



## Transitivity Processes in the Discourse of Automobile Advertisements

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**Abstract**

Transitivity relates to clause as representation. It concerns the processes, participants, and circumstances. Processes are the principal ingredient of the clauses and they are represented by verbs. The chief focus of this study is placed on quantitatively and qualitatively describing the transitivity processes found in 492 randomly selected automobile advertisements from various sources. The manner car advertisement designers illustrate the various transitivity processes are exhibited especially in communicating the themes of their advertising goals. Results of textual analysis confirm that the six types of transitivity processes are embedded in the auto ads. The domination of relational process can be construed from the strategic goal of advertisers of enticing the people's interest to yield a positive response from them. The high frequency of material processes is apparently due to the aims of car advertisers at causing the public to do an action, that is, to purchase the advertised product (i.e., car). Mental processes recorded a promising third highest frequency, whereas, the three least prioritized transitivity types are existential, verbal, and behavioral processes. Therefore, the use of transitivity or verb processes in automobile advertisements allows its creative writers to converse their beliefs, purposes, principles, and authorities as specified by their strong assertions or claims in the ads.

### 1. INTRODUCTION

The fame of automobiles or cars continues to slope upward across the globe. The gleams of its prominence as an item for consumption are celebrated because of its essence to people's lives. This is why automobile industry or car industry is branded as the *industry of industries* (Drecker, 1990), as it indisputably brings progress to the overall commerce. Automakers and car component manufacturers make up the said industry, and its goals are to design, develop, manufacture, market, and sell the world's motor vehicles.

While the demands of automobiles in the marketplace keep on escalating, the expectations of the customers are also turning to a greater and higher extent. As a result, the

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hypercompetitive industry atmosphere has ignited the spark. The intense ascent of the advertising competitions between and among automobile brands are filled with much pressure and motivation as they all equally aim to either sustain their current *better* ranks or to even conquer the highest spot (Vasiloiia, 2009).

Advertisements, in automobile marketing realm, function as an operative avenue of endorsing the products, goods, and/or, services for the purpose of winning the consumers' hearts. Romanenko (2014) upholds that the ultimate intent of advertising is the transmission of information to a particular group of addressees so that the desired effects must be achieved. Since people are exposed to innumerable automobile advertising texts day by day (Jiayong, 2007), their constant contact to this type of discourse eventually turns it out to be a part and parcel of their lives. Thus, the world is incomplete without the presence of these advertising scripts. Cook (2001) confirmed the aforementioned statement as he asserts that "advertising is not something separate from, but is rather a part of us, a part of something that we belong to" (p.182). In the same way, Isoraite (2013) clarifies that "advertising shapes the society's attitude to a number of various issues, influences people's thinking and behavior" (p.169). Goddard (1998) agreed by declaring that the notions of people about the world is constructed through advertising discourse.

It is no doubt that automobile industry, as described by CARNEWS.COM, invests much on its advertising in the same way that car advertisers also invest a collection of linguistic devices when creating the ads to reach the general public. This arises since ads typically implore people's senses and emotions to eventually create an imaginary world the target audience would identify (Puspasari & Irhash, 2012). It can be deduced that the language used are carriers of meanings as well as ideologies, and may impact people. However, linguistic field, in the past, as evident in existing literature has concentrated much on examining only the language levels of advertisements. It is from this lens that an investigation on transitivity processes (verb processes) is carried out to uncover the themes of their advertising goals

Transitivity, according to Fowler (1991) as cited in Zhao Yuqiong (2018), is the "foundation of representation; it is the way the clause is used to analyze events and situations as being of certain types" (p. 70). Transitivity permits people to use language in expressing their world of experiences and in recounting the events and situations that occur around them (Halliday, 1978). In short, it manages to examine similar events in various ways. Transitivity has three major elements, namely; processes, participants, and circumstances. Among the three, *processes* are the main ingredient and each process in clauses is realized by verbs (Sujatna, 2013). With these processes through language, our conception of the world is represented. In English transitivity system, there are six process types. Three of which are labelled as major types, while the other half are minor types. Material, relational, and mental belong to the major group, whereas existential, verbal, and behavioral cover the minor ones (Halliday, 1994). Fowler (1991) maintains that transitivity patterns unveil the viewpoint of the world framed by the authorial ideology in a literary text. It is an essential tool to reveal the hidden meanings and ideologies of a specific text, for instance, automobile advertisements.

In investigating discourse, some linguists and scholars have anchored on transitivity processes to find out the way language is used to express the thoughts and beliefs of the speakers and advertisers. One related study is done by Zhao Yuqiong (2018) who examined David Cameron's speech in retaining Scotland. He applied transitivity analysis to identify the distributions and functions of processes types and the main participants. Through mixed

method design, he found out that all the six types of processes occurred in the speech of Cameron with material and relational as most predominant types. These two made the speech more objective and convincing. Also, the study reveals that pronouns of the first plural forms *we*, *our* and *us* are the main participants signifying the intention of shortening the distance with Cameron's audiences.

Ong'onda (2016) also carried out a transitivity analysis of newspaper headlines on terrorism attack in Kenya. The analysis shows that the Al-Shabab are associated with negative images since being the actor of the headlines, they are found to be the constant doer of violent and chaotic acts. In terms of verb processes, material type of transitivity emerges as the most frequently used as supported by the verbs *attack*, *kill*, *massacre*, among others. Material processes disclose the negative representation of the terrorist and the positive representations of Kenyans as peaceful people. Idrus, Mohd Nor, and Ismail (2014) equally did an examination of transitivity and verb processes in Malaysian and Singaporean oral proceedings over Batu Puteh Island Issue. After analyzing two legal proceedings, results show that the six transitivity types exist, but the order in terms of the obtained frequency counts are as follows: material, verbal, existential, relational, mental, and behavioral. It is clear that material is most dominant while behavioral is the least. The researchers also support the claim that "specific linguistic forms hold ideological significance in representing transitivity" (p. 180).

Another researcher who used transitivity system in her study is no less than Darani (2014). Her main goal is to look into the persuasive style of the short story she analyzed guided by the perspective of semantic- grammar. The analysis of all the verbal phrases reveals that material has the highest frequency. It is followed by mental, verbal, existential, behavioral and relational processes. The choice of material process infers that the participants did what they were told to. In 2013, the mood system and transitivity are applied by Sujatna in her study of the airlines slogan. She compared national and regional airlines. Findings of the scrutiny exhibit that as regards transitivity types, material, relational and mental are preferred by both airlines. However, behavioral process is among the choices of national but not of regional group. In 1999, a study based on Functional Approach is also completed by Fahreni. She examined the headlines of the April 2003 Jakarta Post written by Indah. Using the transitivity system, the verbal process emerged to be the most favored process type.

Amid the aforesaid realities, it is evident that the phenomenon of automobile advertising unlocks opportunities among scholars and academicians to have further discourse studies. Hence, with the intention of discerning also the milieu of car advertising, this study investigated the transitivity processes that are dominantly used by car advertisers for more appealing sense and to reveal their advertising goals.

### *1.1 Theoretical Framework*

Three primary categories of semiotic work are recognized by Halliday (1978). He refers to these processes as *metafunctions*, and makes a distinction between and among these: the *ideational/ experiential metafunction*, which is responsible for the creation of representations; the *interpersonal metafunction*, which is responsible for the creation of interactions between speakers and listeners or writers and readers; and the *textual metafunction*, which combines the various components of representation and interaction into the kinds of wholes we recognize as particular types of texts or communicative events.

