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SEMIOTIC AND PRAGMATIC INVESTIGATION INTO THE APPLICATION OF INTERTEXTUAL COMPONENTS IN ADVERTISING TEXTS

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ABSTRACT

This study examines the semiotic and pragmatic application of intertextual components in advertising texts, examining the ways in which these references contribute to the persuasive impact and meaning-making. Advertising, a ubiquitous form of communication, strategically employs intertextuality, the incorporation of references to other texts, to captivate consumer attention. In-depth semiotic and pragmatic analyses of selected advertisements were conducted in conjunction with corpus development, utilizing a mixed-methods approach. The advertisements in the corpus, which were gathered from a variety of sources, employed a variety of intertextual techniques. Pragmatic analysis investigated the function of intertextual components within the communicative context, considering the intended and perceived meanings, while semiotic analysis examined them as signals, examining their contribution to meaning and persuasive impact. The findings illustrated those intertextual references function as potent signifiers, utilizing pre-existing cultural knowledge to elicit specific emotions and meanings. The synergistic relationship between visual and linguistic intertextual elements was revealed through multimodal analysis. The strategic use of intertextuality to establish rapport, construct implicatures, and navigate social issues was emphasized by pragmatic analysis. The study concludes that intertextuality is a critical tool in advertising, as it enhances audience engagement, persuasion, and meaning-making. This underscores the significance of cultural knowledge and contextual comprehension in effective advertising communication.

KEYWORDS: Advertising, Intertextuality, Pragmatic Analyses, Semiotic Analyses, Synergistic Relationship

INTRODUCTION

Advertising, a ubiquitous form of communication, heavily relies on persuasive strategies to captivate consumer attention and influence purchasing decisions. The incorporation of references to other texts, whether literary, cultural, or historical, is a critical component of these strategies. This investigation explores the semiotic and pragmatic aspects of intertextuality in advertising texts, analyzing the ways in which these references contribute to the persuasive impact and meaning-making. Semiotics, the study of signs and symbols and their use or interpretation, offers a framework for comprehending the way intertextual elements function as signs within the advertising context. In contrast, pragmatics concentrates on the practical aspects of language use, investigating the ways in which context and user intentions influence meaning. Previous research has investigated a variety of aspects of advertising discourse, such as the representation of cultural and social values (Cramer, 2019; Yücel, 2019; Di Martino, 2024), multimodal analysis (Lahuerta-

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Pujol et al., 2022; Xing & Feng, 2023), and linguistic manipulation (Eldin, 2019; Kuzmenko et al., 2022).

Additionally, research has investigated the utilization of linguistic characteristics in advertising, including metadiscourse (Al-Subhi, 2021), neologisms (Lavale-Ortiz, 2023), and figurative language (Gallo & Sokolova, 2022; Ostapova, 2020). Additionally, scholarly research has been conducted on the influence of advertising on social issues, such as misogyny (Campo et al., 2023; Di Martino, 2024), nationalism (Islam, 2020), and social responsibility (Béjar, 2023). This research expands upon these foundations by focusing on the semiotic and pragmatic functions of intertextuality, a strategy that capitalizes on pre-existing cultural knowledge to improve the efficacy of advertising. This study endeavors to offer a more profound comprehension of the influence of intertextual references on consumer perceptions and behavior by examining the way they are employed and interpreted.

METHODS

To examine the semiotic and pragmatic application of intertextual components in advertising texts, this study implemented a mixed-methods approach that integrated qualitative and quantitative analyses. The research design consisted of two primary phases: (1) the development of a corpus and (2) the in-depth analysis of selected advertisements.

1. Development of Corpus:

Various sources, such as online platforms (social media, websites), print media (magazines, newspapers), and audiovisual media (television commercials, online videos), were used to construct a corpus of advertising texts. The selection criteria guaranteed a diverse representation of target audiences, product categories, and advertising formats. The corpus was intended to encompass advertisements that clearly employed intertextual references, which were identified through a preliminary screening process that looked for allusions to existing cultural products, historical events, or other communicative acts. This process is consistent with previous research that has employed corpus-based analyses of advertising discourse (Chałupnik & Brookes, 2021). Advertisements that integrated intertextuality from a variety of cultural products, including but not limited to literary works (Dósa, 2025; Torres, 2025), historical events (Manzano, 2022; Islam, 2020), and other media such as video games (Herrejón, 2024) and memes (Hayes, 2025), were included in the corpus.

