Language and Identity in Multimodal Text: Case Study of Thailand's Bank Pamphlet*

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ABSTRACT: With the main objective of presenting a linguistic model for the analysis of identity construction in multimodal texts, particularly in advertising, this article attempts to integrate three theoretical frameworks, namely the types of discourse of the Socio-Discursive Interactionism, Greimas' actantial roles and the symbolic processes of the Grammar of Visual Design proposed by Kress & van Leeuwen. The first two theories are used to analyze verbal language form whereas the third is exclusively for images in advertising. The data sample is a Thai bank pamphlet of Siam Commercial Bank, collected in Bangkok, Thailand, in June, 2015. According to the data analysis, the theoretical frameworks employed here proves that identity, the psychological product, exists in the human mind and can be indexed by language in interaction. Also, the analysis found that identity could be projected as multimodally as language manifestation, of which forms are not only verbal but also pictorial.

KEYWORDS: Multimodal Discourse, Language and Identity, Socio-Discursive Interactionism, Grammar of Visual Design, Actantial Model, Thai Bank Pamphlets

Introduction

The major aim of this article is to adapt and to integrate three theoretical frameworks, namely the types of discourse, the symbolic processes and the actantial model for the analysis of language and identity construction in bank pamphlets from Thailand. The first theoretical framework belongs to the Socio-Discursive Interactionism (henceforth, SDI) proposed by Bronckart

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(2003); the second one, the symbolic processes, is proposed in the Grammar of Visual Design by Kress & van Leeuwen (2010); the last one, originally proposed by Greimas in his book *Sémantique Structurale,* published in 1966, was adapted by Vestergaard & Schroder (1985) to analyze the advertising discourse in particular.

The major conceptual idea of this paper is that, not only is any textual genre the creative manifestation of verbal and non-verbal language forms generated by human beings, but also the reflection of how interactants construct their self and their identity under the socio-cultural, socio-political and socio-economic contexts in which the text is produced.

Inspiration for the research of this article is based on three aspects, without which the work might not have been completed. Firstly, there is the interesting aspect of advertising language and textual multimodality. According to *An introduction to the grammar of visual design* (2002), as well as to the work of O'Shaughnessy & Stadler (2005) and Gee (2011), advertisements are the textual platforms that combine and incorporate both verbal and non-verbal elements, thus defining multimodality. Moreover, A. Nawigamune (B.E. 2553[1] [2010]) also emphasizes that advertisements can serve as socio-historical evidence, since many interestingly provide us with knowledge of social, economic and historical development, in particular of human society. Furthermore, advertisements are also proof of language change, are ubiquitous and somewhat influential in our daily life, whether we need them or not. That is why advertisements have been recently and widely used as data for analysis in various areas of the social sciences and humanities, including linguistics.

Secondly, research on English sociolinguistic and discourse analysis, especially that concerning language and gender identity, are also this paper's inspiration. To name but a few are the works of Lakoff (1975), Hall (1995), Ochs & Taylor (1995), Johnstone (1999), O'Shaughnessy & Stadler (2005), and Cameron (1997). These works share the same idea about how language can shape and form human identity, particularly gender identity, with respect to careful, though at times creative, selection of specific linguistic repertoires

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[1] B.E. 2553 refers to the Buddhist Era, the year formally used in Thailand.

in specific social contexts. Such phenomena may occur consciously or unconsciously among participants engaging in an interaction.

Finally, there is an interest and intention to adapt theoretical frameworks, especially the SDI's types of discourse, the symbolic processes as well as the actantial model, and to apply them as an analytical model for a text in non-Romanized languages such as Thai. Well aware that those frameworks may never be universal for any or all languages, the authors attempted to apply the same concept for language in a social context, which is somehow universal. Language is a form of meaning construction for individuals which relies on grammatical resources as much as social factors.

This article is divided into five major parts. The first is about the overview of the current economic situation in Thailand, which relates to the adjustment of self and organizational image of Thai commercial banks. The second briefly presents the theoretical frameworks and the analytical methodology of the collected data. The third part is the data analysis. The fourth deals with the discussion of the analysis, and the conclusion is the final part.

1. Overview of Thailand's Economic Situation and Financial Institutions

Thailand is a newly industrialized country of Southeast Asia whose economy relies mainly on export of produce, as well as computers and electrical appliances. The country's economy has been growing since the 14th century. At that time, Thailand was open for diplomatic and commercial contacts with many foreign merchants, such as the Portuguese, French and English from Europe, as well as the Chinese, Indian, Japanese and Persian from Asia.

After Ayutthaya was conquered by the Burmese, the capital moved to Bangkok in the 19th century. Since then, China has remained the major trader for the country. However, Thailand, like many other countries, has since experienced an economic rise and fall. The first and second World Wars, the political turmoil in the neighboring countries, namely Vietnam and Cambodia, the cold war between the US and the USSR, as well as the instability of the country's administration, have affected its economic condition.

Some important incidences that have lately affected the Thai economy are worth mentioning. The first, referred to as *Tom Yam Koong Crisis*[2] in Thai, occurred in 1997, when the then government decided to devalue the Thai Baht, due to the economic bubble from excessive loans for real estate purposes, created in previous years. The Baht depreciation at the time led to increased foreign debt, especially from the International Monetary Fund (IMF), and to the downfall of big financial institutions. Some banks were immediately closed while others were taken over by foreign ones.

