Chapter II

Discourse Analysis
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Introduction

In modern science the term ‘discourse' has taken various, sometimes very broad meanings. To specify, originally the word ‘discourse’ comes from Latin ‘discursus’ which denoted ‘conversation speech’. Discourse refers to too wide an area of human life. “Discourse: a continuous stretch of (especially spoken) language larger than a sentence, often constituting a coherent unit such as a sermon, argument, joke or narrative” (Crystal 25).

On the other hand, Dakowska being aware of different kinds of discourses, indicates the unity of communicative intentions as a vital element of each of them. Consequently, she suggests using terms ‘text’ and ‘discourse’ almost interchangeably, betokening the former refers to the linguistic product while the latter implies the entire dynamics of the process (81).

According to Cook "novels as well as short conversations or groans might be equally rightfully named discourses” (7).

Seven criteria which have to be fulfilled to qualify either a written or a spoken text as a discourse have been suggested by Beaugrande. They are:

- Cohesion- grammatical relationship between parts of a sentence essential for its interpretation.
- Coherence- the order of statements related to one another by sense.
- Intentionality- the message has to be conveyed deliberately and consciously.
• Acceptability- indicates that the communicative product needs to be satisfactory in that the audience approves it.

• Informative- some new information has to be included in the discourse.

• Situational- circumstances in which the remark is made are important.

• Inter textual – reference to the world outside the text or the interpreters’ schemata.

Nowadays the above mentioned criteria are perceived as equally important in discourse studies. Therefore, some of them are valid only in certain methods of research.

i. Discourse in linguistics is a unit of language longer than a single sentence,

ii. The use of spoken or written language in a social context,

iii. Discourse is the way in which language is used socially to convey broad historical meanings. It is language identified by the social conditions at its use, by who is using it and under what conditions. Language can never be ‘neutral’ because it bridges our personal and social world, and

iv. The term ‘discourse’ is also used to refer to meanings at the more macro level.

This approach does not study the individual words spoken by people but the language used to describe aspects of the world, and has tended to be taken by those using a social perspective.

**Features of Discourse**

It is not easy to unambiguously clarify what a discourse is. It seems reasonable to describe features which are mutual to all kinds. Saussurean concepts, of languages are useful to do it thoroughly. Ferdinand de Saussure divided the broad meaning of language into language which is understood as a system that enables people to speak as they do and
parole – a particular set of produced statements. Following this division, discourse relates more to parole, for it always occurs in time which is internally characterized by successively developing expressions in which the meaning of the latter is influenced by the former, while language is abstract. To list some additional traits: discourse is always produced by somebody whose identity as well as the identity of the interpreter is significant for the proper understanding of the message. On the other hand, language is impersonal, that is to say, more universal due to society. Furthermore, discourse always happens in either physical or linguistic context and within a meaningful fixed time. Consequently, only discourse may convey messages which are in its framework.

Discourse means actual instances of communicative action in the medium of language. The term is broadly defined as “meaningful symbolic behaviour” in any mode (Blommaert 2). Communication can involve other media besides language. Media such as photography, clothing, music, architecture and dance can be meaningful too, and discourse analysis often needs to think about the connections between language and other such modes of semiotics or meaning-making. Not all linguistic communication is spoken or written. There are manual languages, symbols, signs, models and sign language, whose speakers use gestures rather than sounds or graphic signs. It is conventional to use the word “speaker” as a cover term for people who write in addition to those who employ the aural-oral mode.

We tend to be interested in what happens when people draw on the knowledge they have about language, knowledge based on the memories of things they have said, heard, seen or written before, to do things in the world: exchange information, express feelings, make things happen, create beauty, entertain themselves and others and so on. This knowledge, a set of generalizations, stated as rules about what words generally
mean, is often referred to as “language”. It is thought as a system of rules or structural relationships. Discourse is both the source of this knowledge (people’s generalizations about language are made on the basis of the participation) and the result of it they apply what they already know in creating and interpreting new discourse.

