

A Critical Discourse Analysis Study Of Selected English Medical Posters

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Abstract:

Since time immemorial most world countries suffered from divers diseases that affected people's life which lead ,to death . But with the passage of time and the growth of science and technology, there has become an imperative need to awareness people about diseases, their spread and ways to prevent diseases. One of the most important medical awareness tools that have emanated lately are medical posters, which depend on convey medical information to different segments of society in simple and understandable way, by blending between written words, phrases ,images or illustrations to be more attractive and more convincing. Many tools are used in medical posters give increase to some controversy over their ideologies, which used to convey the purpose of medical posters, this study aims to critically investigate of how posters are used to reveal thoughts and strategies of the designer in order to convey meaning and convincingness people. which try to answers to the subsequent research questions: What are the major elements employed in English medical posters ? What are the ideologies carry in English medical posters? And how are medical tips portray as an images in English medical posters in general? This paper hypothesis that medical posters depend on Extra -linguistic tools in to send their messages and persuades people with medical tips over and above linguistic elements . the selecting data depend on three samples of English medical posters choosing from :*Freepik ,World Health Organization and ISWAN* .The posters analyzed in consideration of an selected model Van Dijk (2000) and Kress and Van Leuween (2006). The results of analysis show that designers of medical posters constructed the intended messages by employ both linguistic and Extra -linguistic elements, but they tend to depend more on Extra -linguistic elements. The results also demonstrate that people are more convinced via extra-linguistic elements specially on colors, illustrations and gaze, while the speakers tend to formulate their ideologies mainly via

linguistic elements. Also the study shows how the designer of English medical poster portrays medical tips as an images by using appropriate design to guide audience through the information, create something eye catching, but easy to read. Design the center of medical poster to offer something visually interesting important medical tips image , or a schematic of the medical information. These results verify the aims of the study.

Key words: Critical Discourse Analysis, media discourse, medical posters, Ideology , Power.

1.Introduction

Critical discourse analysis (CDA) is a kind of discourse analytical research that initially studies the manner abuse ,social power, dominance, and inequality are, reproduced, enacted and resisted by talk and written text in the social and political context. the most important devices for that studies are linguistic analysis. During the twentieth century communication theorists admitted that speech cannot be studied in seclusion, since media as TV, radio, posters ,and movies have become very influential . Taiwo (2007) says that language not just reverberate reality ,however it moreover originate actuality. Using our own words have the ability that demonstrate our ideology . For the current study CDA used to analysis medical posters, which consider a remarkable device for presenting worth medical information ,especially after the wide spread of many diseases. There are some controversies about employment of linguistic and Extra -linguistic devices and how ideology of the designer employed in medical posters . The problem in this study answer to the subsequent research questions:

1. What are the major elements employed in English medical posters ?
2. What are the major ideologies conveyed in English medical posters ?
- 3- How are medical tips portray as an images in English medical posters in general?

2. Literature Review

2.1. Critical Discourse Analysis

Basically CDA studies social forms of society as: rule , social power people differences , and how these differences deploy ,enacted, and hold by their speech and writing in the social and political context (Van Dijk, 1993, p.67).

Van Dijk (1993) asserts that language use oral interaction , micro-level of the social order cover both discourse, and communication . Furthermore macro-level of analysis includes inequality force and hold between social groups they belong to.

According to Wodak and Meyer (2009) CDA like a paradigm or school is specified by numerals of principles like : the common interests of CDA in de-mystifying power and ideologies through the systematic inquiry of semiotic data (spoken , written, visual).

2.2 . Media Discourse

Van Dijk (1988) says that the impact of media is indubitable because it has inspired many critical studies in many disciplines as : discourse studies, linguistics, pragmatics and semiotics (Van Dijk, 1993).

Van Dijk (1988) In the construing of news media, reconnoiters the idea of media news in every day uses and gives the ideas like ;

- 1- Fresh information about persons, events or things ;
- 2- Programs of TV or radio is a kind in which news items are introduced
- 3- A news material or news report like a discourse or text on TV, radio or as written discourse in the newspaper, where rich modern information is offered about latest events (Van Dijk, 1988).

Fowler (1991) says events like a crop configured via cultural forces, and political are not similar or reflection to reality .As well as lexical structure, transitivity in syntax ,modality and speech acts analysis they are also not reflection of reality . In his opinion news must be studied rudimentarily as a kind of general discourse.

