- pleasant].
c.   The balance of power entails a [+strong] causer.

Unpleasant means that there is a situation of strong resistance from the causee against the causer's impingement. The situation of strength certains the accomplishment of the causal process ,uninterested of the causee's intrinsic volition .So coercive meaning comes   when the embedded VP points a volitional action as a result the cause is a volitional agent, as Lauer(2010,p12)points .

2.2The Directive Reading:

Causative MAKE occurs also in places in which there is the following semantic conditions:

a. The causative situation involves two [+animate] entities.

b. The causal process is described as [+pleasant].

c. The balance of power entails a [+strong]causer.

The [+pleasant] causal process denies the coercive interpretation of the causative verb in use.

E.g. They can make him feel easier for I think he feels he's being an out casted.

2.3 The Control reading

This happens in the following conditions:

a.   The causative situation involves [+animate] causer and a [- animate] causee.

b.The balance of power entails a [+strong] causer.

E.g. One can get into a bus and make it move.

2.4The implicative reading:

There is a counterfactual relation between the entities whereby the causing event produces the resultant effect. This is achieved in the following semantic conditions:

a . The causative situation involves a [-animate] causer and a [+animate] causee.

b. The causal process is described as [+pleasant].

c . The balance of power entails a [+strong] causer.

E.g. It's a nice garden , especially the parts with flowers which make you feel you're not in a city.

2.5 The effective Reading:

There is a negative evaluation of the causal process , this is what distinguishes it from the coercive reading .Its conditions :

a.   The causative situation involves a[- animate] causer and a [+animate] causee.

b.   The causal process is described as [-pleasant].

c.   The balance of power entails a [+ strong] causer .(ibid,p11).

E.g. Cancer kills people by making them weak.

2.6 The Mechanical Reading:

In this type of context ,there is a mechanical relation representing the causal process is controlled by the conditions of animacy and balance of power.

a.   The causative situation involves two[-animate] entities.

b.   The balance of power entails a [+strong] causer.

E.g. The rays of the sun make the columns appear to soar ,as though weightless.

In this case ,there is a counterfactual relation telling that "if (X) occurs …then (Y) follows"(Lewis,2002,p197) contained in the causal process. According to Chatti(2012,p15) intentionally is to follow the aimed end.

4 The Corpus Data

The corpus data has been chosen from different types of magazines with national distribution . Magazines are considered as having a much longer readable life than newspapers because they are often monthly issued .. The audience may keep on with them till six months after its first insertion ,and also readers devote more time with a magazine than with a newspaper or any other media ads ,so the ads have opportunity of going through for a longer time , for those reasons producers give more attention to magazine ads over other types . The behavior of the audience towards the products is not depending on their qualities but on advertising as Gorn (1982) mentions . Advertisements aim is to influence and alter the will and the attitude of its recipients as "loaded language ",it uses simple and familiar words to gain attention ,ads need to be remembered as stated by Leech (1966,p 23) The magazines data have been selected randomly , the ads issued in them are also issued in newspapers and appear on TV but we find magazines full with ads for the above reasons. The research will not supply the magazines' names because it is not important to know which magazines, what is important is the ads , and they can be found in all magazines like Elle, The Economist,…etc ,and for different dates ,different products .Among all these ads ,ones with causative MAKE was chosen ,their total number is 80 ads.

5 The Analysis

Below are some samples from the data analyzed following Chatti's model:

1)   …we made RX labels clear as day.

This is a pain relief pills ,the causative situation involves [+animate] causer, and a[-animate] causee. The balance of power entails a [+strong] causer, So it indicates the control reading ,the balance of powers changes into the causer's side caused by the higher degree of animacy and agentivity .The causal schema where a [+strong] ,[+ animate] causer impinges on a [-strong],[- animate] causee and by that it causes a change in its state.

2)... it is the shampoo made to leave hair smelling terrific…

This is a shampoo ad ,we have the following conditions:
The semantic situation involves two[-animate] entities , and the balance of power entails [+ strong] causer . This is a mechanical reading ,here there is a physical context as Lewis (2001,p197) names it a counterfactual relationship .