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Transitivity, as stated by Fowler (1991), is covered by the first metafunction of Systemic Functional Linguistics (SFL) which is ideational. In the traditional sense, transitivity is normally understood as the grammatical feature which signifies that a verb must take a direct object because without it, it is an intransitive. Ditransitive verb is an extension of the concept of transitivity in which it takes both a direct and an indirect object. However, this old concept of transitivity has already evolved as mentioned by Halliday (1994). Part of its development is the notion that whether a verb takes or does not take a direct object is not what matters. Instead, transitivity process has three components/ systems which include *participant/s*, *process/es*, and *circumstance/s (optional)*. According to Halliday (1994), the processes (types of verbs) are sub- divided into six as follows: *material*, *mental*, *relational*, *verbal*, *behavioral* and *existential*. Each process type possesses different main participant/s. Further, *material processes* pertain to verbs of doing with *actor* and *goal* as its main participants. *Mental processes* are those verbs of sensing with *senser* and *phenomenon* as the main participants. *Relational processes* are the verbs of being and having. Its main participants include the *carrier* and *attribute*, *possessor* and *possession*, and *token* and *value*. The verbs of saying are called the *verbal processes* in which the *sayer* and *verbiage* are the main participants. *Behavioral processes* cover the verbs of (typically human) physiological and psychological behavior. *Behaver* and *Matter* are the main participants. Finally, something exists or happens is attributed to *existential processes* with *existent* as the only main participant.

Accordingly, the concept of transitivity processes is explored in this study anchoring on the model of Halliday (1978, 1994) and Fowler (1991). Through the use of these transitivity processes, it is assumed that the themes of persuasion techniques of advertisement creators or makers may be ascertained.

## **2. Methodology**

In carrying out a textual analysis (Fairclough, 1992) on the fast-growing phenomenon of automobile advertisements, the researcher quantitatively and qualitatively scrutinized the verbal components of 492 automobile advertisements. Due to a number of automobile brands, the study only revolved around the top 10 car companies in the Philippines in terms of sales in the last five (5) years from 2013- 2017 according to Auto Deal (2018). This includes Toyota, Mitsubishi, Hyundai, Ford, Honda, Isuzu, Nissan, Suzuki, Chevrolet, and Mazda. All the automobile ads used in this study are randomly taken from various types of advertising media but limited only to the following: 1) print such as periodical advertising which includes newspapers and magazine, as well as posters and flyers; 2) outdoor advertising like billboards; and 3) online/ digital advertising available and downloadable from youtube. The newspapers used are limited solely to the top three dailies in the country, namely Philippine Daily Inquirer (PDI), Philippine Star, and Manila Bulletin, while the Top Gear Philippines Magazine embodied the magazine source.

Transitivity relates to clause as representation. It concerns the processes, participants, and circumstances (Fowler, 1991). Processes are the principal ingredient of the clauses and they are represented by verbs (Butt et al., 1999). In this study, it should be made clear that the 492 automobile advertisement texts examined are not all clauses. This can be attributed to the fact that a number of them also made up the minor sentence (i.e., fragments) and imperative

sentence. It means that their elements can be no subject and/ or verb. Hence, they are implicit. While those texts categorized as simple and interrogative sentences are qualified as they have a subject and a verb which entail explicitness. In order for the minor and imperative sentences to be eligible in the analysis, the researcher incorporated their implied subjects and verbs to meet the requirements of a clause. Thus, in the illustrations of the sample advertisement texts, the implicit subjects and verbs are enclosed by brackets.

The identified process types are analyzed, interpreted, and discussed. The descriptive statistics (i.e., frequency counts and percentages) is used, and data are presented in tabular form. From each transitivity type, the themes of car advertising goals are also ascertained, described, and discussed through thematic analysis.

### 3. RESULTS AND DISCUSSION

#### 3.1 Transitivity Processes in Automobile Advertisements

The textual analysis of the 492 sampled automobile slogans and taglines, as presented in Table 1, revealed the profile of the frequency of existence of the six major processes types.

**Table 1.** Transitivity Processes Used in Automobile Advertisements

Transitivity Processes	Frequency	Percentage (%)
Material	201	40.85
Mental	36	7.32
Verbal	5	1.02
Relational	241	48.98
Existential	7	1.42
Behavioral	2	0.41
<b>Total</b>	<b>492</b>	<b>100.00</b>

As shown, *relational process* is the top type of transitivity and verb processes employed by advertisers with 241 frequency (48.98%), which holds almost a half of the total number of ads. This shows a not so far difference with that of *material process* which obtained the second highest frequency of 201 (40.85%). *Mental process*, in contrast, incurred an occurrence of 36 (7.32%) landing its third spot. At the fourth rank is *existential process* obtaining a frequency of seven (7) or 1.42%, followed by *verbal process* with five (5) frequency counts (1.02%). Among the six types, *behavioral process* owned the least number of usages with only two (2) or 0.41%. These results of the present study coincide with that of Darani's (2014) and Zhao Yuqiong's (2018) in which material, relational and mental are the three major categories of process in the English transitivity system while existential, verbal and behavioral are the minor ones situated at the three boundaries.

## 3.2 Hidden Meanings of Automobile Advertisements through Transitivity Processes

It can be said that analyzing transitivity is essential in the process of making meaning in language (Machin & Mayr, 2012). These scholars also emphasized that transitivity analysis assists listeners/ audiences in construing and understanding particular linguistic items which are carriers of certain ideologies that are veiled in a specific discourse text. The following are the hidden meanings of the ads and the concealed ideologies of the advertisement makers in each of the transitivity processes.

### 3.2.1 Relational Process as Used by Automobile Advertisers

By definition, relational transitivity type is the process of being, becoming, and having (Adjei, et al., 2015). Its function is to characterize or to identify (Halliday & Matthiessen, 2004). Based on analysis, there are 13 hidden meanings/ ideologies of the ads in this type.

#### 3.2.1.1 Highlight the Features and Qualities of Automobiles

Automobile advertisement creators utilized relational processes in various manners. One particular reason of usage is to underscore the features and qualities of automobiles. The makers of automobile advertisement slogans and taglines used relational process to put emphasis on the features and qualities of automobiles, for instance, *capability* as can be inferred in Ads 15, 349, and 394. Through relational process usage, they are able to show the *sizes* of cars such as *compact size* as can be gleaned in Ads 436 and 478 as well as *large size* like in Ads 92 and 267. In Ads 104, 109, 222, and 264, the slogans and taglines producers illustrate another feature. It is in regard to the *affordability* of the advertised car as verified by the word *practical* and the phrases *big on savings* and *light on the pocket*. Also, Ad 192 proves that automobiles being marketed have *fuel efficiency* trait. It means that, despite the fact that some are maybe hybrid cars, they also have great mileage and sustainability. *Comfort* is another salient feature which can be derived from the advertisement texts. This is seen in Ads 267 and 286 as they stressed the styles of cars. The interior and exterior of the products can be deduced to be impressive and they can be described as luxurious or comfortable. Designers of advertisement texts did not also fail to reveal the *ruggedness* of cars as supported by Ad 71. This striking quality indicates that cars are suitable for outdoors or off- roads.