2.3 . Medical posters

A poster is a summary promotion of ideas product, or event produced in an audience space for mass consuming .Habitually , posters consist of both textual and graphic elements, for all that a poster may be either fully text or fully graphical. Posters are designed to be both eye-catching and informative . Posters may be used for many purposes. They are a recurrently device of propogandists , advertisers, protestors , and other groups try to deliver a message. They are also used for portraying of artwork, specifically famous works(Guffey, 2014, p.103).

There are a few Tips on Poster Appearance:

1. Averting chaos . limit your poster presentation to a few main ideas.
2. Write simple letter. Don't use more than three different font sizes; the largest for the poster title, second-largest for section titles, and smallest for text.
3. Make the colors real and natural (Kaimal, S., & Thappa, D. ,2010, p. 19).

2.4. Language, Ideology and Power

Van Dijk (1988) argues that ideologies organizing the positions of social group composing of diagrammatically organized general viewpoints about affection social issues like power, dominance, and inequality .Ever since ideologies are the closely worthy factor of any social judgments, and they are controlled presumption overwhelmingly are reliable terms , like opinions about others will often expose the dimensions of ideologies are involved .

Fairclough (2003) suggests that , the ideologies are personal parts of the world they share to posting and maintaining connections of power, predominance and exploitation .They legitimated in ways of interplay. Text analysis is an consequential side of critique as well as ideological analysis. Van Dijk (1988, 1993, 2001) adding the notion and suggests that many ideologies, such like social acknowledgments , may have a basis schematic organization, including of abounded number of invariant divisions , ideologies are not stopped to sets which are involved by force, dominance , or struggle. Furthermore people also have regular ideologies, institutional ideologies (professors and journalists).He asserts that the point of ideological discourse analysis is not to expose implicit ideologies only, but to methodically connect construction of ideologies together with construction of discourse. (Van Dijk, 1988).

Rogers et al., (2005, p. 367), " say that language is a social practice and because not all social practices are created and treated equally, all analyses of language are critical". CDA designed to portray , construing ,and clarify the connection among language, social world ,and social practices. Signals constitute and language offer social connections and challenges them. CDA make intensity in the area of language as social practice. (Rogers et al., 2005) .

Wodak et al (2009, p.10) suggest that strength is about relationship of variations, and specifically the impact of variations in social framework. The fixed singleness of social matter and language confirm that language is interweaving in public force in many manners : language expresses and indexes force , and is participated where there is a connection and a defy to power.

2.5. Macro and Micro Levels of Analysis

CDA can be applicable by both micro level and macro level of analysis .Lyons (1981, p.31) states that micro level focuses on morphology , phonemics and syntax and macro level focuses on the relationship between language and all the meta-language types of communicative behavior. Van Dijk (2006,p.140) says that Mal concerns with more significant and effective cases that can stratify to higher-level context and over the existing event of the text. The Mil level study people , the participants of the text or the conditions, and issues, that are related to the text within the current context.. in general Mal is identified with the communities, ideological bases , and societies that show intellectual propping corroborating to societies and groups. It deals with the relationships of power included these classes. (Van Dijk, 2007,. p 281).

