Getting the vaccine now will protect you in the future! A pragma-dialectical analysis of strategic maneuvering with pragmatic argumentation in health brochures
van Poppel, L.

Citation for published version (APA):
van Poppel, L. (2013). Getting the vaccine now will protect you in the future! A pragma-dialectical analysis of strategic maneuvering with pragmatic argumentation in health brochures

General rights
It is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), other than for strictly personal, individual use, unless the work is under an open content license (like Creative Commons).

Disclaimer/Complaints regulations
If you believe that digital publication of certain material infringes any of your rights or (privacy) interests, please let the Library know, stating your reasons. In case of a legitimate complaint, the Library will make the material inaccessible and/or remove it from the website. Please Ask the Library: http://uba.uva.nl/en/contact, or a letter to: Library of the University of Amsterdam, Secretariat, Singel 425, 1012 WP Amsterdam, The Netherlands. You will be contacted as soon as possible.
## Contents

**Foreword**  
5

### 1 Introduction

1.1 Pragmatic argumentation in health brochures  
11
1.2 Objectives, approach and method of the study  
13
1.3 Organization of the study  
16

### 2 Institutional preconditions for strategic maneuvering in health brochures

2.1 Introduction  
19
2.2 The institutional point of health brochures  
19
2.3 The institutional conventions of advisory health brochures  
22
2.4 Advisory health brochures as an argumentative activity type
   2.4.1 Reconstructing advisory health brochures as an argumentative discussion  
   25
   2.4.2 The initial situation  
   26
   2.4.3 The starting points  
   28
   2.4.4 Argumentative means  
   30
   2.4.5 The possible outcome  
   32
2.5 Institutional preconditions for strategic maneuvering in the argumentation stage
   2.5.1 Strategic maneuvering in the argumentation stage  
   33
   2.5.2 Making a choice from the topical potential  
   34
   2.5.3 Adapting to audience demand  
   36
   2.5.4 Exploiting presentational devices  
   37
   2.5.5 Goal-framing argumentation in health brochures  
   38
2.6 Conclusion  
41

### 3 The speech act of advising in health brochures

3.1 Introduction  
43
3.2 The speech act of advising as a standpoint  
43
3.3 Felicity conditions as indicators for potential criticism  
46
3.4 Felicity conditions of the speech act of advising
   3.4.1 Searle’s felicity conditions  
   48
   3.4.2 Amendments to Searle’s felicity conditions  
   49
   3.4.3 Adjusted felicity conditions  
   51
3.5 Contextualizing the felicity conditions of advising 52
3.5.1 Advising in the medical domain 52
3.5.2 The speaker in health advice 53
3.5.3 The hearer in health advice 53
3.5.4 The act in health advice 55
3.6 Specified felicity conditions of advising in health brochures 55
3.7 Justifying health advice 58
3.7.1 Fulfillment of the preparatory conditions 59
3.7.2 Fulfillment of the responsibility conditions 61
3.8 Conclusion 62

4 The function of pragmatic argumentation in health brochures 65
4.1 Introduction 65
4.2 Using pragmatic argumentation to support an advisory standpoint 66
4.2.1 The argument scheme of pragmatic argumentation 66
4.2.2 The relation between pragmatic argumentation and advisory standpoints 69
4.3 Types of countermoves in the argumentation stage 72
4.3.1 Advancing arguments in anticipation of countermoves 72
4.3.2 Countermoves against the advisory standpoint 73
4.3.3 Countermoves against the argumentation 74
4.4 Reaching the dialectical goal by responding to countermoves 77
4.5 Dialectical routes in the argumentation stage 79
4.5.1 Four routes leading to the dialectical goal of the argumentation stage 79
4.5.2 Dialectical profile of the argumentation stage 82
4.6 Using pragmatic argumentation to respond to countermoves 83
4.6.1 Route 1: Removing doubt concerning the standpoint 83
4.6.2 Route 2: Removing doubt concerning the acceptability of the argumentation 85
4.6.3 Route 3: removing doubt concerning the justificatory force of the argumentation 87
4.6.4 Route 4: refuting counterarguments 89
4.7 Conclusion 90

5 Strategically addressing countermoves with pragmatic argumentation in health brochures 93
5.1 Introduction 93
5.2 Maneuvering strategically by choosing a dialectical route in the argumentation stage 94
5.2.1 Choosing a dialectical route in anticipation of countermoves 94
5.2.2 Topical selection, audience adaptation, and stylistic devices in a dialectical route 95
5.3 Removing doubt concerning the standpoint (route 1) 97
  5.3.1 The Coughs and sneezes case 97
  5.3.2 The Tell your doctor case 100
  5.3.3 The Cot death case 102
5.4 Removing doubt concerning the propositional content of the argumentation (route 2) 103
  5.4.1 The Cut down on salt case 104
  5.4.2 The Do you know the health risks of being overweight? case 106
5.5 Removing doubt concerning the justificatory force of the argumentation (route 3) 109
  5.5.1 The The Flu. A guide for parents case 109
  5.5.2 The Physical Activity. The Arthritis Pain Reliever case 113
5.6 Refuting counterarguments (route 4) 115
  5.6.1 The Antibiotics case 116
  5.6.2 The Stop kidding yourself case 118
5.7 Rhetorical advantages of addressing potential countermoves 120
5.8 Conclusion 122

6 Strategic maneuvering in pragmatic argumentation at the level of the discussion move: The design of pragmatic argumentation in the 2012 HPV vaccination brochure 125
6.1 Introduction 125
6.2 Description of the brochure ‘Arm against cervical cancer. Your guide to the HPV vaccination’ 126
  6.2.1 The UK vaccination campaign 126
  6.2.2 Criticism with respect to the HPV vaccination 128
  6.2.3 Content and appearance of the brochure 130
6.3 Reconstruction of the argumentative discussion in the HPV brochure 133
  6.3.1 The confrontation stage 133
  6.3.2 The opening stage 133
  6.3.3 The argumentation stage 134
  6.3.4 The concluding stage 137
6.4 Examining the design of the pragmatic argument in the HPV brochure 138
  6.4.1 Four designs of pragmatic argumentation 138
  6.4.2 Strategic maneuvering resulting in a specific design of pragmatic argumentation 139
6.5 Topical choices in the design of pragmatic argumentation in the HPV brochure 140
6.5.1 The topical potential of pragmatic argumentation 140
6.5.2 The topical choice to focus on preventing the undesirable effect 142

6.6 Presentational choices in the design of pragmatic argumentation in the HPV brochure 143
6.6.1 Available presentational means to present the causal connection 143
6.6.2 Presentational choices to create positive images of the advocated action 146

6.7 Choices of audience adaptation in the design of pragmatic argumentation in the HPV brochure 148
6.7.1 Choices to adapt pragmatic argumentation to the audience 148
6.7.2 Adapting topical and presentational choices to the reader 150

6.8 Getting advice accepted by choosing a particular design of pragmatic argumentation 151
6.8.1 Anticipating criticism in the design of pragmatic argumentation 151
6.8.2 Anticipating critical question 1: the evaluative element 153
6.8.3 Anticipating critical question 2 and 3: the causal element 153
6.8.4 An argumentative strategy with pragmatic argumentation 154

6.9 Conclusion 155

7 Conclusion 157
7.1 Main findings 157
7.2 Implications of the results and suggestions for further research 163

Summary 169

Samenvatting 173

References 177