Thai economy recovered from 2001 to 2004. The country paid back all the debt to the IMF in 2003, and it regained momentum. Nevertheless, after 2003, Thailand experienced many problems, particularly the yellow-shirted protesters against the Thai Prime Minister and his administration. On September 19th, 2006, a bloodless coup was staged and a new military government was formed. During this period, the Thai economy slowed down again. Between 2007 and 2014, Thailand suffered political uncertainty and instability, despite the democratic election that took place in 2007 when the coup was over. Since the *Tom Yam Koong Crisis* in 1997, Thailand's banking and financial institutions have had to adjust to the country's political and economic instability. According to the article *Asian Financial Crisis*, published in *Chronicle of Thailand* (2009: 336-337), the *Tom Yam Koong Crisis* resulted from a tough situation in which many banks could not give out any loan, interest rates drastically soared, bankruptcies were common, real estate markets collapsed, unemployment increased, stock markets plummeted and the Baht value was depreciated. Such a situation is still ongoing today, albeit less intensified thanks to concerted support from the Thai government as well as from public and private sectors.

2. Theoretical Frameworks and Analytical Methodology

2.1. Types of Discourse

According to the SDI theory (Bronckart, 2003, 2005; Miranda, 2008; *apud* Jorge, 2014), the definition of the types of discourse is based on the theoretical background proposed by Benveniste, Simonin-Grumbach,

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[2] The title of the crisis was named after the spicy shrimp soup, a locally and internationally well-known traditional dish of Thailand.

Weinrich and Genette, all of whom explain that in human language both universal enunciative categories and psychological operations can be identified. The two elements therefore configure various linguistic elements, or types of discourse, specifically designed for *four discursive worlds*. The *four discursive worlds* are naturally constructed in the cognitive process of human beings (psychological archetype) and are available at any time to undergo concrete transformation in particular linguistic elements (linguistic types) (Bronckart, 2003: 156).

The definition of the abovementioned types of discourse and the discursive worlds implies the interdependence between the two, resulting in the construction of four types of discourse under the four discursive worlds. According to the SDI theory, each type of discourse exists during text production when the thematic content of the text is associated with the situation in which the text is produced (Miranda, 2008: 85). The diagram below, adapted and translated to English from Bronckart (2003: 157), illustrates the types of discourse as classified by their discursive worlds as well as the actorial relations with which they are involved.

TABLE 1: types of discourse

		General Relations to the Discursive World	
		Conjunction EXPOSE	Disjunction NARRATE
General Relations to the text producer	Implication	Interactive Discourse	Interaction in Narrative
	Autonomy	Theoretical Discourse	Narration

Each of the *four types of discourse* is classified by its own linguistic elements. For instance, the interactive discourse exists because of the presence of the non-declarative sentences like interrogation or imperative, as well as the frequent use of the first-person pronoun, whether singular or plural, which refers to the speaker in interaction. Narration, on the other hand, is formed by the past tense or the past perfect tense, and the first-person pronoun is absent (Bronckart, 2003: 168-169; 178-179). Besides, each type of discourse is attached to and configured by the textual genre, which according to the SDI theory (Bronckart, 2003: 138; 2005: 62), albeit in unstable and intangible form, indexes either textual or socio-historical forms for human interaction.

Consequently, talking about types of discourse in terms of SDI is inevitably associated with the textual genre that configures them.

Relationship and interdependence between types of discourse and textual genres is useful not only for the study on text grammar but also for the study on language and identity. For instance, the presence of deictic pronouns in different types of discourse emphasizes the importance of actors in text production, whether they are real or fictitious. The actorial manifestation in text is not only crucial for completing the text production process but it is also important for the analysis of identity construction as it explicitly indicates who is performing action in text or in interaction.

As adapted from Bronckart (2003: 168-179), different types of discourse vary in terms of different pronoun deixis as follows:

Interactive Discourse: Frequent use of the first and second person pronouns, either singular or plural, as well as proper nouns that refer to the interactants in real communicative situations.

Theoretical Discourse: Frequent use of pronouns in the plural form or the indefinite pronoun, such as *we*, *one*, *they* or *people*, for generic reference.

Interaction in Narrative: Frequent use of the first and second person pronouns as well as of proper nouns that refer exclusively to the protagonists within the text itself.

Narration: Absence of first and second person pronouns that refer to the producer and to the addressee of the text in real situations.

Since this article focuses mainly on language and identity construction in a multimodal type of text like advertising discourse, the system of deictic pronouns configured by the types of discourse under the SDI theory will be exclusively treated here for the analytical model.

2.2 Actantial Model

The use of (the) deictic pronoun(s) proposed by SDI theory in 2.1, indicates that human identity can be directly and explicitly manifested by verbal language in a text. However, as human language is complex and cannot always be expressed in a direct way, the verbal form of language use can also index identity more subtly and implicitly. One of the several ways in

which human identity can be indirectly manifested through verbal language in text is through the use of the actantial model proposed by Greimas.

