Chapter 2
Types of Focalization in Advertising Narrative

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ABSTRACT

In this chapter, the use of the types of focusing in the narrative discourse that direct the perception of the narrative in ads is discussed. In the context of Gerard Genette’s focus theory, the study focuses on what are the elements that are prominent in advertisements and which give a perspective to the target audience. The aim of the study is to determine the types of focus used in advertising and the elements that strengthen the advertising narrative. Ads are trying to attract the consumer’s attention and are consciously prepared as a form of communication of the contents of the mind that leads to purchase behavior. Therefore, this study to focus on advertising is important to reveal a topic in the advertising literature and to help cover the gap here. The narrative focus in advertising is based on the classification of Genette.

INTRODUCTION

Narrative is a basic way of construing and making sense of experiences and generally the world. It began to be systematically examined beginning from 1970s, and it extended as a subject examined in many fields of science such as psychology, sociology, philosophy, history, culture, theology, medicine, and education (Dervişçemaloğlu, 2014, pp. 49-50). The narrative theory is also used as an effective analysis in film texts (Deleyto, 1991, p. 162). Narrative is one of the most important elements of texts. Advertising narratives have a more complex structure, namely, they shape through a combination of many visual and auditory elements. Basic function of advertisements is to create difference between similar products and brands. They create linguistic, visual and auditory structuring for such differentiation. In this framework, superlative forms of adverbs are used, and messages are created that eliminate the communication gap between the advertising texts and manufacturers and consumers. Auditory similarities, echoes, repeti-
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Focalization is defined as the selection and classification of narrative information. A story is narrated from a perspective. The ideas presented in that perspective are called focalization. Focalization is an important phenomenon that guides the perception of the narrative, and the voice of the narrator helps us understand what the mode of the narrative is. Attention is drawn to whose eyes an event or an object is conveyed through as well as to whose voice it is narrated in (Çıraklı, 2015, p. 7). Determining the perspective here “determines what elements the narrative will be established on, what will be focused on, and how and in what aspects the narrative will be evaluated. Perspective is important in determining the essence and direction of the text, in ordering the various ideas of the narrative, and in showing who the important person is in the text” (Akyıldız, 2016, p. 96).

In this study, the purpose is to find out the uses of types of focalization in advertisements. In this study, uses of types of focalization in advertising that take place in narrative discourse and that guide perception of narrative are addressed. In the study, the elements that are given prominence and that give a perspective to the target audience in advertisements are examined within the framework of the focalization theory of Gerard Genette. In this context, types of focalization are determined, which are used for the purpose of establishing a strong meaning and narrative in creating texts in advertisements, and the way the types of focalization are used in television advertisements is examined. In the first part of the study, narratology and the theoretical frame in which the theory and types of focalization, which guide the perception of the narrative, are mentioned are explained. In the second part, types of focalization are examined over examples of advertisements. Purpose of the study is to determine what the types of focalization that are used in advertisements and the elements that strengthen the advertising narrative are. An advertisement is a form of communication in which contents are consciously prepared that attempt to draw the attention of the consumer and that lead to the behavior of purchasing. Therefore, this study, done on focalization in advertising, is important in presenting a subject in advertising literature and helping close the gap here. Narrative focalization in advertising is created based on Genette’s classification. The analysis is made based on Genette’s classification of narrative focalization. In the conclusion of the study, functions of the types of focalization in advertising and the way they are used are evaluated.

TYPES OF NARRATIVE AND FOCALIZATION

Narratology is the establishment of a relationship between the method of reading, meaning and the technique of narration. Gerard Genette describes that type of reading as practical reading (Çıraklı, 2015: 22). The purpose is to present the concern of the text, to aim to show, and to relay information about the design that creates the meaning. Understanding a narrative occurs when a reader can comprehend it in the narrative and establish a relationship (Batur, 2012). Every narrative presents a story. Narrative is defined as a form of communication which is both caused by characters and which presents the chain of events that happen to them (Jahn, 2012, p. 12). Narratives represent one or more events that exist everywhere. What can happen in the events is questioned and they try to be found through the narrative; it does not only represent a transition from one situation to another, it also structures and interprets it. Looking from this perspective, narrative exists as a means of discovering new worlds in shedding light...