

Posters Appendix 2:WHO Medical



Poster (1)



poster (2)



poster (3)



Poster (4)



poster (5)



poster (6)



Poster (7)



poster (8)



poster (9)



Poster (10)



poster (11)



poster (12)



Poster (13)



poster (14)



poster (15)

One person dies every six seconds from .tobacco	Representative
million people die from alcohol every 2.5 .year	representative
Tobacco and excessive alcohol increase your risk of high blood pressure and heart .diseases	representative
.Blood pressure- take control	directive

.Cough or sneeze into your elbow	directive
.Open windows	directive
.Clean your hands	directive
The world needs millions more midwives .9 .and nurses	representative
Add your voice to those calling for more .investment in nurses and midwives	directive
Primary health care is the most efficient .10 .and effective way to achieve health for all	representative
But too often, it is the most under-re- sourced part of the health system, with the biggest gaps in poor and marginalized .communities	representative
We must act now to ensure no-one is left .behind	directive
.Hello world .11	expressive
We must get health services to all commu- .nities	directive
It's time to build a fairer healthier world for .everyone everywhere	representative
People need blood all the time! Even .12 .during a pandemic	representative
Give blood and make the world a healthier .place	directive
.Healthy beginnings, hopeful futures .13	representative
.Health is a human right .14	representative
.It's time for universal health coverage	representative
.Be smart .15	directive
.Don't start	Directive

Appendix 1: Types of Speech Acts

Posters	TYPE OF SPEECH ACTS
Vaccines work for all.1	representative
?How safe is your food .2	directive
From farm to plate, make food safe	directive
,Save lives .3	directive
.clean your hands	directive
.Clean care for all	representative
It's in your hands	representative
Ignore fake news .4	directive
There is no scientific evidence that any food prevents or cures COVID-19	representative
You can stop measles .5	directive
Protect yourself and many others by making sure you and your family are fully vaccinated	directive
Contaminated drinking water causes: .6 .diarrhea, cholera, dysentery, typhoid, polio	representative
?Can foodborne illness be deadly .7	Directive
Yes! In some instances, people can die from .eating unsafe food	representative
Learning about food safety and safe food .handling reduces risk	representative
.Do it all .8	directive
.Protect yourself	directive
.Get vaccinated	directive
.Keep distance	directive
.Wear a mask	directive

- MiĆić, S. (2013). **Languages of medicine – present and future**. UDK
Original scientific article 4(7), 217-233.
- Mintz, D. (1992). **What's in a word? The distancing function of language in medicine**. *Journal of Medical Humanities*, 13, 223–33
- Romich, J. (2001), cit. in Maglie R. (2009). **Understanding the Language of Medicine**. Roma: ARACNE editrice S.r.l,
- Searle, J., R. (1969) .**Speech Acts**. Cambridge: Cambridge University Press.
- Senft, G. (2014).**Understanding Pragmatics**. New York: Routledge. Shalom, C. (1993). Established and evolving spoken research process genres: Plenary lecture and poster session discussions at academic conferences. *English for Specific Purposes* 12: 37-50.
- Stephen, E.(2021) ,*Graphic Design: A New History*, Yale University Press.
- Swales, J.M. (2004), *Research Genres: Explorations and Applications*, Cambridge, Cambridge University Press.
- _____ and C.B. Feak 2000. *English in Today's Research World*. Ann Arbor, MI: University of Michigan Press.
- Thorne, S. (1997). **Mastering Advanced English Language**. New York: Palgrave.
- Vitali, D.E. (1983). **The Language of Biomedical Sciences**. In *Proceeding of the Conference. The Language of Popularization*. Milan.
- Wehmeier, S. , McIntosh, C. and Turnbull, J. (2005) . **Oxford Advanced Learner's Dictionary 7th Edition** Oxford University Press, USA
- Yule, G. (2009). **Pragmatics**. Oxford: Oxford University Press.

Conclusions

The examination of the chosen texts showed a preponderance of directive speech actions, which are used to give instructions, recommendations, or requests in an effort to change the audience's behavior. The producers' communication purpose to direct, convince, or teach the recipients rather than only enlighten or show emotion can be seen in this frequent use.