Inspired by linguistic structuralism, proposed by Lévi-Strauss, and by the narrative action schemas of Propp and Souriau, the actantial model is originally included in the semiotic project of Greimas (cf. also Nöth, 1995: 315; Alua, 1996: 242). The major concept of the model comes from the fact that linguistic elements, particularly syntactic-semantic components, can be semiotized to reveal the thematic content implied in the text itself. According to Greimas & Courtés (1982: 5, 207, 275, 277, 331-332), the syntactic and semantic structures, although clearly visible in a text, actually reside at a deeper level, because they are considered fundamental, whereas the syntactic and semantic structures of the narrative, albeit implicit in its content, are superficial in communication. In other words, the actantial model attempts to show us that the textual organization consists of two levels and meanings. The first level is the syntactic and semantic organization as physically seen from sentences in a text. Such organization contributes to the grammatical meaning of a text. The second level is the syntactic and semantic organization of a narrative structure that contributes to the content meaning of a text. The actantial model is mainly responsible for interpreting and generalizing the grammatical meaning to the content by transforming the grammatical relation between the textual participants and the verbal action of a sentence – or grammatical roles (Vestergaard & Schroder, 1985) -, to the narrative relation in which actants and their specific roles are involved.

Since the purpose of this paper/article is to apply Greimas' actantial model for the analysis of advertising discourse, it will focus on the use of the model adapted by Vestergaard & Schroder (1985: 27-32) to examine both the grammatical relations and the narrative roles of the participants in the text. In doing so, we need to further discuss both the grammatical relations, especially the thematic roles of a sentence, and the narrative roles proposed by the actantial model. Understanding the grammatical relations and the narrative roles in this regard will contribute not only to the implicit construction of identity through verbal language but also to how language itself works in a more complex system.

In terms of the grammatical relations, Vestergaard & Schroder (1985) show that there is a parallel between the thematic roles and the narrative

ones acquired by each participant in a text. According to the authors (Vestergaard & Schroder, 1985), the thematic roles can make a sentence grammatically meaningful and correct via the relation between verbs and nouns. For example, the sentence, "John gave Mary a beautiful bag", has three participants whose grammatical roles are differently acquired through the main verb, *to give*, in the simple past tense. The first participant, John, is the *agent* who initiates an action in the sentence (Vestergaard & Schroder, 1985; Saeed, 2005); the second, Mary, is the *goal* (Saeed, 2005: 150) being the entity the verbal action is directed to; the third participant, a beautiful bag, is the *objective* (Vestergaard & Schroder, 1985) or *patient* (Saeed, 2005) as it undergoes the verbal action directly. Such relations of the verb and the nominal expressions exemplified here are therefore sufficient to verify grammaticality of the whole sentence; that is, the sentential meaning is proved and confirmed as grammatically correct via appropriate organization and realization of syntactic and semantic structures of the sentence.

To understand the narrative roles and meaning of the sentence above, the actantial model requires one more step to interpret the grammatical meaning derived from the physically visible syntactic and semantic structures. Greimas (1966) attempts to collapse various thematic roles in a sentence and generalize them into six types of actantial roles in narrative. The first actant is *subject,* whose major role is to launch a fight for something or someone. That something or someone has the actantial role as *object*. In fighting to obtain *object*, the *subject* frequently faces *opponent*, but he can conquer it by himself or by assistance of *helper*. If the *subject* wins the *opponent*, he will finally get the desired *object*, becoming the *receiver*. Sometimes, the *object* is granted by someone else, whose actantial role is *giver*.

The relation between thematic roles and Greimas' narrative roles, as explained above, implies interesting observations on language and identity, which is the major topic of this article. The fact that the thematic roles are mainly concerned with the roles of participants at a sentential level, while the narrative roles focus principally on the content level of the text, emphasizes that language is composed of both tangible and subtle mechanisms, thus making it a complex device for human communication. Such complexity of language, at the same time, reflects various ways in which people act and interact with each other, either directly or indirectly. For instance, the

sentence, "I need some water." may, at a grammatical level, be nothing more than an affirmative with the pronoun – I -, as *agent*, and the direct object – water -, as *patient*. These thematic roles, nevertheless, may be subtle in meaning and content once the actantial model interprets them respectively as *subject* and *object* because they connote how the participants, or the narrative actants, view themselves or are treated by others, and finally outshine their identity via the narrative roles. This phenomenon is usually used and found in advertisements, where language play is currently common and frequent in order to substitute a direct and hard sell.

2.3 Symbolic Processes

Since texts contain not only verbal forms of language but also non-verbal ones, particularly pictorial presentation, analyzing one without the other may seem insufficient if one wants to really understand the meaning that the texts convey. Many theorists have long been proposing ways of interpreting meaning from images. To name but a few, Peirce (1960) talked about how images make meaning in the iconic, indexical or symbolic forms whereas Barthes (1964) presented an idea of how images make meaning via their relationship with the verbal form: relay and anchorage.

Following the conceptual idea of reading images proposed by Peirce and Barthes, among others, Kress & van Leeuwen (2010) introduced, based on their theory on social semiotics, the grammar of visual design. By stating that not only verbal forms of language but also the non-verbal ones, like pictures, have their own set of rules or grammar to produce meaning, the authors claim that the visual grammar they proposed is sufficiently general to encompass any type of image and painting. It also may describe, either implicitly or explicitly, the cultural knowledge of a society, especially the western one (Kress & van Leeuwen, 2010).