2)   plants make us happy…

There is a[-animate] causer acting on a [+animate] cause [+pleasant] causal process, and a[+strong] causer, it is an implicative reading .The physical interaction which is a natural element (plants) acts on an animate cause and effects its state of being here .The adjective(happy) gives a positive evaluation of the causal process ,so the context by witch a[-animate] causer impinges on a[+animate]causee and makes the pleasant change in the causee's state due to the implicative reading of the causative MAKE.

3)   …formula will give you the zero dandruff advantage and make your hair up to 4 times softer and shiner…
There is [-animate] causer with a [-animate] causee , the balance of power is a[+strong] causer ,it is a mechanical reading ,it is the kind of reading dominant among the uses of MAKE in ads.

4)   a)…make your car shine for less.
b)make your wildest dreams come alive.

The conditions [+animate] causer and a [-animate]causee ,a [+strong] balance of power entail a control reading .The [-+pleasant] has not fit in because the causal process denotes an inanimate entity which lacks volition or intention of its own .In(4-a)the adjective (shine) indicates an alter in the state of the causee to a better one. In(4-b) (come alive) indicates a change in the causee's state of "rest" to a state of "move". Talmy(2000).

5) …minerals that make the skin 4 times fairer instantly.

The causer is a[-animate] ,the causee is a[-animate] ,the balance of power entails a [+ strong]causer .The adjective (fairer) indicates the change that happens in the state of the causee instantly ,the object tends towards a state of equilibrium ,so there is an energy flow from the causer in the direction of the causee making the immediate change in the resultant state .Throughout the ads corpus ,this mechanical interaction demonstrates the use of causative MAKE when it comes in an inanimate context.

6) Winter dries away your skin's youthfulness ,making it look withered like a dry leaf.

Winter is a [-animate] causer ,your skin's youthfulness is a [-animate] causee the causer is a [+strong] .That is a mechanical reading.

7) It made my face glow.

A[-animate] causer ,a [+animate]causee ,the situation is [+pleasant], and a [+strong] causer. It is an implicative reading ,the glowing of the face tells that the result of the effect is positive and is fulfilled because the causer practice a strong effect over the causee.

8) Frizzy and coarse hair type makes you feel low.

There is a negative estimation of the causal process as a [-pleasant] ,a[-animate] causer and a [+animate]causee ,and the balance of power contains a [+strong] causer. This is an effective reading In this situation (you),the causee rests the impingement with no use ,because of this there is a close change of state. The adjective(low) shows the unpleasant quality of the process.

9) Mother nature made you beautiful.

This is an implicative reading for the meaning of MAKE ,a [-animate] causer (mother nature) effects a [+animate] causee (you) bringing about a [+pleasant] situation by a [+strong] causer ,the adjective (beautiful) entails a[+pleasant] state because of the strength of nature.

10) Smooth hair makes her feel confident .

A[-animate] causer with a [+animate] cause ,the process indicates a[+pleasant],and a [+strong] causer. An implicative reading with a counterfactual relationship in which the causing event produces the resultant effect .There is a positive estimation of the

causal process,a pleasant change happens because the[-animate] causer impinges on a[+animate] causee.

11)   Man…makes her jealous

A[+animate] causer acts on a [+animate] causee the process is a [-pleasant] ,the causer is [+strong] .It is a coercive reading because we have a forceful impingement relationship ,the causee is forced by the volitional action of the [+animate] causer(the subject) to undergoes the change .there is a dynamic causative situation as stared by Dixon(2005,p312) .The success of the activity is achieved by the subject's success in overcoming the impedance.

12)   They don't make 'Em like they used to, we do.

A[+animate]causer with a[+animate] causee ,the situation is a[+pleasant] ,and a [+strong] causer the absence of the cause results in the effect ,the causer "doesn't make" something ,this is called causation by omission. Guilqin(2010,p119) .where the absence of an influence makes an effect. It is a directive reading.