Both talking and thinking are created by conventional ways. These linked ways of talking and thinking constitute ideologies (sets of interrelated ideas) and serve to circulate power in society. Discourses involve patterns of belief and habitual action as well as patterns of language. They are ideas as well as ways of expressions that influence and are influenced by the ideas. Discourse in their linguistic aspect is conventional sets of choice for words.

Discourse is the use of language above and beyond the sentence: how people use language in texts and contents. Discourse analysis focuses on people’s actual utterances and tries to figure out what processes make those utterances appear the way they do. Through discourse, people

- Represent the world,
- Convey communicative intentions,
- Organize thoughts into communicative actions,
- Arrange information so that it is accessible to others,
- Engage in actions and interactions with one another, and
- Convey their identities and relationships.

It is by examining aspects of the world in which language is used that discourse analysts go “beyond” the sentence. It is important to remember that real people, using language in the real world are analyzing discourse as well drawing inferences about meaning from the features of the discourse.
Because of its broad reach into the psychological, social and cultural worlds, discourse analysis draws from different disciplines and from a variety of traditions within linguistics. The construction of discourse involves several simultaneous processes of arranging sentences and conveying meanings. The organization of information is influenced by discourse processes that draw on interactional roles as well as more stable social relationships among people. A discourse differs from a random sequence of sentences because it has coherence. It conveys meaning that is greater than the sum of its parts. It is not unusual to think of something as having its own identity beyond the identities of the smaller parts within that entity. For example, culture is more than what we do: it is a way of thinking about the world and a way of locating ourselves in that world that guides the way we act. Likewise, society is more than the sum total of the individuals who live in it. Cultures and societies are not simply the coincidental result of human instincts, individual drives and personalities. So too, discourse is more the addition of separate sentences to each other. There are structured relationships among the parts that result in something new and different. Discourse is a unit of language above and beyond a mere accumulation of sounds, morphemes, words, clauses and sentences. A written discourse has an identity that develops through repetition or variation of rhythm and rhyme.

The degree to which knowledge of language is part of a more inclusive body of knowledge through which lifestyle is an emerging topic of discussion in the field of linguistics. The linguistic anthropologist Dell Hymes (1974:79) suggests that the structural and functional approaches to analyzing language differ in a number of ways as noted in the following table:-
<table>
<thead>
<tr>
<th><strong>Structural approach</strong></th>
<th><strong>Functional approach</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Focuses on structure of language (a code) as a grammar.</td>
<td>Focuses on structure of speech (as acts, events) as ways of speaking.</td>
</tr>
<tr>
<td>Analyses language structure before any analysis of language use. Assumes that language use derives from language structure.</td>
<td>Analyses language use before analysis of language structure. Assumes that language structure and use are integrated; organization of language use reveals additional structural features.</td>
</tr>
<tr>
<td>Studies the elements and structure of language separately from contexts of use; ignores the culture (ways of acting, thinking and being) of those using the language.</td>
<td>Studies the elements and structures of language within their contexts of use; attends to the culture (ways of acting, thinking and being) of those using the language.</td>
</tr>
<tr>
<td>Assumes that language structure is independent of social functions and uses. Any language can serve any social, cultural or stylistic purpose.</td>
<td>Assumes that languages, variety and styles can be adapted to different situations, functions and uses, and gain different social values for their users.</td>
</tr>
<tr>
<td>Assumes that the most important function of language is referential, i.e., the use of language to describe the world through propositions.</td>
<td>Assumes that language has a range of functions, including referential, stylistic and social functions.</td>
</tr>
<tr>
<td>Assumes that language is a single code within a homogeneous community: each speaker replicates a uniform structure.</td>
<td>Assumes that language comprises a repertoire of speech styles within a diverse community: each speaker adds to an organized matrix of diversity.</td>
</tr>
<tr>
<td>Assumes the uniformity of speakers, hearers, actions, events and communities across world languages.</td>
<td>Seeks to investigate the diversity of speakers, hearers, actions, events and communities within world languages.</td>
</tr>
</tbody>
</table>

Most linguists who analyze discourse adopt, at least partially, a functional approach to language.