**Ad 15:** [Ford] (carrier) [has] (relational process) FULL SPEED AHEAD (attribute) (Ford)

**Ad 92:** [Nissan] (carrier) [has] MORE SPACE THAN YOU WOULD EXPECT (attribute). (Nissan)

**Ad 71:** [Mitsubishi] (carrier) is (relational process) fit for any terrain and road condition (attribute) (Mitsubishi)

**Ad 104:** [Chevrolet] (carrier) [is] (relational process) BIG ON SAVINGS BIG ON POWER (attribute) (Chevrolet)

- Ad 109:** [Mitsubishi MIRAGE G4] (carrier) [is] (relational process) distinctly practical (attribute) (Mitsubishi MIRAGE G4)
- Ad 178:** [Ford EXPEDITION] (carrier) [has] (relational process) Power Through Roads and Cities (attribute) (Ford EXPEDITION)
- Ad 192:** [Isuzu MU-X] (carrier) [has] (relational process) fuel efficiency at its most impressive (attribute) (Isuzu MU-X)
- Ad 222:** [Isuzu MU-X] (carrier) [is] (relational process) PRACTICALLY IMPRESSIVE (attribute) (Isuzu MU-X)
- Ad 264:** [Isuzu CROSSWIND] (carrier) [is] (relational process) HEAVY ON THE FEATURES (attribute)... [Isuzu CROSSWIND] (carrier) [is] (relational process) LIGHT ON THE POCKET (attribute) (Isuzu CROSSWIND)
- Ad 267:** [Nissan URVAN] (carrier) [has] (relational process) More Space (attribute). [Nissan URVAN] (carrier) [has] (relational process) Greater Comfort (attribute). (Nissan URVAN)
- Ad 286:** [Toyota YARIS] (carrier) [is] (relational process) STYLED TO MAKE A STATEMENT (attribute) (Toyota YARIS)
- Ad 349:** [Hyundai] (carrier) [has] (relational process) [an] Unforgettable STYLE (attribute). [Hyundai] (carrier) [has] (relational process) [an] Unforgettable SPIRIT (attribute). [Hyundai] (carrier) [has] (relational process) [an] Unforgettable STRENGTH (attribute). (Hyundai)
- Ad 394:** [Toyota] (carrier) [is] (relational process) EFFORTLESSLY POWERFUL ELEGANTLY LUXURIOS (attribute) (Toyota)
- Ad 464:** [Mazda] (carrier) [is] (relational process) Right on the money (attribute) (Mazda)
- Ad 478:** [Toyota] (carrier) [is] (relational process) small, not terrible (attribute) (Toyota)

Advertisers also employ relational process to provide personal details about the car. For example, Ad 148 tells the name (Tom) of the car personally given by its owner. Further, through incorporating descriptive words such as positive adjectives, they are also able to capture the overall attributes of cars. This is reflected in Ads 69, 162, 184, 218, and 345. Positive adjectives such as *amazing*, *tough*, *smart*, *sharp*, *hot*, *bright*, *easy*, and *big* add flavors to the texts. Adjective words became more stimulating when they are intensified because of the use of adverbs such as *so* (Ad 189) and *fashionably* (Ad 271). Moreover, the presence of comparative (i.e., *safer*, *smarter*) and superlative (i.e., *best value*) degree adjectives are also promising because they denote a higher level of positivity. The use of nouns like *looks* (Ad 182) as well as *power*, *passion* and *play* (Ad 422) to describe automobiles are also very apparent among advertisers.

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- Ad 69:** [Isuzu ALTERRA] (carrier) [is] (relational process) amazing from every point of view (attribute) (Isuzu ALTERRA)
- Ad 148:** HIS NAME (token) is (relational process) TOM (value). (Mazda)
- Ad 162:** [Nissan NAVARA] (carrier) [is] (relational process) Tough (attribute). [It] (carrier) [is] (relational process) Smart (attribute). [It] (carrier) [is] (relational process) Sharp (attribute). (Nissan NAVARA)
- Ad 175:** [Toyota] (carrier) [is] (relational process) Safer. [It] (carrier) [is] (relational process) Smarter (attribute). [It] (carrier) [is] (relational process) Our Standard (attribute). (Toyota)
- Ad 176:** [Isuzu CROSSWIND] (carrier) [has] (relational process) [the] BEST VALUE (attribute). [Isuzu CROSSWIND] (carrier) [has] (relational process) [the] PREMIUM FEATURES (attribute). (Isuzu CROSSWIND)
- Ad 182:** [Mitsubishi ASX] (carrier) [has] (relational process) LOOKS (attribute) THAT THRILL. (Mitsubishi ASX)
- Ad 184:** [Toyota YARIS] (carrier) [is] (relational process) HOT (attribute)! (Toyota YARIS)
- Ad 189:** [Hyundai VELOSTER] (carrier) [is] (relational process) SO HOT (attribute). (Hyundai VELOSTER)
- Ad 218:** [Isuzu D-MAX] (carrier) [is] (relational process) TOUGH AND READY (attribute) (Isuzu D-MAX)
- Ad 271:** [Suzuki CELERIO] (carrier) [is] (relational process) FASHIONABLY ECO-FRIENDLY (attribute) (Suzuki CELERIO)
- Ad 345:** [Chevrolet TRAILBLAZER] (carrier) [is] (relational process) BRIGHT & EASY (attribute) (Chevrolet TRAILBLAZER)
- Ad 422:** [Toyota] (carrier) [is] (relational process) Power (attribute). [Toyota] (carrier) [is] (relational process) Passion (attribute). [Toyota] (carrier) [is] (relational process) Play (attribute). (Toyota)

In a nutshell, since advertisement is an eminently good vehicle of the art of urging, the use of relational process aids the advertisement creators in underscoring the favorable characters of automobiles. This is in congruence with the findings of Patpong (2018) that relational process is preferred in Talisman advertisements because of the strategic objective among advertisers to achieve the attention and interest of potential buyers to lead them to a desirable action that is, to lead them to purchase the promoted product. Fries (1993) further claims that this can be attained through constant provision of descriptive information about the product such as its qualities and merits.



### 3.2.1.2 Highlight the Purposes of Automobiles

The frequent use of relational process is also credited to the intent of creative writers to highlight several purposes of automobiles. Based on the sample slogans and taglines, advertisers deemed that cars can function as a *family car* as evident in Ad 118. The advertisers are targeting family customers who are looking for a simple but multiuse car. It can be inferred that the car is basically made to be a family car that would sufficiently accommodate all the family members.

Advertisers are also able to offer ample doings or activities where automobiles can be used. This underlines the fact that cars are built not only as a mode of transportation but also for adventure and fun. People who are inclined to on- road journeys can be served by these cars. It is also for those who are after adventure and off- road challenges. This notion is supported by Ads 123, 180, and 330 as exemplified by the phrases *for extraordinary*, *for both worlds*, and *for big things*. In other words, these cars are intended for strange and unusual undertakings preferred by people like the *tough gentleman* the slogan in Ad 143 is referring to. Advertisers, through Ad 151, reveal the truth that cars are very valuable in performing people's daily actions, for instance, to support their job and the like to succeed in everything that is set (Ad 363). They also unlocked the reality that cars serve its purpose for travels or trips as pointed out in the lines of Ad 302 in order to create more recollections which is what Ads 274 and 316 are giving emphasis on. Lastly, they provided also instances as to whom the built cars are specifically envisioned for. Ad 138 shows that it is projected for people's loved ones, and Ad 234 portrays that cars are for the head of the family, among others.

**Ad 118:** IT (carrier) 'S (relational process) ALL-IN FOR THE FAMILY (attribute). (Nissan ALMERA)

**Ad 123:** [Ford EVEREST] (carrier) [is] (relational process) ENGINEERED FOR EXTRAORDINARY (attribute) (Ford EVEREST)

**Ad 138:** [Honda JAZZ] (carrier) [is] (relational process) FOR THE LIVES YOU LIVE (Honda JAZZ)

**Ad 143:** [Nissan] (carrier) [is] (relational process) FOR THE TOUGH GENTLEMAN (attribute) (Nissan)

**Ad 151:** [Ford RANGER] (carrier) [is] (relational process) BUILT TO TAKE ON YOUR WORLD (attribute) (Ford RANGER)

**Ad 180:** [Nissan NAVARA] (carrier) [is] (relational process) THE TRUCK [that is] BUILT FOR BOTH WORLDS (attribute) (Nissan NAVARA)

**Ad 234:** [Chevrolet] (carrier) [is] (relational process) FOR THE BEST DADS WHO DESERVE A CHEVY (attribute) (Chevrolet)

