

The Function of Tense and Voice in Mood System in Public Service Advertising Texts

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Abstract: *Ads for public service can illustrate the relationship between the advertiser and their audience, in addition to their communication and discussion. This investigation endeavors to investigate the interpersonal implications of the modality system by means of tense and voice utilizing systemic functional grammar. Present tense is the most widely used in public service advertisements to express emotion, followed by past tense and future tense in third place. Proposals that are advantageous to the audience are generally expressed in the present tense. The use of the past tense emphasizes the significance of public service. The future tense is typically employed to demonstrate the significance of the audience's endeavors. In PSA, the majority of the phrases are composed using the active voice. The majority of objects in passive voice clauses are usually inanimate or occurrences, rather than people.*

Keywords: *Mood System, Public Service Advertising, Tense and Voice*

1. Introduction

Commercial advertisements and non-commercial advertisements are the two main types of advertisements. Commercial advertisements are designed to promote a product or service with the goal of generating revenue. These advertisements can be seen in a variety of places such as television, radio, newspapers, magazines, and online. Non-commercial advertisements, on the other hand, are used to promote a cause or a message and are usually not for profit. These advertisements are typically seen on public service announcements, billboards, and radio and television spots. Both commercial and non-commercial advertisements play a significant role in our everyday lives and have become a part of our culture.

Scholars have conducted extensive research into the discourse of commercial advertisements, exploring the subject from a variety of different perspectives. Such research has sought to understand the rhetoric used in such advertisements, how they are structured, and how they engage with viewers. As well as providing valuable insight into advertising practices, this research also offers a broader understanding of how language is used in modern society. The swift expansion of the economy has unfortunately resulted in a range of social issues, such as pollution, AIDS, poverty, and drug abuse that have had a profoundly detrimental effect on society's growth. It is not only up to the government to find solutions for these issues; if people and local organizations become involved, the problems can be addressed more quickly and effectively. Thus, public service advertising seek to educate the public about critical societal topics and challenges, to draw people's attention to them, and to encourage them to take positive action in order to participate in the campaign to solve these significant issues. The medium between the advertiser and the audience is public service advertisement; It can represent the advertiser's relationship with the audience, as well as their engagement and negotiation. As a consequence, study on how the marketer creates a relationship with the audience and persuades the audience to take positive action through a range of language methods is beneficial.

The American public service advertising industry was established in 1941, providing an outlet for the promotion of public service messages and initiatives. The War Advertising Council was established in 1942 and quickly became an important tool in the government's information policy. The author opted for the American public service advertising material as our study focus due to the nation's leading role in the development of public service advertising. This thesis aims to assess the interpersonal implications of the English language's mood system in public service advertising texts by utilizing

systemic functional grammar. We will conduct an in-depth study to examine how the advertiser utilizes tense and voice to form a connection with their audience and to motivate them to take positive actions. We will then evaluate the effectiveness of these strategies in achieving the desired results. The findings of this research will be used to develop more effective advertising campaigns in the future.

2. Literature Review

2.1. Studies on Mood System in Various Discourse Types

The concept of the Mood System is an integral component of Halliday's Systemic Functional Grammar (SFG). Halliday (1994) [4] emphasizes that the lexico-grammatical and phonological systems can fulfill interpersonal function: mood, modality, and key. Mood systems play a vital role in the attainment of interpersonal functioning, and have been widely studied both domestically and abroad. Many researchers have explored the implications of mood systems, attempting to elucidate their influence on interpersonal relationships. This research has been conducted in both theoretical and empirical contexts, and has been used to understand the complex dynamics of human behavior and social interaction. The study of mood systems has become increasingly important as the need to understand interpersonal relationships has grown. As such, it is an important area of inquiry for scholars in many disciplines.

Halliday (1985) [3] examines how language among young children contributes to the evolution of conversations and the mood of their speech. Martin is particularly interested in examining the influence of emotion and attitude on a certain conversation. Palmer (2001) [9] in *Mood and Modality* indicates that tense, aspect and modality (TAM) are three closely interrelated classifications. The letter M symbolizes modality, not mood. Mood is a component of modality. Modality is composed of both a mood system and a modal system.