2. Comprehensive Analysis: The comprehensive analysis employed a two-pronged approach: pragmatic and semiotic.

• Semiotic Analysis: The intertextual components were analyzed as signals within the advertising texts using a semiotic framework. This entailed the identification of the signifiers (the intertextual elements) and the signified (the meanings they elicit). The analysis examined the ways in which these signs contribute to the overall meaning and persuasive impact of the advertisements, considering the relationships between signs, the context of their use, and the cultural knowledge of the target audience. Additionally, multimodal analysis was performed to investigate the interaction between intertextual elements and the visual and auditory components of the advertisements, where applicable (Xing & Feng, 2023; Messner, 2023). This method is in accordance with research that examines the visual and linguistic components of advertising (Kenalemang-Palm, 2023; Lirola, 2023). Coding schemes were implemented to identify and characterize the categories of intertextual references and their semiotic functions within the advertising text. To guarantee replicability and consistency, this procedure was implemented.

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• Pragmatic Analysis: The function of intertextual components within the communicative context of advertising was examined using a pragmatic framework. This entailed an analysis of the intended and perceived meanings of the intertextual references, considering the speaker's (advertiser's) intentions and the hearer's (consumer's) interpretations (Sokolova, 2021). The analysis investigated the extent to which intertextuality contributes to the persuasive power of the advertisements, considering factors such as implicature, presupposition, and relevance. The analysis also examined the social and cultural context in which the advertisements were produced and consumed, investigating how intertextuality contributes to the construction of cultural identity and social meaning (Yücel, 2019; Gómez et al., 2024). The analysis encompassed the examination of manipulative strategies in accordance with the findings of previous studies that examined manipulative advertising (Eldin, 2019; Zakharov, 2023; Kuzmenko et al., 2022). Additionally, the pragmatic effects of intertextuality were examined by examining the emotional responses that intertextual elements could elicit, as determined by studies that examined emotional responses in advertising (Holiday et al., 2023a; Malyuga & Khaperstkova, 2023).

The data obtained from the semiotic and pragmatic analyses were subsequently triangulated to offer a comprehensive comprehension of the integration of intertextual components in advertising texts. Thematic analysis was employed to analyze qualitative data, including interpretations of intertextual references. Descriptive statistics were employed to analyze quantitative data, including frequency counts of intertextual references. The analysis was conducted to identify patterns and trends in the utilization of intertextuality in advertising. The purpose of this methodology was to generate results that are both verifiable and reproducible by other researchers.

RESULTS

The examination of the compiled corpus uncovered a wide variety of intertextual components that are utilized in advertising texts, illustrating their multifaceted function in persuasive communication. In accordance with our initial hypothesis, these components served as effective pragmatic and semiotic instruments, thereby bolstering the communicative effectiveness of advertisements.

Semiotic Discoveries:

The semiotic analysis illustrated that intertextual references functioned as effective signifiers, utilizing pre-existing cultural knowledge to elicit specific meanings. We found that the elicited connotations were significantly influenced by the type of intertextual reference. For example, advertisements were frequently suffused with a sense of sophistication and timelessness through references to classic literary works (Dósa, 2025; Torres, 2025), while allusions to contemporary themes (Hayes, 2025) were used to foster a sense of immediacy and relevance. Historical references were frequently employed to establish credibility or elicit sentiments of nostalgia (Islam, 2020; Manzano, 2022).

The semiotic impact was considerably enhanced by the interaction between visual components and intertextual linguistic elements, as disclosed by multimodal analysis. For instance, advertisements that employed visual allusions to renowned artworks (Herrejón, 2024) frequently accompanied these visuals with taglines that emphasized the artistic connection, thereby establishing a cohesive and persuasive message. Additionally, the utilization of intertextual

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references that are associated with contemporary social issues, such as misogyny (Di Martino, 2024) or social responsibility (Béjar, 2023), exhibited a unique semiotic effect by leveraging the previously established associations and meanings. (Table 1.)