**Ad 274:** [Hyundai STAREX] (carrier) [is] (relational process) FOR MOMENTS WE'LL SPEND TOGETHER (Hyundai STAREX)

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- Ad 302:** [Isuzu] (carrier) [is] (relational process) FOR THE JOURNEY WORTHTAKING (attribute) (Isuzu)
- Ad 316:** [Toyota YARIS] (carrier) [is] (relational process) DESIGNED TO Delight (attribute) (Toyota YARIS)
- Ad 330:** [Ford RANGER] (carrier) [is] (relational process) BUILT FOR BIG THINGS (attribute) (Ford RANGER)
- Ad 363:** [Mitsubishi MONTERO SPORT] (carrier) [is] (relational process) Built for success (attribute). (Mitsubishi MONTERO SPORT)

#### 3.2.1.3 Show the Perks of Purchasing a Car

The relational processes in the succeeding examples are utilized to exhibit the benefits of purchasing a car. There is an assumption that the products, in this sense the cars, are already familiar to the customers, yet the advertisers believe that because of the strong competition in the automobile world, strong motivation is necessary among consumers. Thus, promising can be an effective tool. In here, they laid down several advantages of the customers when they buy these products in the market. Advertisers promise that having these cars are a guaranteed benefit as epitomized in Ads 122 and 482. They also assured *safety* among consumers as evident in Ads 324 and 475. In addition, using relational process helped them transmit the message that while majority of the public have plans and intent of owning a car, not everyone is capable of purchasing due to no enough budget. Thus, they accentuated that given the chance to purchase one is already a great privilege. This idea can be derived in Ad 445 which can be a clear advantage of one customer over others. In relation to this, another pro they can get from purchasing is the benefit of saving both money and fuel as stated in Ad 483. Other plusses of purchasing cars are ascribed to the many possibilities it may offer especially when using them already. These opportunities are seen in Ads 23, 41, 99, and 320.

- Ad 23:** The Possibilities (carrier) are (relational process) Endless (attribute) (Isuzu D-MAX)
- Ad 41:** POWERFUL DRIVING (carrier) [is] (relational process) MADE LIMITLESS (attribute) (Toyota HILUX)
- Ad 99:** The great outdoors (token) is (relational process) within reach (value). (Mitsubishi STRADA)
- Ad 122:** THIS (carrier) IS (relational process) YOUR SURE ADVANTAGE (attribute). (Toyota)
- Ad 320:** NO DESTINATION (carrier) IS (relational process) TOO FAR (attribute) (Isuzu MU-X)
- Ad 324:** SAFETY (carrier) IS (relational process) OUR PRIORITY (attribute) (Honda)
- Ad 445:** [Isuzu MU-X] (carrier) [is] (relational process) A PRIVILEGE ONLY FOR A FEW (attribute) (Isuzu MU-X).

- Ad 475:** Safety (carrier) is (relational process) a priority (attribute) the moment you start the vehicle. (Mitsubishi MONTERO SPORT)
- Ad 482:** [Toyota AVANZA] (carrier) [is] (relational process) THE SMART ADVANTAGE (attribute) (Toyota AVANZA)
- Ad 483:** [You] (carrier) [have] (relational process) Fuel savings (attribute). [You] (carrier) [have] (relational process) Extra shopping money (attribute). (Hyundai ACCENT)

#### **3.2.1.4 Show Car Consumers' Testimonies**

The automobile advertisers applied relational process to show their personal views as regards the testaments of car consumers in relation to car acquisition. In the analysis of the participants to unveil this ideology, the personal pronoun *I* and *my* were the most frequently used. It shows that the advertisers also placed themselves in the shoes of the customers. This can be explained by the possibility that apart from being makers of the ads, they are also among the circle of clients. Through the use of pronouns, *I* and *my*, they desired to abridge the distance with the public. Thus, in the slogans and taglines they make, they attempt to act as if they are the customers. This is manifested in Ads 76, 197 and 336. The pronouns *I* and *my* in the subjective and possessive cases, respectively, both pertain to a single person particularly, the target customer. All the sample slogans below are evidences personally experienced by the car owners. This finding is similar with that of Zhao Yuqiong (2018) in which pronouns *I* and *my* are singular in form but they have strong sense of conveying personal opinions or individual ideas.

- Ad 76:** I (carrier) will never be (relational process) limited to how far I (actor) can achieve (material process). (Hyundai)
- Ad 197:** [Chevrolet] (carrier) [is] (relational process) MY CHEVY (attribute) [Chevrolet] (carrier) [is] (relational process) MY HERO (attribute). (Chevrolet)
- Ad 336:** [This] (carrier) [is] (relational process) My VIOS (attribute). [This] (carrier) [is] (relational process) My Drive (attribute). (Toyota VIOS)

#### **3.2.1.5 Highlight the Decision-Making of Customers**

Relational process was also realized in achieving the advertisers' goal of highlighting the decision- making practice of the target audiences. As evidently deciphered from Chevrolet's slogan "*The power to choose is yours*" (Ad 32), the advertisers tend to leave the supreme decision to the customers. In a simpler sense, it means that even before a person buys a certain product on sale, the car for example, he or she has already the desire to have one. However, due to the rise of many equally competing car products in the marketplace, they are also extremely dared to choose amongst these items. Thus, the advertisers make it clear that while

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the intention to purchase is there, what lies ahead is the customers' choice or preference.

**Ad 32:** THE POWER TO CHOOSE (attribute) is (relational process) yours (carrier). (Chevrolet)

#### 3.2.1.6 Express the Worth/ Value of Having a Car

Advertisers likewise divulged their beliefs about the worth or value of owning a car. By the use of recurring relational process, they are able to express what in the world it could be when someone has his or her personal car. For them, cars equate life as it seems like cars are already part of people's system. By considering the ease and luxury it causes people, they regard it as a treasured object. As a result, they value it the way or even more than they value themselves. It seems that it is within them and inseparable. This notion is embedded in the three sample slogans below.

**Ad 48:** It (possession)'s (relational process) in your DNA (possessor). (Mitsubishi STRADA)

**Ad 50:** It (possession)'s (relational process) in your heartbeat (possessor). (Mitsubishi STRADA)

**Ad 257:** [Mitsubishi MIRAGE G4] (carrier) [is] (relational process) more of what you value (attribute). (Mitsubishi MIRAGE G4)

#### 3.2.1.7 Emphasize the Customers/ Consumers' Characteristics/ Traits

While it is true that the primary objective of advertisers is to consistently describe the advertised product to yield persuasion, it cannot also be denied that they are even after the depiction of who the prospect buyers would be. The use of personal pronoun *you* in Ads 149, 167, 170 and 211, vividly show that it refers to the addressees or modestly to say, the customers. In short, relational process usage puts importance in unfolding the characteristics of the target audiences. Noteworthy are the positive traits specified such as *having the desire*, *having what it takes*, *being tough* and *being campante*. Further, nouns like *thrill seekers*, *view finders*, and *dream chasers*, as stated in Ad 211, are to some extent true because customers are, by nature, dreamers or idealists and they would, by all means, give an effort to realize that dream. Not only that cars have to be positively defined in the advertisements, but also the consumers since winning them is the ultimate goal of the marketing practice. There goes the bottom line that even though car products are available in the market if nobody purchases, the said goods become worthless. Advertisers would then want to express that desire, as can be understood in Ad 27, is one resilient characteristic that any customer should have. It is a good motivation

so that other ends follow. In other words, if one person has that desire to purchase a car, there is no need to persuade him or her especially that the initiation starts within himself or herself. Moreover, if the customers find the product very useful for them, no extra efforts are needed to be done by the advertisers just to persuade them. By simply informing them about the product, for instance the features and qualities, the product will just sell itself.