Chinese academics have done an abundance of research on the subject of emotion, paralleling the work of academics from other countries. Li Zhanzi (2002) [7] delves into how interpersonal meaning is expressed in academic discourses and autobiographies. In China, advertisers often take advantage of the emotions expressed between people in their marketing discourse. The work of Wang Lei and Cai Cuihong (2008) [10] emphasizes the communicative implications of the emotional framework in English ads to illustrate how the emotional system conveys interpersonal messages and the necessity of interpersonal meaning for effective advertising.

Scholars have conducted a number of studies into the role of mood in various discourses, including those found in advertising. Surprisingly, there have been relatively few studies conducted into the mood system of public service commercials. This is surprising considering the potential impact such research could have in developing more effective public service announcements. Consequently, further research in this area could be beneficial in helping to craft more effective public service messages. The linguistic study of public service advertisements is becoming increasingly popular in recent years. This is due to the prevalence of such advertisements in our media, and the importance of understanding the language used in these messages. By examining the language used in public service advertisements, researchers are able to gain insight into the way language is used to convey certain messages, as well as how these messages are received by the public. Such research provides valuable information for public service organizations, as well as for those in the fields of communication, marketing, and media studies.

2.2. Studies on Public Service Advertisement Texts

Public service advertisements are campaigns that are created to serve the public interest, rather than for personal gain. They are often used to raise awareness about important issues and to encourage people to engage in beneficial behaviour. These campaigns can be created by a variety of organizations, from non-profits to corporations, and are often used to promote social good or to promote public health. They can be used to educate the public about a range of topics, from environmental conservation to responsible financial practices. Public service advertisements have been a powerful tool in creating positive change and have helped to shape our society. Government-issued public service announcements are intended to inform citizens of policy changes, encourage positive behavior, and urge people to lend aid to those affected by catastrophes.

So far, there has been a considerable amount of research conducted both domestically and internationally on commercial advertising discourse, whereas comparatively less has been done on

public service advertising texts. Additionally, research on Chinese public service announcements has largely been explored from a sociological and aesthetic perspective. In recent years, there has been a lack of research into the dynamic between advertisers and their audiences. Specifically, the process of negotiation and interaction that takes place between the two parties is often overlooked. Understanding the relationship between the two is essential in order to gain insight into how the advertiser is able to effectively communicate their message and how the audience responds to it. As such, it is important to further explore this dynamic to better understand how advertising is able to influence consumer behaviour.

This study has identified several important findings regarding the use of tense and voice in English public service advertising texts and their impact on interpersonal meaning. Further research is needed in order to gain a more comprehensive understanding of how these language features are used to communicate interpersonal meaning in this type of discourse. Such research would be beneficial in providing insight into how public service advertising can be more effective in conveying its intended message. Additionally, such research could provide a valuable platform for further exploration of the complex dynamics of interpersonal meaning. Thus, the current study seeks to analyze the interpersonal meaning of public service advertising texts, and it is anticipated that it will contribute to future research in this field. While it is vital to establish the theoretical foundation of this study before we begin this investigation. The theoretical framework of the current study is reviewed in the following section.

3. Theoretical Framework: The Realization of Mood by Tense and Voice

Using language is a powerful tool to communicate our thoughts, feelings, and ideas to others. By expressing ourselves effectively, we can not only share information but also influence the attitudes and behaviors of others. Language also plays an important role in developing and maintaining relationships, as it allows us to communicate our feelings and emotions to build a strong connection with those around us. The interpersonal function is one of the key roles of language. Hallidgian systemic functional grammar additionally allows for the manipulation of tense and voice to achieve the communicative purpose of language. This is an element of the mood system. Put another way, the realization of mood can be done through tense and voice. Despite the importance of tense and voice in conveying interpersonal meaning, there has been a relative lack of research on this topic. To date, few scholars have conducted in-depth studies exploring how tense and voice can be used to convey interpersonal meaning. This lack of research is particularly surprising, given the relevance of this topic to many areas of linguistics, from language pedagogy to psycholinguistics. It is therefore of great importance to the field of linguistics that more research is conducted in this area.