**Discourse of Advertising**

Guy Cook describes "the discourse of advertising as interaction of the text and the context together" (4). The discourse mainly focuses on language, but it is not only the language that examines the discourse. A very important factor represents the context:
substance, paralanguage, co-text, the participants of communication, medium used through the advertising, relationship of communicators, a certain situation where the communication proceeds with intertextuality. Context also deals with combination of pictures with language as well as symbols and other devices.

**Substance**

Guy Cook also explains "the substance of the advertisement as a physical part of each advertisement" (27). There are various kinds of substance according to the type of media by which the advertisement is conveyed.

**Discourse Analysis**

The interest to extend the interdisciplinary perspective to study connected talk and text has led to the advent of discourse analysis. Zelling Harris (1952) was the first linguist to use the word ‘discourse’ in a limited, technical sense for analyzing what he calls, language beyond a clause. For Harris, discourse is ‘sentence written large’. It is quantitatively different but qualitatively the same phenomenon. He saw discourse as a manifestation of formal regularities across clauses or sentences in combination. His approach to discourse analysis is undoubtedly a theoretical and methodological extension of linguistic structuralism. Since then, different scholars within linguistics and other areas of social sciences and humanities have used the term differently.

As a result of this heterogenous application, the term ‘discourse’ seems to be shrouded in some ambiguity and different meanings. Widdowson observes that ‘discourse is a continuous area of enquiry’ (157). Few discourse analyses have defined the word ‘discourse’ and text without prefixing the clause ‘it is difficult to define the discourse’. Fairclough says:
Discourse is a difficult concept, largely because there are so many conflicting and overlapping definitions formulated from various theoretical and disciplinary standpoints. Further, discourses differ with the kind of institutions and social practices in which they take shape; and with the positions of those who speak and those whom they address (3).

The result is that there is terminological turmoil. The terms discourse and text to define appropriately also have a variety of discourses. Though there are diverse definitions emerging from diverse occupational standpoints about what language actually is, there appears to be a common agreement among discourse analysts about material for discourse analysis, that is, language at extended levels either actually used in spatial-temporal and socio-cultural context or wholly connected.

Text

In the discourse studies available in conventional linguistics, the notion of ‘text’ is not situated on the same plane as that of ‘discourse’. According to Widdowson, "text is that which is meaningful, potential, be it a sign or chain of signs, and discourse is the process of reading the text" (159). For Chafe (1992) the two terms appear in free variation:

"The terms ‘discourse’ and ‘text’ are used in similar ways. Both terms may refer to a unit of language larger than the sentence: one may speak of a discourse or a text" (300).

For Crystal, they refer to two different things: "Text refers to a stretch of language recorded or transcribed for the purpose of analysis and description" (307). For linguist Beaugrand (1981) text is seen as language units that have a definable communicative function, characterized by such principles as cohesion and coherence and information which can be used to provide a formal definition of what constitutes their identifiable textuality or texture.
‘Discourse analysis’ is a general term for a number of approaches to analyze written, spoken or signed language use or any significant semiotic event. The objects of discourse analysis are discourse writing, conversation, communicative event, etc. They are variously defined in terms of coherent sequences of sentences, prepositions, speech acts or turns- at- talk. Contrary to much of traditional linguistics, discourse analysts not only study language use ‘beyond the sentence boundary’, but also prefer to analyze ‘naturally occurring’ language use. Discourse analysis, the field within sociolinguistics, has undergone substantial research activity in recent years. The language issues treated within discourse analysis are myriad: the study of discourse is the study of any aspect of language use. Discourse has been studied by general linguists, communication scientists, psychologists and scholars in artificial intelligence. There are many ways to subdivide the study of discourse. One way is to consider the study of texts as distinguished from the study of interactive events concerning the problems and successes people have in using language in their interactions. An important feature of the study of texts, written or oral, are the notions of coherence and cohesion. The analysis of discourse behaviour shows how people manage their discourse behaviour with respect to their cultural backgrounds and their interactive goals at the time of use. Lexical, morphological and syntactic aspects of language have their purpose in narrative. Features like passive constructions and prepositions and case morphology could have arisen out of simpler structures with little syntactic complexity that are easier to produce and understand and so more appropriate to oral or written discourse.