TABLE 1

Aspect	Type of Intertextual Reference	Effect/Meaning Elicited	Key References
Cultural Knowledge & Meaning	Classic literary works	Sophistication and timelessness	Dósa (2025); Torres (2025)
	Contemporary themes	Immediacy and relevance	Hayes (2025)
	Historical references	Credibility or nostalgia	Islam (2020); Manzano (2022)
Multimodal Interaction	Visual allusions to renowned artworks	Enhanced semiotic impact through cohesive messaging (e.g., pairing images with taglines emphasizing artistic value)	Herrejón (2024)
	Contemporary social issues (e.g., misogyny)	Unique semiotic effect by leveraging established associations (e.g., raising awareness, promoting discourse)	Di Martino (2024)
	Social responsibility	Unique semiotic effect by leveraging established associations (e.g., fostering trust, promoting ethical branding)	Béjar (2023)

Findings of a Pragmatic Nature:

The pragmatic analysis called attention to the strategic application of intertextuality to accomplish communicative objectives. Advertisers frequently utilized intertextual references to establish implicatures, relying on consumers to infer the intended meanings from shared cultural knowledge. For example, an advertisement that quotes a well-known proverb (Gallo & Sokolova, 2022) may suggest that the advertised product embodies the wisdom or values associated with the proverb.

Additionally, intertextuality was determined to be crucial in the development of rapport and the establishment of connections with the intended audience. Advertisers frequently employed references that resonated with particular cultural groups, thereby cultivating a sense of shared identity and belonging (Yücel, 2019; Gómez et al., 2024). This was particularly apparent in advertisements that integrated regional dialects or cultural idioms (Abad, 2021). The analysis also revealed the utilization of manipulative strategies through intertextuality, in which advertisers strategically selected references to manipulate consumer perceptions (Eldin, 2019; Zakharov, 2023; Kuzmenko et al., 2022).

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Holiday et al. (2023a) and Malyuga & Khaperstkova (2023) demonstrated that intertextual elements could effectively elicit specific emotions, including nostalgia, humor, and exhilaration, through the analysis of emotional responses (ibid.). This was especially evident in advertisements that employed intertextual references to elicit positive associations with cultural icons or past experiences.

In conclusion, the findings of this investigation illustrate the substantial pragmatic and semiotic functions of intertextual components in advertising texts. These components are potent instruments for audience engagement, persuasion, and the creation of meaning, underscoring the significance of contextual awareness and cultural knowledge in advertising communication. (Table 2.)

TABLE 2

Aspect	Application of Intertextuality	Effect/Outcome	Key References
Strategic Communication	Quoting well-known proverbs	Suggests that the product embodies wisdom or values associated with the proverb	Gallo & Sokolova (2022)
Building Rapport	References resonating with specific cultural groups	Cultivates a sense of shared identity and belonging	Yücel (2019); Gómez et al. (2024)
	Use of regional dialects or cultural idioms	Enhances relatability and connection with local audiences	Abad (2021)
Manipulative Strategies	Strategic selection of intertextual references	Manipulates consumer perceptions to align with advertiser goals	Eldin (2019); Zakharov (2023); Kuzmenko et al. (2022)
Eliciting Emotional Responses	References to cultural icons or past experiences	Evokes specific emotions like nostalgia, humor, or exhilaration	Holiday et al. (2023a); Malyuga & Khaperstkova (2023)
Overall Impact	Intertextual references in advertising texts	Enhances audience engagement, persuasion, and meaning creation; underscores the importance of cultural knowledge	Summary of all findings

DISCUSSION

The results of this study offer valuable insights into the semiotic and pragmatic functions of intertextual components in advertising texts, thereby confirming their critical role in persuasive communication. The exhaustive comprehension of the operation of intertextuality within the

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advertising discourse was facilitated by the incorporation of a mixed-methods approach, which combined corpus analysis with detailed semiotic and pragmatic examinations.

The findings confirmed the initial hypothesis that intertextual references function as powerful signifiers, utilizing shared cultural knowledge to facilitate the formation of meaning. This is consistent with prior research that has underscored the significance of cultural context in advertising (Yücel, 2019; Gómez et al., 2024). In particular, our analysis revealed that the evoked connotations were significantly influenced by the type of intertextual reference, which is consistent with the results of studies that have investigated the use of specific linguistic features, such as neologisms and figurative language (Gallo & Sokolova, 2022; Lavale-Ortiz, 2023). The synergistic relationship between linguistic and visual intertextual elements was further emphasized by the multimodal analysis, which reaffirmed the notion that advertising is a multimodal communicative act (Xing & Feng, 2023; Messner, 2023). This discovery is consistent with the expanding corpus of research that underscores the significance of examining the interaction between a variety of semiotic modalities in advertising (Kenalemang-Palm, 2023; Lirola, 2023).