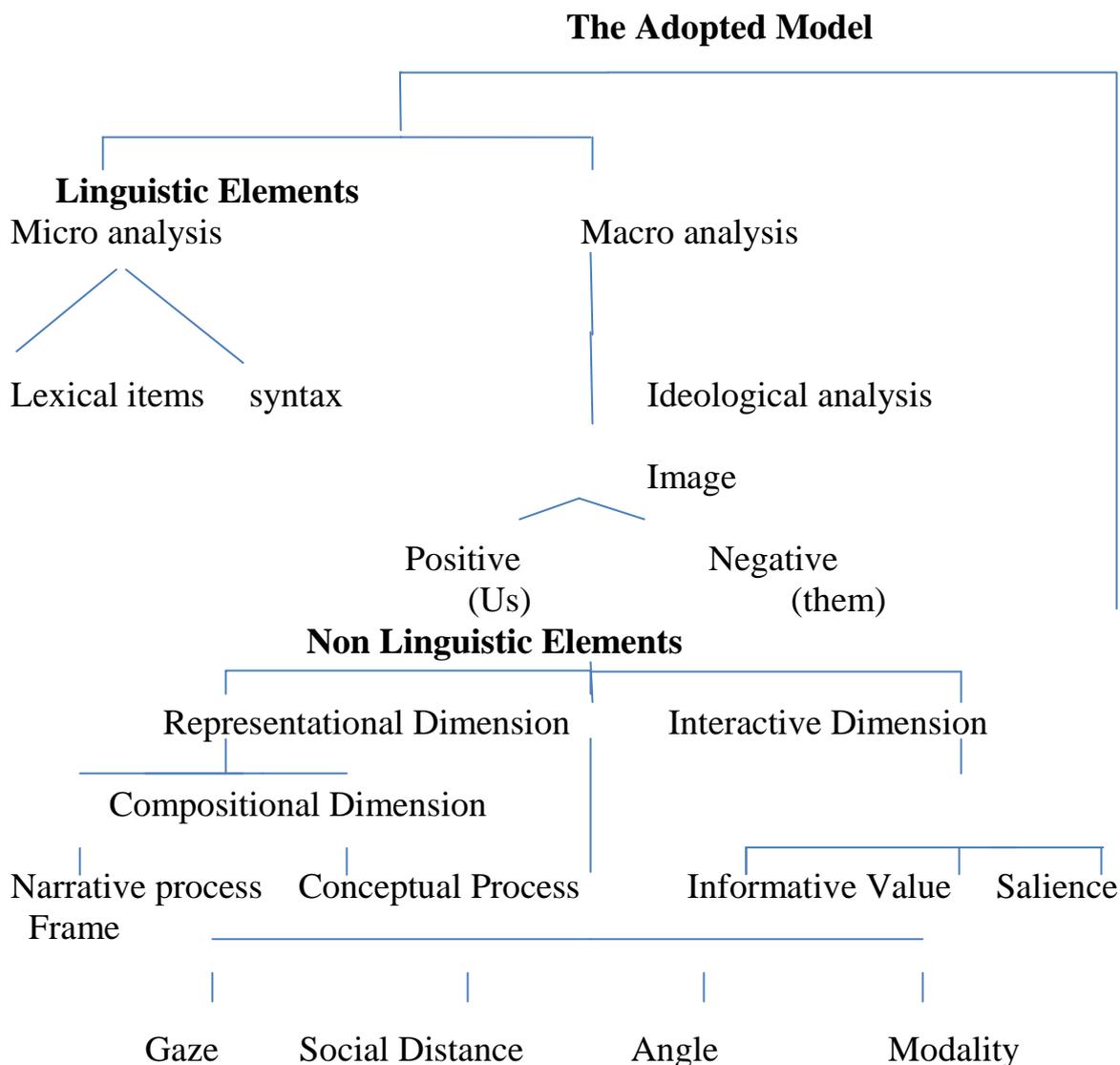
Van Dijk also writes this formulating in scope of traditional macro-level categories, like power of groups, organizations , and institutions. Especially involved for discourse analysis also more local, situated micro-level of social structure, that of interacting. Van Dijk asserts that Mil involves communication , discourse , language use ,and verbal interaction . All these topics belong to the social order. On the other hand the Mal analysis is identified by power , dominance, and disparity between social groups. So this means CDA must up fill the gap between Mil and Mal approaches (Alexander et al., 1987; Huber, 1991; Knorr- Cetina & Cicourel, 1981; van Dijk, 1980 cited in van Dijk, 2015:468).

3. Methodology

3.1 The Adopted Model

The present study adopts an eclectic model based on van Dijk's (2000), as well as Kress and van Leeuwen's (2006) models. Analyzing linguistic elements are quoted from van Dijk , while analyzing image and Extra - linguistic elements (the semiotic level) are depended on Kress and van Leeuwen's (2006) sketch . The data collected from three samples of medical

posters choosing from :Freepik ,World Health Organization and ISWAN . The sketch below shows the main elements of the model adopted in this study.



Sketch (3.1) The Adopted Model

4. Data Analysis

4.1. poster No. 1



Figure (1) poster No. 1

4.1.1 Introductory Note

4.1.1.1 Poster and the planner

This poster , whose title "Poster design for coronavirus theme with the word". The author of this item is Blue ring media ,the first project, Freepik, was founded in 2010 by brothers Alejandro and Pablo Blanes, along with their friend Joaquín Cuenca, founder of Panoramio (acquired by Google). Alejandro felt the urge to create a platform where designers could find free graphic resources. Pablo and Joaquín supported his idea and that's how Freepik Company was created.