3.1. Tenses in English

English has three fundamental time frames: present, past, and future. Each has a finished form, indicating the activity is complete. A progressive structure that indicates a continuing process. The progressive form used shows a continuous action that will eventually be concluded at a particular point in time. Table 1 provides a visual representation of these tenses.

Table 1: Tenses in English.

	Simple Forms	Progressive Forms	Perfect Forms	Perfect Progressive Forms
Present	Make/s	Am/is/are making	Have/ has made	Have/has been making
Past	Made	Was/were making	Had made	Had been making
Future	Will/shall make	Will be making	Will have made	Will have been making

The Simple Present tense denotes actions or states that take place regularly, habitually, or are currently happening. It can also symbolize a commonly accepted fact (Table 2).

Table 2: Simple present tense

Example	Meaning
The rivers stretch far and wide.	Unchanging action
Every day, the sanitation workers sweep the roads.	Recurring action
The sun sets in the west	Widespread truth

The Simple Past tense is used to describe activities or events that have already been completed in the past. Most past tense verbs carry an -ed end. It is essential to commit the specific past tense forms of irregular verbs to memory (Table 3).

Table 3: Simple past tense

Example	Form
She worked in a digital company three years ago.	Regular-ed past
Tom made a birthday gift for his dad yesterday.	Irregular form

The Simple Future Tense describes an action or event that will occur in the future. This tense is created by combining the verb's basic form with will/shall. As an example, "The student will complete her thesis in April." Am, is, or are with going to can also be used to express the future tense. "The newlywed couple is going to have their honey in Hawaii," for example. To show future time. We may also employ the current tense form combined with an adverb or adverbial phrase. "If it rains tomorrow, we won't go fishing." (Tomorrow is a time adverb that refers to the future.)

The present progressive tense illustrates an ongoing action which is happening simultaneously with the statement. The present continuous tense is created by joining am/is/are with a verb in its -ing form, for example, as in "The father is moping the floor." The past progressive tense indicates an activity that was in progress at the same time as another event occurred. This verb conjugation is achieved by appending was/were to a verb that terminates in -ing. For example, "Yesterday afternoon, Ann and her friends were playing badminton when the rain suddenly came down hard." The future progressive tense indicates an action that will occur in the future and continue for a period of time. This tense is created by joining the auxiliary verbs 'will be' or 'shall be' with a verb form that ends in '-ing'. As an example, "John will be preparing for his final examination in the upcoming week."

The present perfect tense is used to refer to events that may have occurred in the past without specifying when or that have been ongoing up to the present. The construction of this verb form is achieved by combining 'have/has' with the verb's past participle. The majority of verb forms in the past tense are denoted by the suffix -ed. Verbs with irregular conjugations require special attention to remember their past participles (Table 4).

Table 4: Present perfect tense

Example	Meaning
The researchers have traversed China extensively in order to augment their data set.	At an indefinite time
Since 1921, female citizens have had the right to vote.	Continues in the present

The past perfect tense refers to an event that happened before another event in the past. The past perfect tense is created by combining had with the verb's past form. For example, "By the time he got to the station, the train had already departed." The future perfect tense describes an action that will take place in the future before another action takes place. The future perfect tense indicates an event that will occur prior to another event in the future. For example, "When she reaches the movie theater, the movie will have been going on for an hour." The present perfect progressive form is used to describe actions that started in the past, are still happening, and may continue in the future. This tense is created by combining the auxiliary verb 'have/has' with the present participle of the verb (the form that ends in '-ing'). For example, "Jane has been helping those orphans for 5 years."