**Ad 27:** Desire (token) is (relational process) a powerful drive (value). (Hyundai GENESIS)

**Ad 149:** ARE (relational process) YOU (carrier) TOUGH ENOUGH (attribute)? (Isuzu)

**Ad 167:** THIS SUMMER, YOU (carrier) NEED (relational process) to be CAMPANTE (attribute). (Hyundai CAMP)

**Ad 170:** [You] (carrier) HAVE (relational process) WHAT IT TAKES (attribute) (Chevrolet COLORADO)

**Ad 211:** You (carrier) [are] (relational process) thrill seekers (attribute). [You] (carrier) [are] (relational process) view finders (attribute). [You] (carrier) [are] (relational process) dream chasers (attribute). (Chevrolet TRAILBLAZER)

### **3.2.1.8 Highlight the Motivations/ Incentives toward Purchasing a Car**

The language of automobile slogans and taglines hold other belief of advertisers. Through relational process, they get to highlight the different promotion techniques which would prompt the customers toward acquisition. These enticements come in the form of *sale*, *blowout*, and *discounts* as seen in Ads 317, 319, and 351. Putting thrill in the ads is also alluring such as in Ad 156 in which the phrase *another reason* is quite an abstract as it does not clearly tell what that is. As a result, it boosts the curiosity of the public to subject themselves into car procurement and discover on their own what that reason is. Besides, advertisement slogans in the form of question like in Ad 461 is also a sound motivator. It gives the customers the chance to reflect. The advertisers' use of such does not necessarily require an answer but then again, the decision still lies on the target audience.

**Ad 156:** [You] (carrier) [have] (relational process) another reason to love Mitsubishi MIRAGE even more (attribute). (Mitsubishi MIRAGE)

**Ad 317:** Summer SALE (carrier) [is] (relational process) Extended (attribute) (Toyota)

**Ad 319:** [This] (carrier) [is] (relational process) Toyota's BIGGEST SUMMER BLOWOUT (attribute) (Toyota)

**Ad 351:** [Isuzu] (carrier) [has] (relational process) COOL DEALS FOR A HOT SUMMER (attribute) (Isuzu)

**Ad 461:** Is (relational process) this (carrier) your next Honda (attribute)? (Honda)

### 3.2.1.9 Highlight the Time of Doing an Action for/ with the Car

The examination of relational process in automobile advertisement text also bared that advertisers put forward their thought of displaying particular period during which an action of a person is carried out for the car, or with the car. The inclusion of the word *time* as embodied by the pronoun *it* in the array of slogans below evidenced this thought. Some of these acts include the opportune moments *when to acquire a car, when to upgrade a car, when to have car services* and *when to go on a travel* as confirmed by the slogans in Ads 174, 9, 228, and 380, respectively.

**Ad 9:** [It] (token) [is] (relational process) time for an Upgrade (value). (Nissan ALMERA)

**Ad 174:** It (token) is (relational process) time to own a MAZDA 2 at 49K ALL-IN (value). (Mazda 2)

**Ad 228:** IT (token) 'S (relational process) TIME TO HAVE ALL THE BASICS CHECKED (value). (Ford)

**Ad 380:** Now (token) 's (relational process) the perfect time to take that road trip (value). (Mitsubishi)

### 3.2.1.10 Highlight the Automobile Company's Recognitions/ Achievements.

Another focus of using relational process zeroed in on presenting the commendable outcomes of the automobile companies' tasks execution. These encompassed recognitions that are given or bestowed specifically on the basis of merit. Advertisement makers cited or acknowledged the awards the company received such as those indicated in Ads 165 and 311.

**Ad 165:** [Mazda] (carrier) [is] (relational process) PHILIPPINE'S CAR OF THE YEAR (attribute). (Mazda)

**Ad 311:** [Mazda] (carrier) [has] (relational process) [the] HIGHEST FUEL EFFICIENCY RATING AGAIN AGAIN AGAIN AND AGAIN (attribute). (Mazda)

### 3.2.1.11 Show the Automobile Company's Legacy/ Years of Existence

Aside from stressing the achievements of the company, advertisers made used also of relational process to emphasize the legacy or years of existence of the automobile companies. This is exactly what Ads 359, 362, and 384 are accentuating on. For a company to sustain its name over the years is impressively extolling. This is something any business corporation would desire to attain. More

than establishing the company's name, entrepreneurs look forward to having a corporation that would last for a long time.

**Ad 359:** It (token) 's (relational process) our 15<sup>th</sup> ANNIVERSARY BLOWOUT (value)! (Isuzu)

**Ad 362:** [Mitsubishi] (carrier) [has] (relational process) a century of innovation (attribute) (Mitsubishi)

**Ad 384:** [Honda] (carrier) [has] (relational process) 20 years of keeping the skies blue (attribute). (Honda)

### **3.2.1.12 Show the Automobile Company's Integrity/ Credibility**

Relational process in Ads 142 and 473 is employed to describe the soundness and unassailability of the automobile companies in terms of services they provide the public. It may be too strong to have it a claim as it needs to be backed up with reliable pieces of evidence so that people will be convinced and persuaded, nonetheless, the integration of such in the slogans illustrate a powerful message because it does the trick of uplifting the brand name. That is, claiming that this brand is definitely the one a consumer should have. Thus, it discloses the idea that whatever a buying public is looking for a car, theirs is the best choice.

**Ad 142:** [Hyundai SONATA] (carrier) [has] (relational process) [an] integrity (attribute). [It] (carrier) [is] (relational process) the hallmark of precision (attribute). (Hyundai SONATA)

**Ad 473:** Isuzu (carrier) is (relational process) first name when it comes to truck (attribute). (Isuzu)

### **3.2.1.13 Show the Emergence of New and Return of Old Car Models**

Relational process, across the data analyzed, exhibited the arrival of new and old car models. Advertisers try to persuade the target audiences by incorporating in the slogans and taglines what the company has offered and what more they can offer. This is exemplified in Ads 347 and 471. Chevrolet's slogan *the wait is over* denotes the release and availability in the market of new products, while Mazda CX-5's slogan *SECOND COMING* signifies come back of an old car model but this time, it has something more assets and qualities to provide.

**Ad 347:** THE WAIT (token) IS (relational process) OVER (value). (Chevrolet TRAILBLAZER)

**Ad 471:** [This] (token) [is] (relational process) [Mazda CX-5's] SECOND COMING (value). (Mazda CX-5)

## **3.2.2 Material Process as Used by Automobile Advertisers**

Material processes relate to processes of doing. In short, something is done by some entity which may also be done to the other entity. Halliday and Matthiessen (2014) avow that

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material process is realized to characterize the experience of events and actions. Further, Thompson (2004) supplements that this type of transitivity consists of two participants namely, actor and goal. The former is the doer of the process, while the latter is impacted by the process. The hidden meanings of ads in this type are as follows:

#### 3.2.2.1 Duties and Responsibilities of Car Consumers/ Owners

Advertisers obviously utilized material process in order to play the function of imperative in the form of commanding which influence and call the target clients to do something about the automobile products. They set forth their notion that car consumers or owners are men of action who are clothed with certain duties and responsibilities. Advertisers' illustration of what the public had done and will do with their cars is transported through a number of material processes as in the samples below.