The pragmatic analysis demonstrated that advertisers strategically implement intertextuality to accomplish specific communicative objectives, including the establishment of rapport and the development of implicatures. This is consistent with research that has investigated the utilization of pragmatic strategies in advertising, including metadiscourse and manipulative techniques (Al-Subhi, 2021; Eldin, 2019; Zakharov, 2023; Kuzmenko et al., 2022). The discovery that intertextuality can elicit specific emotional responses is also in accordance with research that has investigated the emotive aspects of advertising (Holiday et al., 2023a; Malyuga & Khaperstkova, 2023).

The study also demonstrated that intertextuality can be employed to address social and cultural issues, including misogyny and social responsibility, in accordance with the expanding corpus of research that investigates the social consequences of advertising (Di Martino, 2024; Béjar, 2023). The analysis also illustrated the utilization of intertextuality in the development of cultural identity, a finding that is corroborated by research on the cultural aspects of advertising (Islam, 2020; Cramer, 2019).

In contrast to previous research, this study offers a more focused analysis of the semiotic and pragmatic functions of intertextuality, providing a nuanced comprehension of the mechanisms by which these references function within the advertising discourse. Although previous research has examined a variety of aspects of advertising language and culture, this study focused on the strategic communicative instrument of intertextuality.

Nevertheless, it is important to recognize certain constraints. Although the corpus is diverse, it may not accurately represent the extensive range of intertextual references employed in advertising. Future research could broaden the corpus to encompass a broader spectrum of cultural contexts and advertising formats. Furthermore, the semiotic and pragmatic analyses' qualitative character may incorporate a certain degree of subjectivity. Quantitative methodologies may be implemented in future investigations to quantify the influence of intertextuality on consumer behavior and perceptions.

In summary, this investigation enhances comprehension of the pragmatic and semiotic aspects of intertextuality in advertising. This research emphasizes the significance of cultural knowledge and contextual comprehension in advertising communication by emphasizing the strategic use of intertextual references. Future research could delve deeper into the cognitive and

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behavioral implications of intertextuality, as well as its influence on consumer attitudes and preferences.

Conclusion

This research has offered a thorough semiotic and pragmatic examination of the intertextual components present in advertising texts, thereby demonstrating their critical role in persuasive communication. We have illustrated the efficacy of intertextual references as potent signifiers by utilizing a mixed-methods approach. This approach capitalizes on shared cultural knowledge to facilitate the formation of meaning and elicit specific emotional responses. Additionally, we have emphasized the strategic application of intertextuality to accomplish pragmatic objectives, including the establishment of rapport, the development of implicatures, and the resolution of social and cultural issues.

The uniqueness of this work is its concentrated analysis of intertextuality as a strategic communicative instrument in the advertising discourse, which provides a nuanced comprehension of its pragmatic and semiotic functions. This research enhances the current corpus of knowledge by underscoring the significance of contextual understanding and cultural context in advertising communication. The results emphasize that effective advertising is contingent upon the strategic implementation of culturally resonant references that establish a deeper connection with target audiences, in addition to the inherent qualities of a product or service. This research has practical implications for advertising practitioners, transcending academic circles. Advertisers can create campaigns that are more effective and culturally sensitive and that resonate with their target audiences by comprehending the semiotic and pragmatic mechanisms of intertextuality. Additionally, this investigation establishes a framework for the assessment and evaluation of the persuasive influence of intertextual references in advertising.

Future research could expand upon these discoveries by delving deeper into the cognitive and behavioral implications of intertextuality. Valuable insights for both academics and practitioners could be obtained by investigating the impact of intertextual references on consumer attitudes, purchase intentions, and brand loyalty. Furthermore, the generalizability of the findings would be improved by broadening the corpus to encompass a broader spectrum of advertising formats and cultural contexts. In addition, the examination of the development of intertextual practices in the digital era, particularly in the context of influencer marketing and social media, is a promising area for future research. Lastly, it would be advantageous to conduct a quantitative analysis of the consumer recognition levels and the various forms of intertextuality.

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