The past perfect progressive tense depicts a continuing past activity that happened before another past action. It is used to describe an activity that was happening for a period of time before a point in the past. It emphasizes the duration of the action and shows that it had been continuing up to the point of reference in the past. This tense is an important tool for describing events that happened at a certain time in the past, and for helping readers understand the sequence of events that have happened in the past. The past perfect is constructed by combining had been with the present participle of the verb. "In order to gain more experience," for instance, "the students were participating in a variety of extracurricular activities." The future perfect progressive tense indicates an action that will have been in progress before a certain point in the future. This tense is formed by combining the present participle of the verb and the will have been (the verb form ending in -ing) form. Linguists will have researched and defined the Indo-European language family for more than 200 years by 2020, for example.

Generally speaking, the three primary tenses in English are present, past, and future. The speaker's present, past, and future can be gauged in the context of their current mood. A proposition is a statement that expresses a point of view about a particular issue related to the environment. It is typically indicated by the use of certain tenses, such as present and future, as these tenses indicate a sense of immediacy or urgency that often accompanies issues related to the environment. As such, a proposition can be used to bring attention to an issue and to encourage people to take action. It can also be used to explain how a particular issue might be addressed and the potential implications of different

strategies. In this way, a proposition can be an important tool for informing and motivating people to take action to protect the environment. The combination of Subject and Finite makes up Mood, with the finite element being one of a limited number of verbal operators that indicate time and modality. Halliday suggests that finite elements can be broken down into two categories, present and past tenses.

3.2. Voice in English

Sentences can be composed utilizing either the active or passive voice. The active voice involves a subject performing an action, while the passive voice involves the action being done to the subject. Choosing between the two voices can greatly affect the tone and impact of a sentence, and it is important to consider the context before deciding which one to use. The active voice conveys an action being done by the subject of the sentence. The passive voice is employed for this subject. The active voice is the "standard" way of speaking. We use this voice most of the time. It is probable that you are familiar with the concept of the active voice. In the active voice, the action of the verb is attributed to the object: Rabbits eats carrots. The passive voice is less commonly used. The subject receives the verb's action in the passive voice: Rabbits eats carrots. Although the English language is quite straightforward, the nuances of a phrase can be altered by the inflections of the speaker's voice, which can express a range of opinions and emotions. Voice is an important factor in the creation of interpersonal meaning in clauses. By employing the use of passive or active voice, speakers are able to influence the interpretation of the clause by their listeners. For example, using passive voice can emphasize the importance of an object or activity, while using active voice can emphasize the importance of the subject. In addition, voice can be used to alter the focus of a clause, as well as its syntactic structure.

4. The Realization of Mood through Tense and Voice in PSA

Halliday's systemic functional grammar allows for the manipulation of tense and voice to create language with interpersonal intent. Mood system includes two components, namely Tense and Voice. So far, there has been minimal exploration into the interpersonal implications of verb tense and vocal inflection in written communications. The public service advertising texts are essentially identical. In this section, we will analyze the communicative significance of tense and voice in public service announcements. This analysis will focus on how these features of language affect the interpersonal relationship between the speaker and the audience. By examining the use of tense and voice in public service advertising, we can gain insight into the intent of the message and the relationship between the speaker and the audience. This analysis can help to further our understanding of the communicative power of language in public service advertising.

4.1. The Realization of Mood through Tense in PSA

Table 5: Distribution of tenses in PSA.

Tenses	Simple Forms	Progressive Forms	Perfect Forms	Total
Present	173	2	5	180
Past	65	1	4	70
Future	19	0	0	19

Table 5 shows that the most commonly used tense in public service advertising texts is present tense, with 180 occurrences. The past tense has a comparatively large number of occurrences (70), while the future tense has only a small number (19). Out of all the verb forms, simple tenses are most commonly used—simple present being the most frequent at 173, followed by simple past at 65, and simple future coming in third at 19. We can observe several flawless structures in public service advertisements, which include five in the present tense and four in the past tense. In spite of this, there is a scarcity of progressive forms in texts related to public service advertising. All the texts contain a maximum of two present progressive forms[8].