Hopper and Thompson (1980, 1984) have pursued this kind of investigation with considerable rigour. They argue that transitivity, long considered a purely syntactic concept, is better understood as a means of indicating foregrounding and backgrounding,
which are the fundamental aspects of structure. Similarly, they propose that the major syntactic classes, noun and verb are not so much an inherent property of the individual words of a language as forced on the words by two other basic aspects of narrative. Reference to the participants in a narrative that are later to be manipulated leads to the most prototypical noun-like qualities. Reference to events that carry forward the narrative is associated with prototypical verbs. Distance from either of these two functions has the effect of blurring the category distinctions between nouns and verbs.

The ethnography of speaking uses analysis of language in the context of its related culture to help understand the meaning of utterances in context. Style of language use is a natural outgrowth of dense network of social organization. Applied to reading and writing, the main issue that sociolinguists addressed in early studies was the difference between the language of minority group and the structure of language in reading books and expected in written works.

Bailey recognizes two sides of languages which he calls the socio-communicational and the neurobiological. By socio-communicational, he means all the factors that shape language which are due to its use by people when they communicate. This includes the influence of ethnicity, gender, social status and style which includes pragmatic and discourse patterns. Socio-communication covers most of the sociolinguistic aspects of language. The neurobiological is to do with the capacities human beings bring to the task of language learning and with the physiological development of the human language facility. In Bailey’s view, languages tend to maintain a balance between the two and this is a fundamental part of its nature. The nature of language is to be sought in its development; since one can understand why language is the way it is by understanding how it got to be that way.
Discourse analysis focuses on the analytical process in a relatively explicit way. Like chemical analysis, discourse analysis is a methodology which describes structure, language change, meaning and language acquisition. Analysis is interdisciplinary which deals with such things as social roles and identity. Analysis can help a researcher to examine aspects of the structure and function of language in use.

The essential aspect of discourse analysis is that it aims at revealing socio-psychological characteristics of a person/persons rather than text structure. Discourse analysis has been taken up in a variety of social science disciplines including

- Linguistics,
- Sociology,
- Anthropology,
- Social Work,
- Cognitive Psychology,
- Social Psychology,
- International Relations,
- Human Geography, and
- Communicative Studies and Translation Studies.

Each of the above is subject to its own assumptions, dimensions of analysis and methodologies.

- A discourse analysis of written text includes a study of topic development and cohesion across the sentences. Although each approach emphasizes a different aspect of language use, they all view language as social interaction.
- A discourse is where language is used which relates to particular social practices.
  They shape attitudes, behaviour and power relations of the people involved.

**Forms of Discourse**

<table>
<thead>
<tr>
<th>Terms</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persuasion</td>
<td>- relies more on emotional appeals and facts.</td>
</tr>
<tr>
<td>Argument</td>
<td>- form of persuasion that appeals to reason instead of emotion to convince</td>
</tr>
<tr>
<td></td>
<td>an audience to think or act in a certain way.</td>
</tr>
<tr>
<td>Description</td>
<td>- a form of discourse that uses language to create a mood or emotion.</td>
</tr>
<tr>
<td>Exposition</td>
<td>- one of the major forms of discourse in which something is explained</td>
</tr>
<tr>
<td></td>
<td>or “set forth”.</td>
</tr>
<tr>
<td>Narrative</td>
<td>- the form of discourse that tells about a series of events.</td>
</tr>
</tbody>
</table>

**Reasons**

- As linguists, to find out how language works, to improve our understanding of an important kind of human activity.

- As educator to find how good texts work so that one can focus on teaching student writing/speaking strategies.

- As critical analysts to discover meanings in the text which are not obvious on the surface.

Discourse Analysis concerned with whole texts divides into

i. Spoken discourse analysis, and

ii. Written discourse analysis.

Discourse Analysis is sometimes defined as the analysis of language ‘beyond the sentence’, the study of smaller bits of language, phonetics and phonology,
parts of words, meaning and order of words in sentences. Discourse analysts study larger chunks of language as they flow together (Tannen 72).