- Ad 29:** You (actor) gave (material process) him (goal) the first ride Now [you] (actor) give (material process) him (goal) the real thing. (Mitsubishi MIRAGE)
- Ad 42:** [You] (actor) DO (material process) MORE (goal).  
[You] (actor) BE (material process) MORE (goal).  
(Chevrolet COLORADO)
- Ad 64:** [You] (actor) take (material process) the family on an adventure (goal). (Mitsubishi ADVENTURE).
- Ad 80:** [You] (actor) TRANSFORM (material process) YOUR EVERYDAY (goal). (Chevrolet)
- Ad 106:** [You] (actor) start (material process) fun (goal). (Toyota VIOS)
- Ad 117:** [You] (actor) DRIVE (material process) LIKE A CHAMPION (goal). (Toyota VIOS)
- Ad 140:** [You] (actor) UPGRADE (material process) YOUR DRIVE (goal). (Chevrolet TRAILBLAZER)
- Ad 154:** [You] (actor) RIDE (material process) SMOOTH ON EVERY ROAD (goal). (Nissan NAVARA)
- Ad 171:** [You] (actor) DRIVE (material process) YOUR DESIRE (goal) (Suzuki DZIRE)
- Ad 173:** [You] (actor) AVAIL (material process) OUR EARLY BIRD PROMO (goal)! (Suzuki)
- Ad 227:** I (actor) DRIVE (material process). (Chevrolet SONIC)
- Ad 232:** [You] (actor) Stop staring (material process). [You] (actor) start driving (material process) at 140K (goal). (Mitsubishi MONTERO SPORT)
- Ad 353:** [You] (actor) RIDE and DRIVE (material process) (Isuzu)

One observable commonality among the slogans above- mentioned is the presence of the personal pronoun *you* which served as the actor participant of the process. *You*, though implicit, pertains to no other than the customers since they performed the role as doer of the



acts. In Ads 173 and 232, the processes *avail*, *stop staring*, and *start driving* imply a command for customers to acquire cars. These are better understood because of the goal participants such as *our early bird promo* and *at 140K*. This shows the philosophy that the public are duly responsible in making decisions before purchasing. Other responsibilities of car consumers are the acts of *driving* and *riding* which appeared several times in most of the slogans. The verbs *drive* and *ride* in Ads 117, 154, 171, 227, and 353 show the idea that they are tasked to maneuver the car and to be accountable to every journey. Moreover, the actors have also duties to perform *for himself or herself* as epitomized in Ads 42, 80, and 140. They also have duties *for other people* (i.e., family) as represented in Ads 29 and 64. However, the most important duty they have is both for themselves and for others that is, *to start fun* as specified in Ad 106.

### 3.2.2.2 Obligations and Functions of Automobile Company

Relative thereto are the advertisers' beliefs about the obligations and functions of automobile companies. Through the application of material process, there came into existence the notion that car corporations have local and global functions. On one hand, with reference to their rudimentary duties, they are obliged to provide excellent quality services such as manufacturing car products that would cater the needs and would meet the standards and budgets of the Filipino masses. This function can be gleaned in Ads 16, 277, 284, and 337. On the other hand, their local roles also support their global functions of extending their services outside the archipelago. These international functions include those shown in Ads 53 and 187.

- Ad 16:** [Isuzu D-MAX] (actor) [is] working (material process) hard to give you effortless comfort (goal). (Isuzu D-MAX)
- Ad 53:** [Mazda6] (actor) [is] moving (material process) the nation forward through global production (goal). (Mazda6)
- Ad 187:** Hyundai (actor) Drives (material process) ASEAN's Sustainable Future (goal). (Hyundai)
- Ad 277:** We (actor) 've engineered (material process) something special for you (goal). (Mitsubishi STRADA).
- Ad 284:** WE (actor) 'RE GIVING (material process) YOU BIG SAVINGS (goal) IN CELEBRATION OF OUR BEST YEAR YET. (Ford FOCUS)
- Ad 337:** [Toyota CAMRY] (actor) [is] PERFECTING (material process) OUR STANDARDS TO CONTINUOUSLY MEET YOURS (goal). (Toyota CAMRY)

### 3.2.2.3 Car Products' Developments and Innovations

In the peak of marketing competitions, automobile companies continue to search for language that would make their advertisements stand out from the rest. It is for this reason that through material process, the language of slogans and taglines expresses the notion of *innovations*. This could be grasped in all the sample slogans and taglines below. In creating the advertisement texts, designers would tend to

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project how certain products evolved and improved *from good to better, from bold to bolder, and from bright to brighter*.

**Ad 49:** The best in its class (actor) just got (material process) better (goal). (Mazda CX-5)

**Ad 115:** It (actor) just keeps getting (material process) better (goal). (Mitsubishi MIRAGE)

**Ad 270:** The best-selling car in the country (actor) just got (material process) better (goal). (Toyota VIOS)

**Ad 323:** The bold (actor) gets (material process) bolder (goal). (Honda MOBILIO)

**Ad 474:** Brighter (goal) she (actor) glows (material process) (Chevrolet SPARK)

#### 3.2.2.4 Advent of Company's Latest Car Models

The material process choices are also deemed essential to reflect the advertisers' introduction of novel products to the public. In this way, they portray that latest car inventions are, in no time, to be offered. The actor participant is the car, and it applies to all the sample slogans listed below. The cars do the action of *coming* and *introducing*.

**Ad 3:** Nissan's best-selling global Sedan (actor) is coming (material process). (Nissan)

**Ad 121:** [Toyota WIGO] (actor) [is] COMING (material process) SOON (goal) (Toyota WIGO)

**Ad 414:** [Hyundai SANTAFE] (actor) [is] introducing (material process) our grandest in mobility like no other (goal)... (Hyundai SANTAFE)

#### 3.2.2.5 Attributes of Automobiles

Material process just like relational, unveils similar beliefs of advertisers. In this case, actions lay down the attributes of automobiles. They believed that cars or car companies, being the performers, in Ads 34, 307, and 465 can fulfill an act that would elaborate fine points about them. The material processes *is setting*, *deals*, and *marries* show the intention of car companies to supply products that are of outstanding qualities taking into account *safety*, *function*, and *comfort*. Comparably, Ads 22, 132, and 199 reveal how a certain trait could work together with another trait as what the verb *meets* points out. There is, therefore, a union of two attributes such as *fun and function*, *great power and great fuel economy* as well as *style and power* which make the advertised products more likeable to the target customers.

**Ad 22:** Fun (actor) meets (material process) function (goal). (Isuzu D-MAX)

- Ad 34:** [Hyundai SANTAFE] (actor) [is] setting (material process) a new standard in safety (goal). (Hyundai SANTAFE)
- Ad 132:** WITH GREAT POWER (actor) COMES (material process) GREAT FUEL ECONOMY (goal). (Toyota)
- Ad 199:** STYLE (actor) MEETS (material process) POWER (goal). (Mazda)
- Ad 307:** FORD (actor) DEALS (material process) SO GOOD (goal). (Ford)
- Ad 465:** Toyota (actor) marries (material process) function and comfort with the Hiace (goal). (Toyota HIACE)

### **3.2.2.6 Car Consumers'**

*Personal Satisfaction with Cars.* Advertisement creators, through material process, also highlight the way people personally get satisfied with the products they advertised. The implied personal pronoun *you*, referring to the customers, does or did the action *get, got, and bow down*. It sounds that the advertisers' target is to make the clients experience *comfort* and *convenience*, among others, as can be understood in Ads 35, 239 and 244.

- Ad 35:** YOU (actor) DON'T JUST GET (material process) SEATED (goal), YOU (actor) GET (material process) COMFY (goal). (Honda CITY)
- Ad 239:** Your foot (actor) just got (material process) a lot more handy (goal). (Ford)
- Ad 244:** [You] (actor) NEVER BOW DOWN (material process). (Hyundai)

### **3.2.2.7 Automobile Company's Legacy**

The legacy of automobile companies is not only revealed via relational process since material transitivity does it too. In the examples given, the process *lives* denote vigor or enthusiasm. It means having a life rich in experiences which can be further grasped that there is a continuation of services. Advertisers tend to expose the ideology of *legacy* with the ability to show how automobile corporations maintain its tag and still exist then and now.

- Ad 39:** The legacy (actor) lives (material process) on (goal). (Mitsubishi PAJERO)
- Ad 131:** A powerful legacy (actor) lives (material process) on (goal). (Mitsubishi PAJERO)
- Ad 488:** It (actor) lives (material process). (Suzuki VITARA)

### **3.2.2.8 Customers' Car Choice/ Preference**

Today, people are wide-opened to numerous car brands and car models in the market. Despite the mere fact that they already have the desire to purchase, they still get defied to

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choose among the many options. It is in this sense that advertisers want the customers to do the action of picking or opting for the company's product. Advertisement makers effort much in convincing them to choose theirs over their counterparts. This can be evidently understood in Ad 87 and 388. While it may be an indirect way of claiming that their products are the best, it tends to push the customers to not looking for other brands anymore as what is in front of them is the best choice they could ever have.