Present tense is used to express regular and habitual actions. It is one of the most commonly used tenses in the English language, and is used to describe actions that are currently happening. It can also be used to describe actions that occur regularly in the future, such as "He visits his family every weekend." Present tense is essential for expressing daily life and habits, so it is important to understand how to use it correctly. It indicates continuance, forever and directness. It indicates a sense of permanence, something that will last for an eternity, and a sense of immediacy. It conveys a sense of purpose, a straight-forwardness that can be applied to any situation. It is a powerful statement that

speaks to the idea of endurance and straightforwardness. It suggests that something can be done quickly and efficiently, and that it will remain in effect for a very long time. Hence, it is able to communicate the truthfulness and permanence of what the advertiser proclaimed in the public service advertising text. It is generally included in proposals that are advantageous to the viewers[6].

Example (1): Our national symbol nearly become extinct because of the deadly impacts of DDT

Today, pesticides still kill over 67 million birds in the United States annually.

CONGRESSMAN POMBO'S BILL weakening the Endangered Species Act has passed the House. It creates big loopholes allowing pesticide use regardless of the potentially deadly effect on endangered wildlife.

We are Americans. We protect what's ours. That's why we passed the Endangered Species Act over 30 years ago. That's why we need it today. Senators, stop Congressman Pombo's bill weakening the Endangered Species Act. Our children and grandchildren deserve better. (NO.7)

The Defenders of Wildlife have released this public service advertisement in order to oppose CONGRESSMAN POMBO'S BILL, which would reduce the power of the Endangered Species Act. Out of the 13 clauses, the majority are written in the present tense. The advertiser emphasizes the current issues resulting from CONGRESSMAN POMBO'S BILL by employing the present tense. Due to the passing of this bill, millions of birds have perished as a result of pesticide usage. The application of pesticides has proven to be fatal for endangered species due to the enactment of the bill. The utilization of the present tense creates the impression for the audience that all of these serious matters are occurring in their immediate vicinity, thus capturing their attention. Subsequently, the advertiser employs the present tense to put forward some suggestions for resolving the issue[5]. The audience is thus made aware of the gravity of the issue and the proposed solution's potential benefit. The viewers would take constructive measures to address the difficulty.

The past tense is an invaluable tool for conveying information about events that have already taken place. It is used to express actions or situations that began and concluded in the past. The past tense can help provide a clear and concise description of events, allowing the reader to better understand the context of the story being told. It is a powerful tool for conveying the history of a situation and helping the reader to gain a better understanding of the past. In public service advertising materials, the stories of those affected by the natural disaster are shared, as well as the assistance provided by the public service agencies. The aftermath of a natural disaster can be devastating for a community. People may suffer from loss of homes and possessions, physical injury, and emotional trauma. Public service agencies are often at the forefront of the response effort, providing aid to those affected. They provide medical care, shelter, food, and other necessary services. They also work to restore infrastructure and rebuild homes. Through public service advertising, the stories of those affected are shared, highlighting the need for assistance and raising awareness of the work being done to help those in need. Through this, individuals will comprehend the significance of public service, potentially inspiring them to take part in such activities. See Example 2: FOR THE NEWMANS, HELL WAS HIGH WATER.

In 2005, Lynn and Rhett Newman prepared themselves for the most adverse situation as Hurricane Katrina headed towards their Gulf Coast residence. The storm surge created by Katrina prior to landfall caused an entire neighborhood in Pascagoula, Mississippi, including the Newman's, to be destroyed. The devastating shoulder-high floodwaters left the Newmans without a home.

The American Red Cross had never seen a larger disaster relief mission in its 125-year history. In the aftermath of the storm, hundreds-of-thousands of Gulf Coast residents received food, shelter, clothing and other essential supplies from Red Cross volunteers who had descended into the region. As Lynn Newman expressed, "They came and they helped and they stayed with us."