(<https://www.pixtastock.com/illustration/64036922>).

4.1.2. Analysis of linguistic elements

4.1.2.1. Lexical Items Analysis

a. Nouns

There are four texts in the poster :

- 1- Coronavirus: what you need to do
- 2- Wash your hands
- 3- Use tissue for cough
- 4- Avoid touching your face

Nouns (Ns) and noun phrases (NPs) are indicated to give obvious information about the virus and ways of avoid infection in general .

Text (1) shows a formal question about coronavirus and ask about ways to prevention from this virus by using noun : coronavirus , in text (2) number of

tips to avoid infection by using noun : hands , in text(3) nouns are used : tissue and cough, while in text (4) the noun : face is used .

b. Verbs

many verbs are used in this poster In text (1) the image using verbs (need and do) , in text (2) using imperative verb (wash) to give a warning or device for people , as well as in text (3) also the designer of poster use imperative verb (use) , while in text (4) there is a negative strategy by using the verb phrase (a void touching) .

c. Syntax

The main syntactic devices are used in this poster is the interrogative device as the designer wants to make viewers think about the ways to avoid infection also the imperative devices are used to promote, give instructions, and warning people bout the seriousness of this virus. Using present tense, and present continuous to refer that the pandemic is happen at the time of speaking and maybe happening now .

4.1.2.2. Macro-Analysis of the Text

a. Ideological Analysis

Ideology plays a role to reveal how we might think about situation such as corona virus pandemic , and shows in questions: what you need to do? people tend to answer the question and know the healthy instruction to avoid infection, asking such question especially after the wide spread of this pandemic and after a huge number of death reveals designer's ideology which considers co- references with the society since this pandemic is a global healthy problem .Using pronoun (you) refer to all viewers for all age. The view point of designer here is negative image by using the verb (avoid), while people are portray in positive image by using imperative verbs

4.1.3. Analysis of Extra linguistic elements

a. Representational Dimension

In this poster there are three participants introducing tips to avoid infection, the first image in the poster shows washing hands by sanitizer, second image shows an image of a participant using a tissue for cough to avoid spread of spray when sneezing or coughing, and the third image shows an image of a woman put her hand on her face with red sign put over the image which means prevention. All three images in the poster represent action process, the actor performs different actions, the viewer who receive the gaze is the phenomenon.

b. Interactive Dimension

The gaze in the poster is demand. All participants look directly to the viewer, as if he/ she asks the viewer to follow instructions. The image is seen from a frontal horizontal view, which shows a kind of involvement with the viewer. Modality is high, various saturations of color are depicted.

c. Compositional Dimension

All images in this poster are foreground and placed central. The most salient element focus on washing hands , use tissue , don't touch your face, these images represent the core of messages behind this poster , the sentence :coronavirus : what you need to do , take foreground position with bold black font to show that the protection from the virus is the central idea of the poster .

4.2. poster No. 2



Figure (2) poster No. 2

4.2.1. Poster and the planner

This poster illustrate important issues related with smoking ,clarify in a simple way, with clear statement that may convince viewers to quit smoking, also contributed to the explosive increase in tobacco use. . This poster is sponsored by World Health Organization, WHO campaigns. On 20 October 2020. The WHO FCTC (The World Health Organization Framework Convention on Tobacco Control) , is the first treaty negotiated under the auspices of the World Health Organization was developed in response to the globalization of the tobacco epidemic. Contributor: Tatiana Egorova / Alamy Stock Vector, on:12 July 2017, United States.

<https://www.alamy.com/smoking-does-not-make-you-cool-poster-with-sign-no-smoking-image357758324.html>

4.2.2. Analysis of linguistic elements

4.2.2.1. Lexical Items Analysis

a. Nouns

Text poster : (smoking doesn't make you cool , Sorry) .

This poster contains only one noun: smoking, that used to open the statement in the poster to indicate the core of this poster is about the smoking issue.

b. Verbs

Vs. depict misconception among people that smoking helps calm nerves or making person looks cool. The employed V is :make, and auxiliary verb employed is doesn't .

c. Syntax

The syntactic device used in this poster is in direct question (smoking doesn't make you cool, Sorry), also using negation(doesn't), which indicate that coolness cannot be done by smoking .