The directive actions' widespread use suggests an intentional language approach, particularly in situations like medical posters where the main objective is to alter public behavior or increase awareness. In summary, the prevalence of directive speech acts highlights how well they convey concise, action-oriented information that demand listeners participation. This research lends credence to the idea that language is an effective means for social action as well as a tool for information transmission.

References

- Allott, N. (2010). **Key Terms in Pragmatics**. Great Britain: MPG Book Group Ltd.
- Birner, B. (2013). **Introduction to Pragmatics**. UK: Blackwell.
- Bloom, G. (1982). **The Language of Medicine in English**. California: Regent Publishing Company.
- D'Angelo, L. (2011). Academic posters across disciplines: A preliminary study. In D.S. Giannoni and C. Ciarlo (eds.), *Language Studies Working Papers*. Vol. 3, 15-28. University of Reading.
- Dubois, B.L. (1985a), *Popularization at the Highest Level: Poster Sessions at Biomedical Meetings*, in "International Journal of the Sociology of Language" 56, pp. 67-84.
- _____ (1985b), *Poster Sessions at Biomedical Meetings: Design and Presentation*, in "The ESP Journal" 4, pp. 37-48.
- Guffey, E. E. (2014). *Posters: A Global History*. Reaktion Books.
- Kearns, K. (2000). **Semantics**. Palgrave: Hampshire.
- McCullough, L. B. (1989). **The abstract character and transforming power of medical language**. *Soundings*, 72(1), 111-25.
- Megawati. (2017). The Influence of Poster Media on the Learning Outcomes of English Vocabulary : *Getsempena English Education Journal*, <https://doi.org/>
- Mey, L. J. (2009). **Concise Encyclopedia of Pragmatics**. Amsterdam: Elsevier Science & Technology

Here is a poster that has more than one act: the first two acts: **Save lives, clean your hands:** are clear instructions about the importance of cleaning hands and how it could save lives.

ii. Representative Speech Act

Representatives are the second most used type of speech acts with the percentage 42. 9%. Verbs are used to indicate a fact or describe an event or a situation in a lot of these posters. For example:



Figure (3): Vaccines work for all

Vaccines work for all : is an example of representative since it tells a fact and gives an information about health.



Figure (4): There is no scientific evidence that any food prevents or cures COVID-19

It's a representative since it represents an information based on scientific evidence.

iii. Expressive Speech Act

With only one poster, expressive presents 2. 4 % of the total percentage.



Figure (5): Hello world. We must get health services to all communities. It's time to build a fairer healthier world for everyone everywhere.

Hello world: is an expressive since it expresses a greeting or communicating without a fact or an order.

Type of speech acts	Frequency	Percentage
Representatives .1	18	9% .42
Directives .2	23	% 54.8
Commissives .3	0	
Expressives .4	1	% 4 .2
Declarations .5	0	
Total	42	

Table (1): Frequencies and Percentages of Speech Acts

The purpose of most acts in the posters is to influence the listener to carry out the action they are advocating. Asking, commanding, inviting, and advising are all can be seen in directive instances in the posters.

The second most used type is the representative since a lot of posters indicate a scientific and healthy information and facts, or it just describe a particular statement that should be known to the audience.

Expressive speech act is shown in only one poster. In medical posters, the readers need a particular information or instructions to follow; however, this act doesn't provide any knowledge about outside world; rather, it's entirely subjective and represents the speaker's inner state. That's why they are not used widely in such posters.

Declarations and commissives are not found in any poster since their functions are not needed here.

i. Directive Speech Act

As the above table shows, directive speech acts are the most common used type in the WHO medical posters with the percentage

54.8 % . The verbs like: "make ,save, clean, stop, do, keep, ignore" are used to affect the readers' actions and opinions.



Figure (1): How safe is your food? From farm to plate, make food safe

How safe is your food?This is an instance of directive speech act because it asks the readers to think and assess their behavior.