The grammar of visual design by Kress & van Leeuwen explains that images can be interpreted in various aspects. Visual meaning can arise due to different narrative representations, in which visual participants do some action with others (Kress & van Leeuwen, 2010: 45-78). Otherwise, pictures may convey meaning through conceptual representations of the participants themselves (Kress & van Leeuwen, 2010: 79-113). How we view visual participants in different angles, representation and interaction, can also imply

the meaning that the image wants to present to us (Kress & van Leeuwen, 2010: 114-153). Finally, how participants in the picture are positioned and how bright or clear its colors are make its meaning uniquely different from other images (Kress & van Leeuwen, 2010: 154-214).

For this article, we have selected one aspect of interpreting visual meaning: symbolic processes, to serve as our analytical model. It does not mean that this type of pictorial interpretation is the best or the most preferable. Instead, as stated by the authors, the symbolic processes, related to conceptual representations, directly and mainly concern who or what visual participants are or what they stand for (Kress & van Leeuwen, 2010: 105). This idea is very important for the analysis of identity construction in (non-)verbal languages.

According to Kress & van Leeuwen (2010: 105-106), a symbolic process can be classified into two types: the symbolic attributive and the symbolic suggestive. The first concerns how represented participants construct meaning from other factors surrounding them, whereas the second is about how they present their meaning through how they are and what they have in themselves. In other words, symbolic attributive creates meaning or identity of visual participants from the surrounding environment, while symbolic suggestive presents it through the qualities that the participants possess.

The analysis of written text, in terms of the use of deictic pronouns and the actantial model, will be discussed respectively in 3.1 and 3.2 whereas the pictorial analysis via the symbolic attributive and suggestive processes will be be exemplified in 3.3.

3. Data Analysis

The data to be analyzed here belongs to the *corpus* collected from various branches of Thai commercial banks in Bangkok in June 2014. Included in the *corpus* are bank pamphlets from Bangkok Bank, Government Savings Bank, Kasikorn Bank and Siam Commercial Bank. The first one is a public commercial bank whereas the rest are private. All are among the most well-known commercial banks in Thailand.

The *corpora* vary according to the thematic issues each of them refers to, namely savings programs, business and personal loans, mutual funds, health and accident insurances, credit and debit cards, internet banking and

savings lottery. The pamphlets also differ in terms of their physical format as some are in the booklet form while others are flyers of up to three folds.

Of all the bank pamphlets collected in June 2014, seven of them belong to the Kasikorn Bank, eight to the Bangkok Bank, eight to the Government Savings Bank and twelve to the Siam Commercial Bank. We are aware that, in order to successfully explore this topic, the *corpus* needs to be extended and the analysis needs to cover as much data as possible. Nevertheless, since the goal of the article is to present the analytical model to explore the identity construction through language, our decision is to select only one *corpora* for thorough and detailed analysis here. The data selected for analysis in this article is the pamphlet *SCB SME*, of the Siam Commercial Bank, as shown in the appendix.

A one-fold flyer of 4 pages, the *SCB SME* is structured into 3 sections: the front, the back and the body text. The first two parts are on the same side of the pamphlet, whereas the body text, which contains detailed information about the product advertised, is on the other side opposite the front and the back. By folding the pamphlet, the front is separated from the back, and, at the same time, the body text is automatically divided into two parts. Such does not only make the document a proper pamphlet, but it also highlights the textual connection and the coherence of all the sections presented. For example, folding the pamphlet can separate two parts of the body text, the first of which presents the customers' testimonials on the left side, while the second focuses on the information to apply for the loan advertised on the right one. Although the two parts are separated by folding, the process of presenting idea and information remains coherent and continuous because the first part of the body text serves as an introduction and the second part as a piece of detailed and important information the reader needs to pay attention to. As a result, to make a pamphlet which is readable and that can capture the attention of its target group, advertisers have to be concerned with the design, particularly how to use folding to separate and connect the information presented there.

We will now move on to the data analysis which explores the identity construction through (non-)verbal languages. The first analysis talks about identity construction through verbal language according to the types of discourse proposed by the SDI. The second studies the identity construction

of verbal language interpreted from the content of the body text in the pamphlet, with the help of Greimas' actantial model. The last analysis, referring to the Grammar of Visual Design, will study the identity construction via pictorial presentation. The three-part analysis covers different sections of the pamphlet itself. The first analysis focuses on both the front and the body text inside the pamphlet. The second will principally deal with the body text inside the pamphlet. The last analysis will be employed for the images in the front and the body text.

3.1 SDI's Types of Discourse and Identity Construction: Analysis of SCB SME Pamphlet

As mentioned in 2.1, the types of discourse outshine not only the textual genre but also who the speaker and the addressee are when in interaction.

In terms of the textual genre, the type of discourse primarily found in the pamphlet, *SCB SME*, is the interactive one. This is confirmed by the use of the Thai second-person possessive adjective *คุณ* (*your*, in Thai), in the headline *สินเชื่อธุรกิจเลือกได้ตามใจคุณ* (*Business Loan of your Choice*)[3], on the front part of the pamphlet. This phenomenon corresponds to the theoretical perspective proposed by Vestergaard & Schroder (1985: 49-50), Cook (1994: 24), Lynne & Fitzgerald (2006: 103) and Miranda (2010: 140) that advertising discourse is a kind of virtualized conversation between the advertiser and the prospective customer. Additionally, throughout the pamphlet, especially in the body text, the use of theoretical discourse is frequent. For example, one can note the syntactic density of noun phrases, such as *วงเงินสูงสุด 5 เท่า ของมูลค่าประเมินหลักประกัน สูงสุด 10 ล้านบาท* (*Maximum financial limit of 5 times for collateral assessment value of up to 10 million Baht*), *อัตราดอกเบี้ยคงที่ 3 ปี* (*Fixed interest rate for 3 years*), or *ระยะเวลาผ่อนชำระนานสูงสุด 30 ปี* (*Installment period of up to 30 years*). The first and second person pronouns that refer to the speaker and the addressee in interaction are also absent in the text. However, the text produced in this pamphlet is still interactive. This is because, according to Miranda (2010: 141), advertisements often make use of and integrate other types of secondary discourse types into the primary type, which is the interactive

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[3] Translation from Thai to English is available and indicated in the attached image of the pamphlet in Appendix.