4.2.2.2. Macro-Analysis of the Text

a. Ideological Analysis

This poster text reveals the traditional beliefs of people or smoking promoters of being cool by smoking the designer of this poster trys to negate this idea in polite way by using the word (sorry)at the end of statement which reflects that this idea is wrong, and cigarette is not a source of reliefs based in this view on medical base. So, the negative ideology toward smoking portrayed in this poster.

4.2.3. Analysis of Extra linguistic elements

a. Representational Dimension

The participants are an image of hand and cigarette with emitting smoke . The vector in this poster symbolizes by the forbidden sign in red on the picture of the cigarette which symbolizes the core of message behind this poster .

b. Interactive Dimension

The image shows an offer information , by depicting a hand hold cigarette, with another part of image shows demand information by depicting advice to refrain from smoking with big forbidden sign.

The image is seen from a frontal horizontal view, which shows involvement with the viewer . Modality is high, various saturations of color are depicted with deep perspective of lines.

c. Compositional Dimension

The statement start with word SMOKING with capital letters is foreground and put in the central position of the poster that take salient place. At the end the word SORRY also write in capital letter with big size and different color that make it more prominent to the viewers which have informative value . the sign displays in red color to show how smoking is danger .

4.3. poster No.3



Figure (3) poster No. 3

4.3.1. Poster and the planner

This poster is about Malaria and safe travel, it illustrate how we can travel safely from risks like malaria as a travelling workforce, seafarers can find themselves exposed to the risk of acquiring malaria or other travel-related health problems. This poster shows how dangerous the small mosquito is by comparing it to the image of a huge shark, and this leads to clarifying the meaning of the amount of deadly diseases that this insect transmits, making it more dangerous than the giant shark. Malaria is one of the world's most common and serious diseases and is a maritime problem due to lack of awareness about its severity and prevalence, as well as insufficient use of anti-mosquito measures. This medical poster design by The International Seafarers' Welfare and Assistance Network (ISWAN). It is the result of a merger between two organizations. These were the International Committee on Seafarers' Welfare (ICSW) and the International Seafarers Assistance Network (ISAN). ICSW was formed in 1973 and ISAN was established in the late 1990s.

https://www.seafarerswelfare.org/assets/images/pdfthumbs/ship-malaria-thisonekills_poster_20151210_lr_180829_125136.jpg

4.3.2. Analysis of linguistic elements

4.3.2.1. Lexical Items Analysis

a. Nouns

Text poster : (This one frightens.... but this one KILLS)

According to this poster ,the demonstrative “this ” repeated twice in order to highlight on something which is near to the speaker , the core of the poster (the risker of shark and fly) both of them are fatal and maybe near us, but mosquito is closer and more dangerous

b. Verbs

Two verbs are used in this poster (frightens and kills) to show the difference between shark (animal) , and mosquito (insect). Although the first one is bigger and more scary for human but the second one could be fatal, As theses verbs are the heart of clauses within a sentence in the poster

c. Syntax

The syntactic device used in this poster is the coordinating conjunction (but) that joins two elements equal in grammatical rank and syntactic importance. They can join two verbs, two nouns, two adjectives, two phrases, or two independent clauses. The designer here uses the coordinating conjunction (but) to connect ideas that contrast, main idea but contrast (Frightens VS. Kills)

4.3.2.2. Macro-Analysis of the Text

a. Ideological Analysis

According to human ideology, the larger animal is more dangerous than the smaller animal, and this has been known since ancient times. Therefore, the designer of this medical poster tried to show the viewer that the mosquito insect, despite its small size, is more dangerous than the terrifying shark .The bite of a small fly and the diseases it carries may be more dangerous to human life than the teeth of a big shark.

4.3.3. Analysis of Extra linguistic elements

a. Representational Dimension

The participants in this poster are an image of an angry shark with sharp teeth and a mosquito insect with a sly grin.

b. Interactive Dimension

This poster shows the offer information depicted by an image of a terrifying shark by showing his sharp teeth with the look of his angry eyes and the size of the large body to show us the danger of this animal.