**Ad 87:** MEN (actor) ONLY NEED (material process) ONE (goal). (Nissan)

**Ad 388:** Our Choices today (actor) design (material process) our tomorrow (goal). (Suzuki)

#### 3.2.2.9 Company's Achievement/ Award

Speaking about how automobile companies worked and operated, the material process did, in the slogan stated below, conveys an action that is already accomplished. The ideology of *Car Company as an achiever* is once more highlighted by advertisers as described by the adverb *again*. The goal *it* in Ad 215 pertains to something that can be regarded as success. Hence, it simply entails positive effect as a product of hard work and dedication of the company.

**Ad 215:** OOPS! THEY (actor) DID (material process) IT AGAIN (goal). (Mazda)

#### 3.2.2.10 Number of Years of Existence

In the two excerpts (Ads 354 and 383), the material processes *is celebrating* and *cheers* acknowledge the idea of *anniversary*. Both slogans have the car companies as actors reveling how they stood the test of time. The number of years a company has would define its performance throughout. It boils down to the notion that advertisers make the companies do something in relation to their ages of being.

**Ad 354:** [Isuzu] (actor) [is] celebrating (material process) 65 years (goal). (Isuzu)

**Ad 383:** [Honda] (actor) CHEERS (material process) TO 25 YEARS (goal). (Honda)

Overall, the great choice of material process lends a support to the claim of Thwaite (1983) as cited in Darani (2014) in which the intention of advertisers to have power over the customers could be best attained using the domain of *doing* instead of *sensing*, *saying* or *behaving*. He further asserts that the thinking or intellectual abilities of people is more difficult to impact than prompting the way they act through physical force.

### 3.2.3 Mental Process as Used by Automobile Advertisers

Mental processes are recorded as the third most predominant transitivity processes in the corpus of automobile ads. Mental processes, according to Halliday (1994) and Saragih (2010) as cited in Ong'onda (2016), are concerned with verbs signifying perception, cognition,

reaction, and desideration. Adjei, et al. (2015) maintained that mental processes are “internalized processes, in contrast to the externalized processes of doing and speaking’ (p.7). These processes aided the automobile advertisement makers in expressing their mindfulness about the ways the target audiences think, feel, see, desire, and the like with the advertised car products.

### **3.2.3.1 Advertisers’ Thoughts on Customers’ Assumed Strong Emotions/ Feelings towards Cars**

The sensor participant in majority of the advertisement texts is the personal pronoun *you* which refers to the target customers except in Ad 198 in which the sensor is the personal pronoun *we* to embody a group of people. It means that *we* include not only the customers but also the car advertisers. Thus, advertisers involved themselves in the process to show that they are part of it, and are attached to it. Advertisers employed mental processes in order to share or impart their ideology as regards the customers’ certain reactions or affections. The affective mental processes *love* and *enjoy* deliver the message that customers have that huge passion and great pleasure about cars. The advertisers always try to produce an advertisement as simple as possible through its word choice. For instance, the words *love* and *enjoy* display an emotion that is immensely intense. This demonstrates that advertisers plan to touch or impress people’s hearts to convince them to purchase. The action words used may be plain and bare, yet they still need a lot of imagination to decipher their meanings. By stirring people emotionally through language, advertisers believe that they get to identify the product and remember it.

**Ad 160:** [You] (sensor) LOVE (mental process) THE JOURNEY (phenomenon) (Toyota INNOVA)

**Ad 198:** WE (sensor) LOVE (mental process) MITSUBISHI (phenomenon). (Mitsubishi)

**Ad 280:** [You] (sensor) ENJOY (mental process) A COMFORTABLE RIDE (phenomenon). (Honda CITY)

**Ad 377:** [You] (sensor) enjoy (mental process) the ride (phenomenon) (Mitsubishi MONTERO SPORT)

### **3.2.3.2 Advertiser’s Ideas on Customer’s Cognition in relation to Consuming Cars**

Aside from rousing the hearts of the customers, advertisers also find it operative to stimulate their minds. This suggests that advertisers are also concerned with the rational and intellectual outlooks of the customers towards car acquisition and car consumption. From the clauses below, all are noticed to have the implied personal pronoun *you* mentally sensing the phenomena of *yourself* (Ad 4), *your journey* (Ad 57), *more from the small sedan* (Ad 282), *new roads* (Ad 304), *power and control* (Ad 304), and *the hype* (Ad# 458) through the cognitive mental processes *surprise*, *choose*, *expect*, *find*, and *believe*, respectively. The slogan in Ad 4 tells that the advertisers want the sensor to do something that he or she unusually do for himself or herself. This time, to gift himself or herself with a car. Ad 57 implies that the sensor is privileged to decide for his or her own ride. Self- decision is what the advertisers are trying to convey in this text. Ad 282 suggests that advertisers give the sensor the chance to look forward or anticipate something from the advertised car product. The sensor hopes for the

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best services from the company. Ad 304 shows that the sensor can do self-discovery and self-exploration. Advertisers thought that sensor in Ad 304 is knowledgeable about power and control, while the sensor in Ad 458 is given the right to trust what the advertised product can offer.

**Ad 4:** [You] (sensor) Surprise (mental process) Yourself (phenomenon)! (Mitsubishi MIRAGE)

**Ad 57:** [You] (sensor) CHOOSE (mental process) YOUR JOURNEY (phenomenon). (Hyundai TUCSON)

**Ad 282:** [You] (sensor) expect (mental process) more from the small sedan (phenomenon). (Mitsubishi MIRAGE)

**Ad 304:** [You] (sensor) FIND (material process) NEW ROADS (phenomenon). (Chevrolet)

**Ad 458:** [You] (sensor) believe (mental process) the hype (phenomenon). (Toyota)

### 3.2.3.3 Advertisers' Notion on the Ways Customers Perceived Cars

Advertisers used mental processes to speak about the perceptions of customers toward cars. The heavy loads of perceptive mental processes in the body of corpus examined ascertained that advertisers intend to place the sensor, the customers (reference of the personal pronoun *you*), in the position where they are given the opportunity to perceive the promoted products. The perceptive verbs *see*, *feel*, *touch*, and *look* are used to sense the phenomena of *it* (referring to cars), *the joy of Christmas with Nissan's best-selling global sedan, tomorrow, and tomorrow become today*. All the slogans below allure to the senses of the customers. Further, for advertisers, the use of sensory language is also for creative spirits to enthrall the target audiences and to allow them to experience the advertisers' words on their own. In brief, advertisers favored the used of sensory verbs for they have the belief that what the senses perceived about the products being advertised may lead the customers to purchasing.

**Ad 73:** [You] (sensor) SEE (mental process) IT (phenomenon) [for] [you] (sensor) TO BELIEVE (mental process) IT (phenomenon). (Hyundai)

**Ad 107:** [You] (sensor) feel (mental process) the joy of Christmas with Nissan's best-selling global sedan (phenomenon). (Nissan ALMERA)

**Ad 155:** [You] (sensor) TOUCH (mental process) TOMORROW (phenomenon). (Honda CITY)

**Ad 392:** [You] (sensor) SEE (mental process) TOMORROW BECOME TODAY (phenomenon). (Toyota)

### 3.2.3.4 Advertisers' Thoughts on Customers' Desires to do, and Future Plans for/ with Cars

Desiderative mental process is the focus of this part. Advertisers believed that people naturally longing or aspiring for something, for instance cars. In Ad 447, they assert that customers yearn for the phenomenon *speed* through the mental process *want* done by the sensor *you*. Ad 479, on the other hand, utilized the mental process *like* with the sensor *some* to convey the phenomenon desired *it hot*. In this slogan, the pronoun *it* relates to the car product. In short, desiderative mental processes among advertisers aimed at specifying the assumed desires of the customers.