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discourse, resulting in a fusion between the two. In the case of the SCB SME pamphlet, there is a fusion between the interactive and the theoretical types of discourse because the function of the advertisements is to initiate a close interaction between the advertiser and the customer, and, at the same time, providing readers with useful facts and information.

The construction of identity via the use of deictic pronouns found in the SCB SME pamphlet can be analyzed in terms of the primary and the secondary types of discourse. Regarding the primary type of discourse, the interactive one, the pronoun, คุณ (*you*), found on the front part of the pamphlet, is used to refer to the reader or to the customer who is reading. Not only does this pronoun indicate the major textual genre of the pamphlet, but it also constructs the identity of the person the pronoun is addressing. This second-person pronoun explicitly refers to the reader or the customer, the addressee outside the text in interaction (Bronckart, 2003). Doing so emphasizes the identity of the addressee, or, in other words, makes it salient.

The analysis above shows that the use of pronoun deixis in the primary types of discourse not only creates proper textual genre but also constructs the identity of the participant represented in the text. Since texts exist with various types of discourse fused or combined together, with the primary type of discourse as the main linguistic unit that controls the others, it is normal to find some types of discourse which can be considered secondary. Such phenomenon can also occur to the bank pamphlet under study here, whose secondary type of discourse is the theoretical type. According to Bronckart (2003: 172), unlike the interactive type of discourse, the theoretical one has no pronoun referring directly to either the speaker or the addressee outside the text. Indicating the identity construction from the use of pronoun deixis under the theoretical type of discourse is therefore a bit complicated. Nevertheless, since such type of discourse is secondary, while the interactive one is primary, the problem for analysis is solved.

Throughout the body text of the pamphlet under study, the theoretical discourse is most used. Superficially, it seems that the text does not address anyone directly. However, because the pamphlet uses the theoretical discourse as a secondary type and the interactive as the primary, the text still interacts with readers because, by formally providing them with useful information, the text initiates a conversation with the readers at the same time. In the

SCB SME pamphlet, the body text also constructs the identity of the product and the customer through the use of the theoretical type of discourse. For instance, the identity of the product is constructed by the use of three proper nouns: *สินเชื่อ 5 เท่า* (*5-Times Loan*), *สินเชื่อ 3 เท่า อัตราดอกเบี้ยคงที่ 3 ปี* (*3-Times Loan with Stable Interest Rate for 3 Years*) and *สินเชื่อ 30 ปี วงเงิน 1.5 เท่า* (*30-Year Loan with Financial Installment of 1.5 Times*). The proper nouns function as titles of three sub-types under the main product: SCB SME, and simultaneously refer to it. Also, the identity of the customer is constructed by the use of the words, *ผู้ขอสินเชื่อ* (*Loan Applicants*), *บุคคลธรรมดา* (*Ordinary People*) and *นิติบุคคล* (*Legal Entity*), which refer to them. The use of the proper nouns to classify the sub-types of the product and the use of nouns that specify different customers as already exemplified are frequent in the interactive discourse and refer to the addressee outside the text (Bronckart, 2003: 169). As a result, with the help of the linguistic elements of the interactive type of discourse, which is the primary type fused with the secondary theoretical discourse in the advertising text of the pamphlet, the identity construction of textual participants is analyzable. Such identity construction may be more indirect and implicit than the use of pronoun deixis in the interactive discourse. Yet, it can be exposed and uncovered.

3.2 Actantial Model and Identity Construction: Analysis from SCB SME Pamphlet

According to Vestergaard & Schroder (1985), advertisements are normally concerned with three participants in the text: the advertiser, the product and the prospective buyer. The analysis of this section will look at language and identity construction in the three participants from the *SCB SME* pamphlet, employing Greimas' actantial model adapted by Vestergaard & Schroder (1985) as the analytical tool.

On the front part of the *SCB SME* pamphlet, the headline *สินเชื่อธุรกิจ เลือกได้ตามใจคุณ* (*Business Loan of your Choice*) indirectly projects the identity of both the product advertised and the prospective buyer. The actantial model can be used to analyze the identity construction of the two participants implicated here. In terms of grammatical relations, especially the thematic roles as explained in 2.2, the term *Business Loan* can be assigned the *objective* role, whereas the word *your* can have the *dative*

one (Vestergaard & Schroder, 1985: 30). It is because the former undergoes an action of possessing or having, as indicated by the preposition *of* that follows it in the headline, and the latter performs the action of benefiting the former. Such are the grammatical relations organized superficially by the syntax and semantics of the headline.