On the other side of the image , the designer shows us an image of a small mosquito with small teeth, but with a look and a malicious smile with limbs of a frightening shape.

The demand information is to show the small size and intent The mosquito is loaded with diseases that may be fatal to humans, more than the bite of a huge shark.

The image is seen from a frontal horizontal view, which shows involvement with the viewer . Modality is high, different saturations of color are used with deep perspective of lines.

c. Compositional Dimension

The sentence starts with word (this one) with small letter followed by the word (frightens...) in bigger size with different color (red) to attract attention of viewer to the seriousness of this word

We can recognize there are which mean there are many scary things in life, like the shark, but there are things more dangerous than it , the danger of which is deadly, then the word (KILLS) written in capital letters with big size to demonstrate that we must be more focus on it, both of these words are written in red color to show both are equally in cause death but the mosquito is more dangerous than shark.

5. Analysis Results and Discussion

The results of analyzing the selected English medical posters are discussed here in the form of answers to the research questions raised in introduction .

1. What are the major elements employed in English medical posters ?

The linguistic elements used in all medical posters are varied. The number of words used in all posters is (30) words. Nouns are used (8) times representing (26.6%). Adjectives are used(3) times, representing (10 %). Verbs are (7) times representing (23.3 %). Nouns have the elevated percentage that mark the direct orientation of medial posters using nouns basically for health awareness .

Table (1) Frequency & Percentage of Linguistic Elements in English medical posters

Poster No.	W. No.	N.		Adj .		V.	
		F	%	F	%	F	%
1	17	5	13.3 %	-----	0 %	6	20 %
2	6	1	3.3 %	1	3.3 %	1	3.3 %
3	7	2	6.6 %	2	6.6 %	----	-----
Total	30	8	23.3 %	3	10 %	7	23.3 %

The number of participants in posters are (10). The participants who engage in narrative process are (10), they form (50 %). All of them portrayed in conceptual process. Gazes frequency is (3), equal (30 %). Most prominent colors in medical posters are (red , yellow , black, orange and white). They are (7) colors which forming (70 %). The process of composition are (8), forming (80 %) in all posters .

Table (2) Frequency & Percentage of Extra-linguistic Elements in English medical posters

Poster No.	P.	Narrative		Gaze		Colors		Salience	
		F	%	F	%	F	%	F	%
1	6	1	10 %	1	10 %	3	30 %	3	30 %
2	2	2	20 %	--	---	2	20 %	4	40 %
5	2	2	20 %	2	20 %	2	20 %	1	10 %
Total	10	5	50 %	3	30 %	7	70 %	8	80 %

2. What are the major ideologies conveyed in English medical posters ?

The major ideologies conveyed in English medical posters are to build up the idea that there are many reasons for spread of diseases in the world. It can be conclude that not only human responsible for these diseases but also the insects and un healthy habits like smoking by using advising ad blaming .

Table (3) Frequency & Percentage of ideologies conveyed in English medical posters

P poster No.	Medical Ideologies		
	Id ideology No.	Ac advising	Bl blaming
1	3	✓	—
2	2	✓	✓
3	2	✓ ✓	✓
Total	7	42.8 %	28.5 %

Above table introduce the frequency and percentage of the ideologies in English medical posters . There are (2) ideologies (advising and blaming) advising forming (42.8 %) and the other ideology is blaming, forming (28.5 %) that reveals medical posters are depend on advising people in such a kind way.

3- How are medical tips portray as an images in English medical posters in general?

By using attractive , funny, colored , schema , pictures, charts, and tables can quickly communicate key concepts and data to audience.. Some pictures that are popular with the viewer attract their attention, and perhaps others may arouse curiosity to discover and understand the meaning, while others summarize many words by displaying them in the form of an easy-to-understand picture. Therefore, we may see a lot of medical advice presented in the form of fun cartoons to attract attention, and sometimes pictures display danger factors in the form of cartoons to be easier to understand. and then accomplishment the aim of medical poster.

6. Conclusion

The findings of the study submit to the following conclusions:

Medical posters are not illustrate their meaning directly.They depend on establishing a connection between linguistic elements and extra linguistic elements (visual elements) as well as ideology . Medical posters are the most communicative effect , one poster represents more than one idea or offers many tips with different images. A single poster can use un limited elements to reach to the intended message. In general medical posters used non -linguistic elements more than linguistic ones to convey their messages. Based on points 3 in research question , which states that “the ideologies

conveyed in medical poster involve blaming, and advising people in such a kind way. The total number of extra linguistic elements in English medical posters is greater than linguistic elements to convey their intended messages.