The Red Cross was there for them. 9 The Red Cross is here for you. (NO.16)

The American Red Cross is reminding the public that they can rely on them for help and support in the event of any kind of natural disaster. This public service announcement includes 12 clauses written in the past tense, making up almost all of the text. The advertiser recounts the devastation that Hurricane Katrina brought upon Newmans in 2005. The words employed by the advertiser - "moved", "reached", "devastated" - paint an intense picture of the power of the hurricane. He then employed the past tense to depict what Newmans' circumstances were. —"FOR THE NEWMANS, HELL WAS HIGH WATER", they "braced", and "Shoulder-deep water left the Newmans, like so many, homeless". The audience felt a heightened sense of concern for the Newmans' wellbeing and a strong desire to discover what would transpire after reading these [1].

The advertiser then employed the past tense to illustrate how the American Red Cross had rescued the Newmans. "Thousands of Red Cross volunteers poured into the region", "They came and they

helped and they stayed with us.” These past tense actions reveal the actions taken by the American Red Cross in response to disaster — “The Red Cross was there for them.” By presenting this vibrant account, viewers are captivated by the narrative and gain an appreciation for the significance of the public service agency and its endeavors. Hence, the advertiser finally reveals to the viewers the true intent of this ad in the concluding sentence — “The red cross is here for you”. The audience should reach out to the Red Cross if they find themselves in a difficult situation[2].

The future tense is used to describe an event or situation that will take place at a later point in time. It is a useful tool for expressing ideas or plans that are yet to happen, providing clarity and direction to conversations. As an essential part of the English language, it is important to understand the various forms of the future tense in order to effectively communicate with others. In public service ads, the future tense is commonly used to paint a picture of the positive effects that would result if the viewer acted in support of the public service mission. Public service advertising texts often utilize the future tense to emphasize the positive outcomes of taking the recommended action. By doing so, the audience can help to support the public service affairs and make a difference in the world. With the right action, the future looks brighter and more promising. Therefore, taking the necessary steps to promote public service affairs can have a lasting impact on the world. If the audience follows the advertiser's instructions, the worth of their actions would be unmistakably demonstrated. The audience will be highly motivated to get involved in public service matters upon gaining this knowledge. See Example 3:

That means bald eagles, grizzly bears, California condors, and sea otters will be around for future generations to enjoy. (NO.4) More importantly, these magnificent creatures will be around for our children and grandchildren to enjoy. (NO.8)

On Friday, April 12, a percentage of your bill will be donated to Mississippi hunger relief organization. Not only will you be funding yourself, you'll also be helping to feed others. (NO.33)

That's because all of the proceeds will be used to help fight hunger. (NO.34)

The messages conveyed in advertisement NO.4 and NO.8 demonstrate the significance of the Endangered Species Act. By adhering to the regulations laid out in the act, we can ensure that future generations can still witness the majestic beauty of animals like bald eagles and sea otters. The audience would certainly be in favor of this measure in order to ensure a brighter future for the children, and would take affirmative steps to implement it. The advertiser's desires are fulfilled.

The purpose of publishing sentences from advertisement NO.33 and NO.34 is to combat hunger. The two public service announcements are calling on the public to join the battle against hunger. The diners are limited to only those restaurants that are taking part in this philanthropic event. The advertiser's words, as outlined above, are then reiterated, “a percentage of your bill will be donated to Mississippi hunger relief organization.” and “all of the proceeds will be used to help fight hunger.” Attendees of the event can savor the scrumptious fare and simultaneously aid the hungry. Both hunger and contentment have been appeased. The audience is likely to follow the advertiser's instructions due to this knowledge. The anticipation brought about by sentences in the future tense has led to these great expectations.