From farm to plate, make food safe: It's a clear order to make readers do something, that is making food safe.



Figure (2): Save lives, clean your hands. Clean care for all. It's in your hands

(Mičić, 2013:218). Bloom (1982:16) explains that medicine is a highly technical and complex science. But the basic principles of medical care and good health should not be prerogative of medical professionals alone. Those principles should be generalized so that everyone can understand the basic principles of the medical science (ibid: 17).

Vitali (1983:196) adds that the language of medication is characterized by a high number of abbreviations, acronyms and synonyms which refer to the same medical concept and can lead to misunderstandings and confusion even in expert-to-expert communication. Therefore, he suggests that medical language needs a terminological standardization in order to increase its degree of clarity and reduce confusion (ibid). McCullough (1989:111) and Mintz (1992:223) regard medical language as an abstract discourse about disease and organs and emphasize its distancing function, an artifact of its commitment to objectivity.

According to Romich (2001:23): —studying medical terminology is like learning a new language. In fact, at first sight, words look different and complicated. However, by understanding some important guidelines

that govern medical language, people may become interested in and aware of how medical terminology works (Romich, 2001:23).

3. Methodology and Discussion

3.1 Data Collection

The researcher uses medical posters from the World Health Organization official site. The WHO is a health organization that belongs to the United Nations agency. It deals with serious global health issues and its main goal is to control diseases and improve healthier lives. The material consists of fifteen health awareness posters that are designed to help people stay healthy and know the drugs and advises they need when necessary.

3.2 Model of Analysis

The present study depends on Searle's classification of speech acts (1969) into the five mentioned types: Representatives, Directives, Commissive, Expressive and Declarations. Each poster is analyzed and discussed according to which kind of act is utilized and how this is going to affect the audience perception towards the posters.

3.3 Data Analysis and Discussion

The analysis shows that there are 42 speech acts in the fifteen chosen posters. The most frequent types are the directives:23, then representatives:18; while expressive can be seen in only one poster. Commissives and declarations are not found in any of the fifteen posters. The following table shows the frequencies and percentages of each type of speech acts:

posters was supplied by Dubois (1985a, 1985b), who analyzed the generic elements of posters and the methods in which they are displayed. She emphasized that their primary goal is to popularize scientific discourse by utilizing strategies that appeal to both lay and medical professionals in order to establish possible bridges between study groups.

According to Swales (2004: 21), posters are a type of hybrid that straddles the line between conference handouts or graphics and research paper components. In fact, he views posters as a multimedia form of interaction that uses color, text, pictures, and speech to achieve its goals.

In several fields of study, of which the physical and medical sciences are particularly typical, they have grown in significance and prominence throughout time (Shalom 1993: 40).

Posters are a good way to share a research with others, and as D'Angelo (2011: 15) states, they are a legitimate and effective substitute for paper presentations, even though they are considered second-class in certain fields and were once considered the less fortunate paper cousins (Swales and Feak 2000: 81).

In addition to their many other applications like videos and instructions, posters are one of the most popular forms of advertis-

ing and are regularly utilized in public health and academic projects.

One of the most obvious and effective visual media for conveying information is a poster (Megawati, 2017:117). Posters are meant to be both entertaining and instructive. Posters may be used for many purposes. Propagandists, promoters (particularly of meetings, performers, and movies), and other organizations seeking to disseminate a message frequently employ them (Stephen, 2021:7).

Posters typically have both textual and graphic components; they can be entirely textual or entirely graphic. They are intended to be both visually appealing and instructive, and they can be used for a variety of uses

including showcasing artwork, particularly wellknown pieces (Guffey, 2014: 103).