6 The Results

The study comes with the following results:

The most prominent kind of MAKE uses is the mechanical reading.

We find MAKE causative very often used in cosmetics, shampoos ,and in cars ads.

The following table shows the kinds of MAKE and the frequency as it appears in the ads under analysis .We can notice that the effective and the coercive readings get the least appearance that is due to the nature of the text ,for in ads the purpose is to persuade and to attract ,if we have [-pleasant] causal process ,[-animate] causer ,the physical object or event impinges on a human entity in an unpleasant situation ,and this will not achieve the aim of the message of the ad .In the case of coerciveness ,the meaning of forcing somebody to do something with a[-pleasant] situation is not desired and it may occur in special and limited number of contexts .

The uses	The no.of appearance times	The percentage
Mechanical	48	60%
Control	14	17.5%
Implicative	10	12.5%
Directive	6	7.5%
Effective	1	1.25%
Coercive	1	1.25%
Total	80	100%

A table showing the percentages and the number of times in which   MAKE is used

7 Conclusion

This study is an attempt to explore the different uses of MAKE in advertisements' texts, its context gives it the distinctive and lexical features of the causative situation. The analysis stresses that according to the distribution of MAKE ,a production of many senses appears.

Advertising encourages sales of a product or a service by letting the masses know its qualities and also behind the advertisement ,there is an employment of language to aid the advertisers to arrange what they want to deliver to their audiences ,so in the light of the results obtained the study concluded that among all the senses of MAKE mechanical reading is the most used one ,this is due to the nature of the text because the aim of the used constructions is to persuade and promote the costumers and this can be achieved by meeting certain conditions to deliver their content .MAKE is highly polysemous and it transfers a cluster of senses ,so we find that there is also the control reading where the absence of[-+pleasant] situation also occurs. Then comes the implicative ,the directive ,the coercive, and finally the effective one.

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استعمالات الفعل(جعل) في الإعلانات

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الخلاصة

للفعل (جعل) أهمية خاصة في النصوص بسبب تغير معناه بحسب السياق الذي يأتي فيه. إحدى ميزاته هي التعددية، أي أن معناه يقرره السياق إذ يعتمد معناه على مدى حيوية المسبب والكيان الواقع عليه تأثيره وتقييم مسار السبب المقصود كل ذلك جعل هذا الفعل يحمل معنى معين بدلا من الآخر . تهدف الدراسة إلى التعرف على استعمالات هذا الفعل السببي في إعلانات المجلات لأنها نوع من أنواع الخطاب والتعرف على أي من هذه الاستعمالات هو الأبرز فيها . تعرف إعلانات المجلات بأنها الإعلانات التي تطبع في مجلة محلية أو دولية في مجال الأعمال ولغرض بيع السلع فإن المنتجين بحاجة إلى اختيار كلمات مؤثرة لجذب انتباه الأشخاص. وصنع انطباع لا يمكن نسيانه .هدفهم هو أن تكون هذه الإعلانات ملحوظة وسهلة التذكر .يستعمل المعلنون اللغة بشكل مختلف عن شكلها المعتاد فهم يركزون على المعنى كي يتمكن المتلقي من تذكر النص . ركزت الدراسة على معاني الفعل السببي (جعل) ،يمثل هذا الفعل تحديات بارزة في التحليل الدلالي. اتبعت الدراسة نموذج "شانتي"(٢٠١٢) في التحليل .هناك عدد محدود من الدراسات فيما يخص توظيف هذا الفعل في مختلف أشكال الحديث لذا فقد حاولت الدراسة تسليط بعض الضوء على هذه المنطقة .وخلصت الدراسة إلى أن الإعلانات تستعمل الوسائل المعجمية والتصورية للوضع السببي الذي استعمل فيه الفعل (جعل) وبان الاستعمال الميكانيكي ومن بعده المسيطر هما الاكثر استخداما من بين معانيها.

الكلمات المفتاحية: الإعلان، جعل ، استعمالات، حيوي.