Primarily, linguistic approach to the analysis of discourse explains how humans use language to communicate and in particular, how addressees construct messages for addressers and how addressers work on linguistic messages in order to interpret them. The traditional concern of the descriptive linguist is to give an account of how forms of languages are used in communication (Brown and Yule 53).

**Uses of Discourse Analysis**

Discourse analysis has shed light on how meaning can be created through the arrangement of chunks of information across a series of sentences or through the details of how an observer takes up and responds to what has been said. It sheds light on how speakers indicate their semantic intentions and how readers interpret what they read and the cognitive abilities that underlie human symbol use.

Traditional approaches about linguistic variation and language change involve examining internal causes of change, such as tendency to treat new words as analogous to old ones, adapting foreign sounds and words to the phonological and morphological patterns of the borrowing language as well as external causes of change such as geographical or social isolation of one group from another, which often leads to divergence of words and phrases and sentences. Discourse analysis has also described external social and material influences that effect changes in patterns of language use influences such as economic change, geographic mobility and patterns of variation.
Discourse analysis continues to be useful in answering questions that are posed in many fields that traditionally focus on human life and communications and sociology, as well as in fields in which the details of discourse have not always been thought relevant, such as geography, psychology, medicine, law, public policy and business. Discourse analysis is useful to study the personal identity and social identification, as illustrated by work on discourse and gender or discourse and ethnicity. It has been used in the study of how people define and create life span process such as aging and social adaptation or conflict accomplished in public and private life. To the extent that discourse and discourses—meaning making, in linguistic and other modes and ways of acting, being and envisioning self and environment are at the centre of human experience and activity. Discourse analysis helps one to know about the roles of language in human cognition, art and social life. The literary style has been exploring social life. It has been exploring artistic uses of language, and the role of aesthetics and “performance” in language use.

Anyone who wants to understand human beings can understand discourse. Hence the potential uses of discourse analysis are almost innumerable. Discourse analysis helps us to know about social variations, such as dominance, oppression or solidarity.

**Facets of Discourse Analysis**

The kinds of discourse analysis sense and help to lay out the analytical view of the advertisements and how they are organized by the promoters of the products in the cities and towns to exhibit and describe. These exploratory analyses of small bits of text deal with aspects of a familiar genre of discourse, the discourse directed to the public by an institution. The purpose in presenting the mini-analysis is to depict a general point about the discourse of advertisements, how they construct, manipulate their public, how words are commoditized,
exoticized, etc. The goal is to illustrate a few ways in which a systematic analysis of discourse can help illuminate facets of the communication process that are immediately apparent.

**Discourse and the World**

Discourse and the world explore the facets of discourse by thinking about paraphrase. Paraphrasing is saying what a text is ‘about’ and is a kind of text analysis we often perform in everyday life. Discourse imitates the world. The relationship between discourse and the world has been a recurring theme throughout the history of philosophy, describing how language and thought, language and culture or discourse and society are interrelated. Discourse is both shaped by and helps to shape the human life world or the world as we experience it. In other words, discourse both reflects and creates human being “worldviews”. Acquiring a language means acquiring a world. Signboard language is a process of evoking and creating a different theme or view in a different world. The categories of language influence the categories of perception. Writers begin by thinking about relatively fixed, conventional habits of structure and wording of the kind that are often referred to as facts about the grammar and lexicons of languages.

**Social Identity and Identification**

A universal and probably necessary aspect of how humans deal with humans is by categorizing them. According to the basis of categorizations, people may deal with “women” differently than “men”. People often act as if identities were natural and predictable as if gender were a result of sociological sex, as if nationality were a result of place of birth and as if ethnicity would be predicted on the basis of skin colour or genealogy. People range nationality on a spectrum of cultural gender; provide the idea of performance useful in understanding how social categories are connected to discourse.
Identity refers to the outcome of processes by which people index their similarity to and difference from others, sometimes self-consciously and strategically and as a matter of habit. The social identities that have received the most attention across the social sciences and humanities are the ones associated with race, gender, ethnicity and rationality.

