

Traitement contrastif des publicités humanitaires situées entre publicités commerciales et appels : constats pour une entrée didactique par genres discursifs

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Abstract: This study brings into attention a very important problem relating to one of the topical recommendations, both in linguistics and in didactics of languages: the articulation of the didactic sequence around constituent dimensions of discursive genres that is also the principal condition governing the construction of these sequences which should feed didactic projects. Building on the strengths revealed by our studies of large body of humanitarian advertising, we demonstrate that this could constitute, alongside with commercial advertising, a sub-genre in its own that deserves to be taught. Also, and in order to eliminate some tendencies of fusion, we will commit ourselves to underline the borders that separates the humanitarian advertisements, which represents the centre of our reflection, from the “appeal” genre.

Keywords: Humanitarian advertising, commercial advertising, advertising speech, appeal, argumentation, exhortation, genre of speech, generic characteristics, didactics of the genre of speeches, didactics of FLE.