4.2. The Realization of Mood through Voices in PSA

The active or passive voice can be used to construct sentences both verbally and in writing. Public service advertising texts should be written using active voice, as this will better engage the audience. Passive voice can be used to emphasize the meaning of certain clauses, but should generally be avoided in order to better communicate the message to the audience. Utilizing active voice in these texts allows the audience to more easily understand the message and the emotions associated with it. This will help ensure that the message resonates with the intended audience and reaches its desired effect. The use of active voice encourages the audience to take initiative and take action, rather than passively accepting whatever they are told to do. It creates an environment in which people feel empowered to make decisions and take responsibility for their own actions. This encourages engagement and allows people to take ownership of their own choices, giving them a sense of control and agency in the process. Consequently, in public service announcements, the majority of passive voice phrases do not involve human beings, likely in reference to the viewers. See Example 4: Of the more than 1,800 plants and animals protected by the Act, only 9 have been declared extinct. (NO.4) How about admitting that if the Rockefeller drug laws were applied to Norman Bruce Coleman on Long Island in 1968, or to me, or to our friends, and fellow students, (NO.11) Pick a place where family members can gather in a disaster and figure out in advance how you'll get in touch if communication is disrupted. (NO.22) a percentage of your bill will be donated to Mississippi hunger relief organization. (NO.33) The event is hosted by over twenty-five of Jackson's best restaurants, so it's a great opportunity for you to sample the specialties of the city's most distinguished chefs. (NO.34)

It is evident in the aforementioned Example 4 that the grammatical subjects of these clauses are not people, but instead objects or occurrences. Such as “plants and animals”, “drug laws”, “communication”, “bill”, “event”, and “proceeds”. As an illustration, let's look at clauses from public service advertising text numbers 33 and 34. The subjects of the passive voice clauses are the “bill” and “proceeds”. “A percentage of your bill will be donated to Mississippi hunger relief organization.” Although the audience is taking an active role to support the “Mississippi hunger relief organization”, the cost of the audience's attendance will be donated to the organization. In regards to the clause of text NO.34, the "proceeds" will be located in the passive position, while the audience is taking a proactive stance in order to "assist in the battle against hunger". We can observe that, even though the clauses are expressed in the passive voice, the viewers are delighted to be actively involved in assisting others. Advertisers and audiences build a relationship through the use of passive voice. Passive voice allows the advertiser to communicate their message to the audience in a way that is subtle, yet effective. It helps to create a sense of trust and an emotional connection between the advertiser and the audience. As a result, passive voice is an important tool for advertisers to use when creating effective marketing campaigns.

5. Conclusions

In the use of tenses and voices to create a particular mood in public service advertisements, present tense is the most commonly employed, followed by past tense, with future tense ranking third. This demonstrates the importance of utilizing the appropriate tense in order to effectively convey the desired message. The advertiser's messages in public service advertisements demonstrate the current relevance and timelessness of their message. It is thus common to employ this approach in proposals that are advantageous to the viewers. In order to ensure that a proposal will be beneficial to the audience, it is typically necessary to use it in the presentation. This allows for a better understanding of the proposal and allows the audience to gain a better understanding of the potential benefits. Furthermore, it helps to ensure that the proposal is well received by the audience and that it is more likely to be accepted. Ultimately, using a proposal in the presentation is an effective way to help ensure that the audience will be receptive to the proposal. The past tense recounts the hardships experienced by people during the natural disaster and the measures taken by public service agencies to assist them. Consequently, the crowd comprehends the value of communal assistance. If the audience takes action to back public service affairs, the future tense is generally used to anticipate the outcome. This would emphatically demonstrate the worth of the audience's endeavors. In PSA, a majority of the clauses are composed using the active voice. This approach emphasizes clarity and conciseness in communication, enabling readers to easily and quickly understand the main idea. The active voice is also more direct and engaging for the reader, as it emphasizes the subject of the sentence and the action being taken. This makes it an ideal choice for professional documents, as it ensures that the message is clear and concise. By utilizing an active voice, one can create a sense of agency in the audience, inspiring them to take action of their own volition instead of simply complying with something they are unwilling to do. In the majority of passive voice clauses, the subjects tend to be non-human entities or events, not people.

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