Certain discourse practices may be identified with country life. The connection between rural life and rural sounding speech is fairly simple in the wake of the shift from a predominantly rural to a predominantly urban population. Speech form identified with rurality can now function as resources for expressing one’s identification with values perceived as best nurtured in rural life. Rural sounding discourse is a way of showing community and family orientation, religiousness, political conservation, pride in tradition and resistance to the urban and suburban mainstream.

Personal Identity

The current ways of understanding, social identity and relationship to discourses are rooted in the idea that are presented to others are changeable, strategic and jointly constructed. This can involve adopting a consistent personal style. Personal narrative is a way of using language or another symbolic system to imbue life events with a temporal, logical order and establish coherence across, past, present and yet realized experience.”

A Heuristic for Analysis

A heuristic is a set of discovery procedure for systematic application. The procedures of a heuristic do not need to be followed in any particular order, and there is no fixed way of following them. A heuristic can be compared to a set of exercises that constitute a whole body physical workout or to a set of tools for thinking with. The heuristic helps us to think about how discourse is shaped by ideologies that circulate power in society, and
how it is shaped by people’s memories of previous discourse along with other sources of creativity and constraint. The categories correspond to one way in which contexts shape texts and texts shape contexts.

1. Discourse is shaped by the world, and also shapes the world,
2. Discourse is shaped by language, and also shapes language,
3. Discourse is shaped by participants, and also shapes participants,
4. Discourse is shaped by prior discourse, and also shapes the possibilities for future discourse,
5. Discourse is shaped by its medium, and also shapes the possibilities of its medium, and
6. Discourse is shaped by purpose, and also shapes possible purposes.

The advertisements also include pictures of some of the artifacts in the show, and a discourse analysis could also consider their visual design, which highlights the most exotic and anthropomorphic of the artifacts and makes strategic use of layout and typography.

Texts and their interpretations are shaped by the structural resources that are available and the structural choices text builders make. There are conventionalized ways of structuring texts at all levels. There are conventional ways of structuring longer chunks of discourse, some culturally specific and others resulting from what human cognition is like. They include ways of moving from familiar information to new information, for example or moving from examples to general claim to examples or moving from question to response.

50 Years “Thank you India” (Indian Oil)
The advertisement worded as it is, is a good thank you gift for the Indian commoners who have joined hands for the success of sales promotion of the product, which reveals a note of the speaker’s gratitude towards the consumers and for whom the presupposition that they will inspire the others also. But the board is also meant to be seen by other people, perhaps people who have not bought the product, will also be induced and encouraged to buy the product.

Discourse analysis interprets the strategic mixing of media which is evident everywhere. In all the materials, along with language visual imagery is extremely prevalent and often attracts the viewers. In all the uses of writing, expectations associated with pictorial media are meant to override expectations associated with writing meaningful words so that a reader would need to consider their meanings as a set rather than one by one. Qualitative, quantitative and mixed approaches all have their place in discourse analysis.

Semiology, Semiotics and Paralanguage in Advertisements

The word “semiology” first appeared with the Swiss linguist Saussure. Semiology deals with language like with a system of signs. Semiotics is the study of signs, both individually and grouped in sign system, and includes the study of how meaning is transmitted. The term "semiotics" is from the Greek word "semeion" meaning "mark" or "sign". According to Saussure’s view of semiology, "each sign is identified by a combination of phonemes and graphemes" (50).

Classification of Terms

Semiotics classifies signs and sign systems in relation to the way they are transmitted. This process of carrying meaning depends on the use of codes that may be the individual noises or letters that human beings use to form words, the body movements
they make to show attitude or emotion or even something as general as the clothes they wear. To coin a word to refer to a thing, the community must agree on a simple meaning (a denotative meaning) within their language. But that word can transmit that meaning only within the language's grammatical structures and codes. Codes also represent the values of the culture and add new shades of connotation to every aspect of life.