2.4 The Language of Medication

The language of medicine has been investigated for a very large extent since it has special terms and sentence structure, so due to huge development of medical science, the English language of medicine has become the leading language. Medicine has numerous specializations and sub-specializations which require specific language of medicine. Medical language is the occupational register of physicians and it is largely opaque outside the medical community

fit direction is world fit words. For instance, "Could you lend me a pen?" This remark indicates that the speaker asks someone for a pen, suggesting that that other one ought to provide him one. Another way to say this considerate act is, "Lend me a pen!" These statements aim to persuade the listener to perform the action they are expressing. Directives can be described as asking, ordering, requesting, inviting, advising, or pleading.

iii. Commissives: By creating an obligation, they bring change in the world, but as opposed to directives, this obligation is created in the speaker instead of the hearer. Consider the distinction between a directive and a commissive: a directive is a request, but a commissive is a promise. The direction of fit is world fit world. For instance, the statement, "I will come to your house tonight," is an instance of commissive action, which shows that the speaker plans on going to the hearer's home late at night on the day of the utterance, and thus matches to come to the hearer's house late at night.

iv. Expressives: Examples of words that fit the world in the direction of fit include "I'm sorry," "I like it," and "Thank you." These statements express the speaker's internal state and are completely subjective; they don't express any information about the outside world. For example, when the speaker accidental spills coffee on the other person's shirt, they will say "I'm sorry," and when they are given a piece of cheese that

they like, they will say "I like it" or "Thank you," and so on.

v. Declarations: The declaration speech act is the process to produce the propositional meaning that is consistent with reality. An illustration of this kind of speech performance is Austin's performative phrase. The speaker must possess certain contextual rights that enable him or her to make a contextual declaration in order for it to be effective. In the context of marriage, the priest has the power to announce marriage when he says, "I pronounce you husband and wife." The man and woman are instantly changed from being unmarried to legally married. However, if the speakers are not monks or does not have the right to perform marriages, the speech will be invalid.

2.3 Posters as Genre

A poster is a big announcement, frequently with an image, that is displayed in a public area to promote a product, according to the Oxford Advanced Learners Dictionary (2005: 1176). Therefore, it is used to notify the audience about an event that is coming up (like a movie or concert) or to increase awareness of certain significant topics, such information on voting in general elections. Even though there is a great amount of writing and recommendations accessible on academic posters by medical writers, from the standpoint of applied linguistics, the category of posters has seen minimal examination. The earliest explanation for

The speech act theory focuses on the nonverbal cues that are essential to speech. Speaking entails a variety of actions, such as making a commitment, welcoming someone, asking a question, confronting them, giving them instructions or requests, apologizing, passing judgment, threatening someone, complaining, naming someone, announcing someone as husband and wife, and so forth. Speech Acts Theory is the study of speech acts, which are activities that serve communication purposes and are classified as pragmatics. Cultural variations must be taken into account while conducting speech actions since they are significant. (Mey, 2009:123)

Speech acts are described as the actions that are done through words by Yule (2009:47). Speech Act Theory was first developed as a theory in the field of philosophy of language to shed light on language usage patterns. It has a broad range of applications in linguistics and, in recent times, in computational modeling. Austin and Searle created Speech Act Theory in 1962 and 1969, respectively. It is a technique for speakers to convey meaning beyond the literal meaning of the words they have used (Allott, 2010:79).

The theory of speech acts is pragmatic as it necessitates a purpose on behalf of the speaker and an inference on the behalf of the hearer. 'Context' is an important and crucial component of this inference approach (Birner, 2013:175). The context must be taken into account when trying

to infer the speaker's intended message. Therefore, knowledge of the context is necessary for the study of speech actions.

A statement such as "I am a little cold" serves as an example.

Without knowing the speaker's physical context, it is impossible to correctly interpret such an utterance; depending on the context, it may be perceived as a weather observing, an observation regarding the temperature setting, a demand to close an open door or window, the bringing of a blanket, or an offer to get up closer (Birner, 2013:175).