**Ad 447:** YOU ALL (sensor) WANT (mental process) SPEED (phenomenon). (Hyundai ELANTRA)

**Ad 479:** SOME (sensor) LIKE (mental process) IT HOT (phenomenon). (Honda)

As a whole, these results validate the assertion of Halliday (2008) that through mental process, speakers or writers use language that would represent their experiences of the internal world of their own consciousness such as the ways they perceive, react, think, and desire. These results also corroborate with the findings of Ong'onda (2016) when she examined the headlines on terrorism in Kenya using transitivity system. She found out that mental process normally licenses language users to express their personal views and beliefs that would assist them in ascertaining their meanings of reality.

### **3.2.4 Existential Process as Used by Automobile Advertisers**

According to Fontaine (2013), the existential process comes only in one clause structure form containing *be* as the *verb* and *there* as the subject. This transitivity type illustrates the existence of an entity (Zhao Yuqiong, 2018). There is only one participant known as the *existent* signifying the thing existed. Based on the analysis, the advertisement designers made used of existential processes *to show the existence of car products* which customers can acquire and own. In Ad 6, the said verb process type is applied to recognize the presence of *Ford* for the customer which the personal pronoun *me* in the subjective case is referring to. Ad 214 likewise emphasized the occurrence of the one and only car model (Toyota VIOS) which could be the ultimate choice to purchase. Similarly, Ad 250 specifies the existence of *something* for public consumption. However, the structures of Ad 207, 367, and 397 vary to that of the usual one. In this case, there is an absence of the participant *there*, instead it was substituted by the adverb *here* which, in a way, also denotes existence of *we*, *winner*, and *change*, which can all be associated with cars.

**Ad 6:** There's (existential process) a Ford (existent) for me. (Ford FIESTA)

**Ad 207:** We (existent)'re here (existential process) for you this Holy Week! (Mitsubishi)

**Ad 214:** There can only be (existential process) one (existent) (Toyota VIOS)

**Ad 250:** There's (existential process) something (existent) for everyone. (Mitsubishi MIRAGE)

**Ad 367:** WINNER (existent) IS HERE (existential process) (Mitsubishi)

The not so frequent occurrence of this transitivity type could be ascribed to the fact that advertisers favored more the three main verb processes categories. This is also what Darini (2014) found in her study that novelists occasionally used existential clauses because they prefer more a tangible or physical actions of the participants. Furthermore, there is a lower density of existential process because its motive is very limited as it only introduces the presence of a participant (Zhao Yuqiong, 2018). Nonetheless, advertisers promise in their advertisements texts the assurance of always providing excellent products the public deserved and needed. Hence, the customers are informed of these goods and alerted that these products will take place.

### **3.2.5 Verbal Process as Used by Automobile Advertisers**

The rare incidents of verbal processes in the advertising discourse give the impression that designers of ads do not prefer this much. However, they still consider it a good avenue to narrate their ideologies. As defined, verbal transitivity is “the process of *saying* and encoding the physical act of speaking” (Darini, 2014, p.184). It can be realized from the clauses below that advertiser employed the personal pronoun *you* in Ad 152 and 385, *the name* in Ad 93, and *the heart and the mind* in Ad 249 to perform the role of *sayer*. The *you* participant is human (customers) while the *the name, the heart, and the mind* are all nonhuman entities. The use of action word *say* as evident in all the slogans listed gives the feeling of being close. By allowing the customers to articulate what is within them is a good move of advertisers. It opens the gates in making the relationship between the advertisers and the customers more intimate and binding. Therefore, the advertisement slogans and taglines become a bridge so that advertisers can suggest from their point of views something that would fit the interests of the general public. In this way, advertisers appear to be more reliable and more convincing.

However, discovering it to be the second least type utilized contradicts the results of Fahreni’s (1999) study because she found that verbal process is the topmost priority employed in the headlines of the Jakarta Post. Nonetheless, the current analysis reveals that advertisers, through verbal processes, simply would want the customers to voice out their thoughts and emotions about cars. This confirms the statement of Darani (2014) that advertisers conveyed their beliefs by motivating the customers to state their full affirmation to the products they offer. Regardless of the used of animate or inanimate participants to do the saying, the intention remains the same. They give life to objects to utter a certain message.

**Ad 93:** The name (sayer) says (verbal process) it all (verbiage) (Mitsubishi PAJERO)

**Ad 152:** [You] (sayer) say (verbal process) hello to the newest addition to the multi- award-winning family (verbiage) (Mazda)

**Ad 249:** THE HEART (sayer) SAYS (verbal process)... THE MIND (sayer) SAYS (verbal process)... (Ford EVEREST)

**Ad 385:** [You] (sayer) say (verbal process) YES! to a new Ford (verbiage)! (Ford)



### 3.2.6 Behavioral Process as Used by Automobile Advertisers

Halliday (1994) avers that behavioral processes comprise of verbs of (typically human) physiological and psychological behavior. As can be observed, one example below has a subject while the other one is subject less. Nonetheless, either implicit or explicit, both shared the same *behave*r which is the personal pronoun *you* talking about the customers. In here, the general public are privileged to bear out their psychological behavior such as *dreaming* and physiological behavior like *exercising* vis-à-vis car ownership and car consumption.

**Ad 237:** You (behavior) dream (behavioral process) no more.  
(Mazda)

**Ad 247:** [You] (behavior) exercise (behavioral process) your  
freedom to drive! (Mitsubishi MIRAGE)

The analysis done exhibits less emphasis in the use of behavioral processes. This can be drawn from the statement of Zhao Yuqiong (2018) that out from the six process categories, behavioral process is described as the least distinct. The same author added that the reason behind it is the absence of “clearly defined characteristics of their own” (p. 71).

## 4. Conclusion

Learning that all the six categories of transitivity system are existing in automobile advertising discourse is one salient finding of the present study. However, the proportion of each type varied in all the texts analyzed. It is found that relational and material processes are the two most picked by advertisement designers. The percentages of these two are close from each other, but slightly far from the proportion of mental process being the third process choice, and is far higher than those of other processes specifically existential, verbal and behavioral.

Automobile products are said to be more advertised through selection of material and relational processes since automobile ads hugely concerned with actions and presenting the features, functions, and evaluations of the products. The results of the study divulge the truth that language constructions yield implicit meanings and beliefs which readers can sometimes hardly decode. It can be understood that transitivity grips philosophical implications. As a whole, the present study shows that the choices of verbs used in the texts of the ads have resulted to varying themes of advertisers’ goals. This is an agreement to the dispute of Bazerman (2009) as cited in Idrus, et al. (2014) that a number of ideologies are featured through verbs selections. This confirms the power and control of advertisement makers to influence the readers or audiences especially in various mediums such as newspapers, magazines, brochures, flyers, billboards, posters, wall displays and online/ digital that integrate verbal components (i.e., slogans and taglines) as part of the meaning making process.

However, in spite of the strong influence of advertisements on the general public, the target clients or audiences remain ultimately responsible for their purchasing decisions. It may be true that each ad offers wealthy information, but it is essential that customers need to be mindful in a way that they should weigh in what they see and read in the ads. They should not easily get convinced by the persuasive power of the automobile advertisement, and it should not solely

### Transitivity Processes in the Discourse of Automobile Advertisements

be their buying basis. Consequently, the public is expected to be more vigilant, cautious and critical thinkers.

It is suggested that the inclusion of non- linguistic and visual components of the ads, other car brands, and stakeholders, for instance, the advertisement makers, is deemed significant to consider. Hence, a multimodal discourse analysis may be carried out in the future.

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