**The Relationship between Semiotics and Communication Studies**

Communication is defined as the process of transferring data from a source to a receiver as effectively as possible. Hence, communication theorists construct models based on codes, media and context to explain the biology, psychology and mechanics involved. Both disciplines recognize that the technical process cannot be separated from the fact that the receiver must decode the data and distinguish the data as salient and make meaning out of it. This implies that there is a necessary overlap between semiotics and communications. Indeed many of the concepts are shared, although in each field the emphasis is different.

**Current Application**

Semiotics has two primary applications. It represents a methodology for the analysis of texts regardless of modality. For these purposes, "text" is message preserved in a form that has an existence independent of either its sender or receiver and it is a methodology that can be used by any other major discipline whether it be biology, anthropology, computing, engineering, linguistics, mathematics, philosophy or psychology. The concepts and methods are highly portable and may enrich understanding, for example, for improving ergonomic design in any situation where it is important to theoretical linguists. It ensures that human beings interact more effectively with their environments, whether it is on a large scale as in architecture, or a small scale in the configuration of instrumentation for human use.
Pragmatics

Pragmatics can be defined as “the study of how utterances have meaning in situation”. Meaning in pragmatics is defined in relation to a speaker or user of the language. It is the context which decides the significance of form. Meaning changes from situation to situation and the real meaning emerge at the level of pragmatics. Hence, pragmatics accentuates or polarizes the dialects of significance.

Geoffrey Leech (103) explains pragmatic meaning as interplay of semantic meaning with context and what the words or phrases mean and do in a particular context. He describes that word has its own etymology, a diachronic history, connotations, collocations, transition equivalents, personal associations, metonymic and metaphorical uses, homonyms, association with certain genres, images, encyclopedic knowledge and meanings which derive from the patterns it forms with the words around it.

Pragmatics is concerned with the parameters of culture, history and usage. A pragmatic study shows that meaning will assume different connotations according to the changes in any of these. Meaning lies not only in syntax and semantics but also in the relationships. Pragmatic approach is similar to the mind style approach of Fowler. Roger Fowler concluded that every discourse reflects the ‘world view’ or the ‘mind style’ of a writer. 'Mind style' is a term coined by Roger Fowler. Fowler observes: “Cumulatively, consistent structural options a greeting cutting the present world into one pattern or another give rise to an impression of a world view” (74).

It refers to the view that the style of an author signifies how one experiences and interprets the world. Mind style, according to Leech and Short, is realization of narrative point of view. Pragmatics concerns both the relationship between context of use and
sentence meaning, and the relationships among sentence meaning, context of use and speaker’s meaning. Malinowski claims that the central character of languages is as ‘a mode of action and not as instrument of reflection’. This view emphasizes the role of language in ‘practical action and as a link in concerted human activity, as a piece of human behaviour’ (Ogden and Richards 49). Wittgenstein also came to think of language not primarily as a system of representation but as a vehicle for all sorts of social activity. ‘Don’t ask for the meaning’, he admonished, ‘ask for the use’.

**Bach and Harnish’s theory**

Statements, requests, promises and apologies are the four major categories of communicative illocutionary act. This is the nomenclature used by Kent Bach and Michael Harnish, who developed a detailed taxonomy in which each type of illocutionary act is segregated by the type of attitude expressed. Here are a few assorted examples of each type:

**Constatives**

Affirming, alleging, announcing, answering, attributing, claiming, classifying, concurring, conforming, conjecturing, denying, disagreeing, disclosing, disputing, identifying, informing, insisting, predicting, ranking, reporting, stating and stipulating.

**Directives**

Advising, admonishing, asking, dismissing, excusing, forbidding, instructing, ordering, permitting, requesting, requiring, suggesting, urging and warning.

**Commissives**

Agreeing, guaranteeing, inviting, offering, promising, swearing and volunteering.
Acknowledgements

Accepting, apologizing, congratulating, greeting, thanking and condoling.