2.2 The Classification of Speech Acts

Searle lists five speech acts in *An Essay in the Philosophy of Language* (1969:10-14), which are based on the illocutionary point, psychological condition, goal or point, and direction of fit:

i. Representatives. To varying degrees, the participants of this class must convince the speaker that the notion being transmitted is true. This is their goal. It is possible to evaluate every member on the evaluation dimension, which includes true and false. The direction of fit is words which fit the world. As an illustration, consider the speech "I'm a good guy," which aims to convince the audience that the speaker is a decent person.

ii. Directives: As the name suggests, these speech actions are an attempt by the speaker to influence the audience to take action or to direct them toward a certain goal. The

الجامعات، و المنشآت الصحية. التركيز الاساسي للبحث هو النظرة التداولية ولكن هنالك ايضا متطلبات ضرورية لدراسة هذه اللغة من زوايا مختلفة بسبب زيادة استخدامها. تعد الملصقات الطبية من أهم وسائل الفهم الطبية التي ظهرت مؤخرا. تعتمد هذه الملصقات على نقل المعلومات الطبية لفئات المجتمع المختلفة بطريقة واضحة وسهلة الفهم وذلك عن طريق دمج النصوص، العناصر البصرية أو الرسومات لجعلها اكثر تأثيرا واقناعا. تهدف هذه الدراسة الى تطبيق النظرية التداولية لافعال الكلام في سياق التواصل الطبي للملصقات الطبية في منظمة الصحة العالمية. تم تحليل خمسة عشر ملصق طبي باستخدام نظرية سيرل لافعال الكلام (1969). استخدمت هذه الملصقات كبيانات من قبل الباحث للتحقق من مدى دقة النتائج.

الكلمات المفتاحية : افعال الكلام، ملصقات، لغة طبية

1.Introduction

Language has several purposes; in addition to being helpful for sharing news and information, it may also be utilized as a promotional tool. Language is crucial to daily life because it allows people to communicate with one another. Both oral and written language are possible. It is quite easy to discover language in writing in a variety of print media, including newspapers, publications, banners, posters, and so on. Written language use texts as a bridge to visually communicate the author's intent to the reader. The study of language use

is at the heart of pragmatics, a branch of linguistics. According to Kearns (2000:98), pragmatics is one of the components of meaning which can be deduced from the context. One must go beyond the sentence's individual words and rely on the interpreter's skill to decode the meaning.

Medical posters are becoming an essential part of everyone's life. Numerous situations involving non-expert health practitioners include the usage of medical terminology. It turns out that such particular knowledge is directed towards a non-specialized audience by viewing, for instance, television programs that discuss specific diseases, medication advertisements, patient information leaflets, and advertising of campaigns for prevention against specific diseases. Furthermore, Thorne (1997:12) demonstrates that in order to ensure simplicity, medical language need to be closely related to the area and sentences should be brief and incomplete.

2.Literature review

2.1 Speech Act Theory

According to the speech act theory, which was developed by American philosopher J. L. Austin, utterances and speech patterns are considered actual acts. It is not only focused on the speaker's words, but also on how the speaker and listener's behavior changes during communication. (Senft, 2014:253).

A Pragmatic Analysis of Speech Acts in Medical Communication:

A Case Study of Selected Medical Posters

تحليل تداولي لافعال الكلام في التواصل الطبي:

دراسة حالة للمصقات طبية مختارة

By Asses. Lecturer : Zainab Hameed Jalood

Thi-Qar Directorate of Education

zainab941118@gmail.com

م.م. زينب حميد جلود

مديرية تربية ذي قار

Abstract

zwhich are employed to communicate the goal of medical posters.

As a result, readers are strongly impacted by health posters because of certain language elements that contribute to making them unforgettable and powerful. The denotative meanings of these language pieces and cues are not the only ones. They are inherently characterized by pragmatic principles. Understanding the practical usefulness of the language elements included in the posters is seen to be crucial to achieving the desired outcome.

The purpose of this study is to exam-

ine how the pragmatic theory of speech acts is applied to the language of medicine in some World Health Organization (WHO) medical posters. It analyzes fifteen medical posters with an emphasis on Searle's notion of speech acts (1969). These posters serve as the data that the researcher utilizes to determine the validity of the findings.

Key Words: speech acts, posters, medical language

الملخص

اصبح الناس يرون الملصقات والاعلانات الطبية بشكل معتاد تقريبا في كل مكان، مثلا في محطات الباصات، المؤسسات التعليمية،