With regards to the actantial model, however, the term *Business Loan*, which refers to the product advertised, and the word *your*, which stands for its prospective buyer, have the actantial roles of *object* and *subject/receiver,* respectively. This phenomenon can be explained by the fact that, according to the narrative structure as shown in 2.2, there is an implicit relation between the *subject* and the *object* because the former wants to achieve the latter, and, sometimes, upon achieving it, the *subject* is entitled to claim the similar *object* as his own, too. In other words, the analysis here shows that, in a narrative, some actants in the actantial role can possess more than one role, whereas in a sentence only one thematic or grammatical role has to be assigned for each actant. The relation of the words *Business Loan* and *your* therefore points to this phenomenon.

In the body text of the *SCB SME* pamphlet, the actantial roles of the product and the prospective buyer are a bit more complicated. On the left side of the pamphlet, the actantial roles of the product and the prospective buyer change to some extent. Three headlines that appear side by side with three images: *ให้ง่าย แค่ที่ดินเปล่าก็ค้ำได้, ให้เยอะ ให้สูงสุดถึง 50 ล้านบาท*, and *ให้ผ่อนยาว ผ่อนนานสบายๆ 30 ปี*, mean the following in English: "*The loan is easily obtainable. You can use a plot of land to secure it.*"; "*The loan gives you a lot of money. It is worth as much as 50 million Baht.*"; and "*The loan allows you to pay back for a long period of time. You can choose to pay money back for as long as 30 years.*" If the actantial roles are assigned to the noun *loan* and the second-person pronoun, *you*, which appears on all three headlines, the roles should still be *object/helper* for the loan and *subject* for the 'you'. This is because, according to Vestergaard & Schroder (1985), advertisements often symbolize the quality of *object* as the assistant to *subject,* thus making it *helper* for the *subject*. From the three headlines, it is interpretable that the loan, which comes concretely in a sum of money to be borrowed by the customer under flexible conditions, will assist them to successfully mobilize business. In this regard, the binary quality of actantial

roles of *object/helper* of the bank's product corresponds to the explanation already made by Vestergaard & Schroder (1985).

The relation of the product and the customer under the actantial roles is also projected and emphasized in the body text on the right side of the *SCB SME* pamphlet. The section talks about qualifications to apply for the loan of general people and legal entities. To successfully do so, both the general people and the legal entities are required to prepare various documents to classify themselves as one of the two types of loan applicants. If the actantial roles are applied here, it is expected that the two types of loan applicants are *subject,* who must prepare themselves very well for the quest for the loan. Meanwhile the documents they have act as *helper,* which gives them assistance to achieve the loan borrowing process. In this context, the loan itself has a different actantial role from the one that appears in the preceding paragraph: in this case, its role is *object*, or what the *subject* is striving for.

We have so far talked about the actantial roles in relation to the construction of identity between the product advertised and the prospective buyer or the customer. There is one more role of an actant that needs to be mentioned here: the advertiser or the Siam Commercial Bank, which ordered the pamphlet to be published. In the *SCB SME* pamphlet, the identity of the bank is not mentioned as much as the ones of the product and the customer. However, in the body text, especially on the right side of the pamphlet, the sentence *เงื่อนไขการพิจารณาสินเชื่อเป็นไปตามหลักเกณฑ์ที่ธนาคารกำหนด และ ธนาคารขอสงวนสิทธิ์ในการเปลี่ยนแปลงเงื่อนไขของโครงการ โดยมิต้องแจ้งให้ ทราบล่วงหน้า,* which means that *conditions for consideration of giving the loan are subject to the bank's requirements and the bank reserves the rights to change the conditions without any prior notice*, obviously projects the identity and the actantial role of the bank. This sentence, found in the lowest part of the right side of the body text, functions as additional information to the advertisement. Should the actantial model be employed to analyze the role of the bank here, the actant would be assigned the role of *giver,* because it is responsible for providing money to the customer, and, more importantly, for formulating rules and conditions about lending the money. In other words, if we take the content of the sentence into consideration under the actantial roles, we will see that the bank, the product and the

customer are involved in *giver-object-subject* relationship, thus making the narrative cycle complete.

From the analysis of the actantial roles of the product, the customer and the advertiser above, it is expected that the roles of the three participants in advertisements vary according to the action they performed. Such action is not expressed syntactically and semantically in sentences, but indirectly implicated in narrative. This fact has already been stated in 2.2. It also corresponds to the claim made by Vestergaard & Schroder (1985) that the relation of thematic roles and actantial roles concerns the act of participants in text, but at a different level, because, while the thematic roles focus on the sentential relation of nouns and verbs, the actantial roles interpret their content relation through the narrative form.

With regards to construction of identity via the actantial model, according to the analysis of the *SCB SME* pamphlet, it is also expectable that the *subject/receiver* roles should belong to customers, since they are required to act as if they were a knight on an important quest. The roles of *object/helper* can be assigned to the product because, on the one hand, it is what customers want, and, on the other hand, its quality helps the customers achieve something important. Finally, the role of *giver* can be assigned to the bank as it is responsible for providing *object to subject*, thus making *subject* become *receiver* at last. Such narrative structure of this advertisement may look like a fairy tale. Nevertheless, it is a fairy tale that actually implies the advertising ideology, particularly banking and financial advertisements, in which customers, narratively semioticized as *subject*, ask for money from a bank, and the bank, narratively semioticized as *giver*, gives what the customers need.