7. Recommendations

In the light of the findings arrived at in this study, the following recommendations are put forward:

Medical posters are one of the most effective means that carry awareness and guidance goals for different age groups, in addition to their eye-catching shape and the ease of conveying the desired idea using diagrams, colors, and illustrations. So, B.A. programs at English departments should be critically exposed to this genre. Studying critical discourse analysis in general goes beyond expansion students' awareness of purely linguistic matters. It focuses on the influence of , language as well as ideology in forming the text. Therefore, critical discourse analysis should be incorporated into B.A. programs at English department.

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دراسة تحليلية نقدية للخطاب لبوسترات طبية انجليزية مختارة

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مستخلص البحث:

عانت معظم دول العالم منذ القدم من أمراض مختلفة أثرت على حياة الناس وأدت إلى الوفاة. ولكن مع مرور الوقت ونمو العلوم والتكنولوجيا، أصبحت هناك حاجة ملحة لتوعية الناس بالأمراض وانتشارها وطرق الوقاية منها. ومن أهم أدوات التوعية الطبية التي ظهرت في الآونة الأخيرة هي البوسترات الطبية، والتي تعتمد على إيصال المعلومات الطبية إلى شرائح المجتمع المختلفة بطريقة بسيطة ومفهومة، وذلك من خلال المزج بين الكلمات المكتوبة أو العبارات أو الصور أو الرسوم التوضيحية لتكون أكثر جاذبية وأكثر اقناعاً. هنالك العديد من الأدوات المستخدمة في البوسترات الطبية أثارت بعض الجدل حول أيديولوجياتها التي تستخدم لتحقيق الغرض من البوسترات الطبية، تهدف هذه الدراسة إلى إجراء تحليل نقدي لكيفية استخدام البوسترات الطبية و الكشف عن أفكار واستراتيجيات المصمم من أجل نقل المعنى وإقناع الناس وتحاول الإجابة على التساؤلات البحثية اللاحقة: ما العناصر الرئيسية المستخدمة في البوسترات الطبية الإنجليزية؟ ما هي الأيديولوجيات التي تحملها البوسترات الطبية الإنجليزية؟ وكيف يتم تصوير النصائح الطبية كصور في البوسترات الطبية الإنجليزية بشكل عام؟ تفترض هذه الدراسة أن البوسترات الطبية تعتمد على أدوات غير لغوية لإرسال رسائلها وإقناع الناس بنصائح طبية علاوة على العناصر اللغوية. اعتمدت بيانات الاختيار على ثلاث عينات من الملصقات الطبية الإنجليزية تم اختيارها من:

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تم تحليل البوسترات المختارة مع الأخذ بنظر الاعتبار نموذجاً انتقائياً يعتمد على:

Van Dijk (2000) و Kress and Van Leuween (2006)

وأظهرت نتائج التحليل أن مصممي البوسترات الطبية قاموا ببناء الرسائل المقصودة من خلال توظيف العناصر اللغوية وغير اللغوية، لكنهم يميلون إلى الاعتماد أكثر على العناصر الغير اللغوية الإضافية. كما أظهرت النتائج أن الناس أكثر اقتناعاً من خلال العناصر غير اللغوية خاصة الألوان والرسوم التوضيحية والنظرات، في حين يميل المتحدثون إلى صياغة أيديولوجياتهم بشكل رئيسي من خلال العناصر اللغوية. كما توضح الدراسة كيف يقوم مصمم البوسترات الطبي الإنجليزي بتصوير النصائح الطبية كصور باستخدام التصميم المناسب لتوجيه الجمهور عبر المعلومات وإنشاء شيء ملفت للنظر وسهل القراءة. بتصميم مركز البوسترات الطبي ليقدم صورة نصائح طبية مهمة مثيرة للاهتمام بصرياً، أو رسماً تخطيطياً للمعلومات الطبية. وهذه النتائج تؤكد أهداف الدراسة

الكلمات المفتاحية: تحليل الخطاب النقدي، الخطاب الإعلامي، الملصقات الطبية، الأيديولوجيا، السلطة.