3.3 Image and Identity Construction: Analysis from *SCB SME* Pamphlet

Not only does the *SCB SME* pamphlet have a verbal language form worth analyzing, but it also contains an interesting visual presentation relevant for the study of identity construction. On the front part and in the body text, four pictures are under analysis here.

All four have three represented participants, one who appears in both the front part and the body text of the pamphlet: a young man standing in front of an industrial site. The second and the third, which appear only in the body text, are of a woman and a man respectively. The woman is in a jewelry shop while the man is in a warehouse.

Should the symbolic processes be allowed for the analysis of identity construction here, all the represented participants in the pamphlet can be studied in terms of the symbolic attributive rather than the suggestive one. From the four pictures on the front part and in the body text of the pamphlet, the reader will realize that the represented participants are business owners. Such professional quality is therefore their identity as well.

According to Kress & van Leeuwen (2010), represented participants of the symbolic attributive are seen on the foreground of a picture, or apparently pointed out by other pictorial participants; otherwise, they are located out of place in the picture. Such characteristics highlight the meaning or quality of other participants in a picture, thus specifically associating them with symbolic values. The case of the three participants in the *SCB SME* pamphlet suggests the theoretical explanation already made by the authors. All the male and female business owners are clearly seen and highlighted in the pictures. They are all foregrounded and placed in front of their business premises, which are in the background. For instance, in the body text of the pamphlet, the woman is posing in front of a showcase of gold necklaces whereas the man is seen standing inside the warehouse. This fact has correspondence with the definition of the symbolic attributive proposed by Kress and van Leeuwen, who state that the represented participants obtain their meaning from objects surrounding them. As a result, the case of the male and female presenters in the *SCB SME* pamphlet, whose identity is visually constructed by the symbolic attributive process, emphasizes that, according to the symbolic attributive process, without the background or the surroundings where the represented participants are found, their visual meaning may be incomprehensible and their identity unclear.

The symbolic suggestive process in the pictures of the *SCB SME* pamphlet, even though not as salient as the symbolic attributive one, also plays an implicit role in highlighting identity of the represented participants. The fact that all the visual participants are located inside or in front of their business places implies or suggests that their identity cannot be only male or female but also business owners. Once the visual meaning of the symbolic attributive is already interpreted to the participants, it is likely that they possess value within themselves at the same time. In other words, we understand that the woman in the picture is a jewelry shop owner because she is standing in

front of a showcase of gold necklaces. So, thanks to the context, the visual participant acquires such identity as if it came from within herself.

The visual phenomenon mentioned above, although more fuzzy and complicated, indicates two important facts. The first suggests the theoretical explanation proposed by Kress & van Leeuwen (2010) that the meaning or identity of the represented participants under the symbolic suggestive comes from within themselves. The second fact implies that, although the symbolic suggestive focuses on the inner quality of the participants, there may be some cases where the participants acquire such quality from the outside before outshining it as their own. If so, this suggests that there may be interdependence or interrelation between the symbolic attribute and the symbolic suggestive, although more research on such phenomenon is required.

4. Discussion

In the previous section, we looked at how identity of the advertiser, the product and the customers is projected multimodally by (non-)verbal features in an advertisement of the Thai bank pamphlet. The analytical model used in this article contributes to some observations regarding both the theoretical framework and the results from the analysis in terms of the key topic of the article, which are worth mentioning here.

The theoretical framework used to analyze the data indicates that identity can be viewed as a concrete object that already exists in human beings. Identity is, as a matter of fact, a psychological and unconscious product in all of us. However, it is not difficult to project it as we often use language to express who we are. As a result, language can function as a tool not only for achieving successful interaction but also for reflecting the true color of interactants.

Since, as stated above, identity is part of all of us, language can be used to specifically locate it. As an advertiser, the bank has to be careful choosing language and must use it to accommodate or satisfy the need of its prospective buyer. For instance, this case can be found in a selection of written and pictorial elements for the interactive discourse, which is frequent in advertising as the advertiser would like to create a virtual talk directly with the reader. Doing so will also imply who the text producer and reader are.

Consequently, in terms of theoretical framework employed here, we can conclude that, to analyze identity construction via language use, the view is

two folds. On the one hand, identity can be traced and indexed by language. This is similar to the idea of sociolinguistics' indexicality framework, the concept which explores how specific types of linguistic choice can indicate who we are (Dyer, 2007: 102). On the other hand, identity is used to trace language itself. This is the same as the descendent framework of textual analysis proposed by the SDI where text produced and interactants' identity projected under a specific social context are used and hypothesized to trace particular kinds of linguistic choice (Bronckart, 2005: 61).

Regarding the observation of the results of the aforementioned analysis, one can conclude that identity is projectable by various ways of linguistic representation. Since the data specifically includes advertisements on a bank pamphlet, it is clear that identity of the textual participants is traceable multimodally, both in verbal and non-verbal language forms. No matter what (non-)verbal features of language are, nonetheless, identity is not always manifested explicitly and directly. The types of discourse and the actantial model, for example, prove that, even though both belong to the verbal language form, the identity of textual participants outshines differently. While the deictic pronouns from the types of discourse index the participants' identity directly and explicitly, the actantial model projects the identity in a subtler way by fictionalizing the content of advertising text into a narrative. Also, the symbolic processes used to analyze images in the pamphlet prove that visual elements are not there to promote meaning of the verbal form of language, but have a grammar of their own. Such kind of grammar, according to Kress & van Leeuwen (2010: 8), is not arbitrary, but is motivated by and tends to produce social meaning. The identity of the represented participants visually showed in the *SCB SME* pamphlet above can emphasize this fact.

Conclusion
To sum up, both the theoretical framework and the analysis indicate that identity is there in the text. It can be traced through language, and, at the same time, it can be employed to pinpoint the particular linguistic forms used in the text. Moreover, since many texts are nowadays multimodal, identity is flexible and analyzable not only verbally but also visually. The results of the analysis here may encourage more research on the topic, not only in the area of linguistics but in the study of sociology as well.
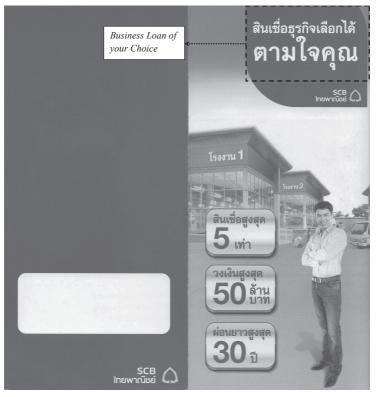
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Appendix

The pamphlet, *SCB SME*, of Siam Commercial Bank, Thailand

The Back of the Pamphlet

The Front of the Pamphlet

The loan is easily obtainable. You can use a plot of land to secure it.

5-Times Loan

Maximum financial limit of 5 times for collateral assessment value of up to 10 million Baht

The loan gives you a lot of money. It is worth as much as 50 million Baht.

3-Times Loan with Stable Interest Rate for 3 Years

Fixed interest rate for 3 years

The loan allows you to pay back for a long period of time. You can choose to pay money back for as long as 30 years.

30-Year Loan with Financial Installment of 1.5 Times

Installment period of up to 30 years

The Body Text of the Pamphlet (Part 1: the Left-Hand Side)

คุณสมบัติผู้ขอสินเชื่อ* · · · · · · · · · · · · · · · · · ► | *Loan Applicants* |

- เป็นผู้ประกอบการ SME บุคคลธรรมดาหรือนิติบุคคล ที่ประกอบธุรกิจ และมียอดขายตั้งแต่ 10 - 500 ล้านบาท ต่อปี
- ต้องดำเนินธุรกิจ และมีรายได้จากธุรกิจที่นำมาขอสินเชื่อไม่ต่ำกว่า 3 ปี

เอกสารเบื้องต้นเพื่อประกอบการขอสินเชื่อ

กรณีบุคคลธรรมดา · ► | *Ordinary People* |

1. สำเนาทะเบียนการค้า หรือเอกสารทางการค้าอื่นๆ
2. สำเนาบัตรประชาชน และสำเนาทะเบียนบ้าน ของผู้กู้ คู่สมรสผู้กู้ ผู้ค้ำประกัน และคู่สมรสผู้ค้ำประกัน
3. เอกสารสรุปรายการเดินบัญชี (Bank Statement) ของธนาคารหลัก ที่ใช้บริการ ย้อนหลังอย่างน้อย 6 เดือน
4. เอกสารแสดงรายได้กิจการเช่น งบการเงินภายใน หรือเอกสารทางการค้า ที่สามารถตรวจสอบได้อย่างน้อย 6 เดือน
5. หนังสือยินยอมให้ธนาคารตรวจสอบข้อมูลเครดิตบูโร
6. สำเนาเอกสารสิทธิหลักประกัน

กรณีนิติบุคคล · ► | *Legal Entity* |

1. หนังสือรับรองบริษัท ซึ่งออกโดย กรมพัฒนาธุรกิจการค้า กระทรวงพาณิชย์ และบัญชีรายชื่อผู้ถือหุ้น (ฉบับล่าสุด)
2. สำเนาหนังสือบริคณห์สนธิ
3. สำเนาบัตรประชาชน และสำเนาทะเบียนบ้านของผู้ถือหุ้น / กรรมการผู้มี อำนาจลงนาม / ผู้ค้ำประกัน / ผู้รับมอบอำนาจ (ถ้ามี)
4. งบการเงินที่ผ่านการตรวจสอบโดยผู้สอบบัญชีรับอนุญาต ย้อนหลัง 3 ปี
5. เอกสารสรุปรายการเดินบัญชี (Bank Statement) ของธนาคารหลัก ที่ใช้บริการย้อนหลังอย่างน้อย 6 เดือน
6. หนังสือยินยอมให้ธนาคารตรวจสอบข้อมูลเครดิตบูโร
7. สำเนาเอกสารสิทธิหลักประกัน

| *Conditions for consideration of giving the loan are subject to the bank's requirements and the bank reserves the rights to change the conditions without any prior notice.* |

เงื่อนไขในการพิจารณาอนุมัติสินเชื่อเป็นไปตามหลักเกณฑ์ที่ธนาคารกำหนด และธนาคาร ขอสงวนสิทธิ์ในการเปลี่ยนแปลงเงื่อนไขของโครงการ โดยมิต้องแจ้งให้ทราบล่วงหน้า

สนับสนุนการค้ำประกันโดย บสย.

The Body Text of the Pamphlet (Part 2: the Right-Hand Side)