Bach and Harnish spell out the correlation between the type of illocutionary act and the type of expressed attitudes. Pragmatics is a subfield of linguistics which studies the ways in which context contributes to meaning. Pragmatics encompasses speech act theory, conversational implicative, talk in interaction and other approaches to language behaviour in philosophy, sociology and linguistics and reveals how the transmission of meaning depends not only on the linguistic knowledge about the speaker and the listener, but also on the context of the utterance, knowledge about the status of those involved, the inferred interest of the speaker and so on. In this respect, it explains how language users are able to get the apparent meaning, since meaning relies on the manner, place, time, etc. The ability to understand other speakers’ intended meaning is called pragmatic competence. Pragmatic awareness is regarded as one of the most challenging aspects of language learning.

Roman Jakobson’s Six Functions of Language

The six constitutive factors and their corresponding functions are presented below:

<table>
<thead>
<tr>
<th>Context</th>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addresser</td>
<td>Addressee</td>
</tr>
<tr>
<td>Contact</td>
<td>Code</td>
</tr>
</tbody>
</table>

The six functions of language

<table>
<thead>
<tr>
<th>Referential</th>
<th>Poetic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emotive</td>
<td>Conative</td>
</tr>
<tr>
<td>Phatic</td>
<td>Metalingual</td>
</tr>
</tbody>
</table>
• The referential function corresponds to the factor of context and describes a situation, object or mental state. The descriptive statements of the referential function can consist of both definite descriptions and deictic words.

• The emotive function relates to the addresser and is a bit exemplified by interjections that do not alter the denotative meaning of an utterance but do add information about the addresser’s internal state.

• The conative function engages the addresser directly and is best illustrated by vocatives and imperatives.

• The poetic function focuses on the message for its own sake and is the operative function in poetry as well as slogans.

• The phatic function is language for the sake of interaction and is therefore associated with the contact factor. The phatic function can be observed in greetings.

• The metalingual (or reflexive) function is the use of language to discuss or describe itself. (what Jakobson calls “code”)

**Code**

"Code is an arbitrary, pre-arranged set of signals" (Gleason 374). A language is one specific variety of code. The total organization of various linguistic components in a language is the code of that language; it is an abstract system which happens to be accepted arbitrarily in the community which uses it.

**Dialect and Sociolect**

A regional, temporal or social variety within a single language is a dialect: it differs in pronunciation, grammar and vocabulary which is itself a society favoured dialect. Hence, a
dialect is a variation of language sufficiently different to be considered a separate entity within a language. Sociolects (class dialects) are spoken by the members of a particular group or stratum of a speech community. The two words ‘language’ and ‘dialect’ are in this respect like ‘mountain’ and ‘hill’. One has no hesitation in saying that the Everest is mountain and Hoborn Hill a hill, but between these two the dividing line cannot be accurately drawn.

The major variety that exists within two codes is the following:

Code – Dialects
  • Registers
  • Idiolects
  • Diglossia
  • Pidgins
  • Creoles

Speech Acts

Austin identifies three distinct levels of action beyond the act of utterance itself. He distinguishes the act of saying something, what one does in saying it and what one does by saying it, and dubs these the ‘locutionary’, the ‘illocutionary’ and the ‘perlocutionary’ act respectively.

The theory of speech acts aims to do justice to the fact that even though words, phrases and sentences encode information, people do more things with words than convey information and that when people convey information they often convey more than their words encode. Although the focus of speech acts theory has been on utterances, especially those made in different situations, the phrase ‘speech act’ should be taken as a generic term for any sort of language use, oral or written. Speech acts, whatever the
medium of their performance, fall under the broad category of intentional action, with which they share certain general features.

Communicative success is achieved when the speaker chooses the words in such a way that the hearer will, under the circumstances of utterance, recognize the communicative intention. If anyone spills some medicine and says ‘Oops’ in the right way, the utterance will be taken as an apology for what is done.

“Speaking a language is performing speech acts, acts such as making statements giving commands, asking questions, making promises and so on” (Searle 3).

According to Searle, we perform different kinds of acts when we speak or write. Searle identifies four basic categories of speech acts: utterances, propositional utterances, illocutionary utterances and perlocutionary utterances. These are not separate and independent of one another. Rather, they are similar to building blocks. Humans make utterances, some of which are perlocutionary, propositional and illocutionary.

**Utterance**

An utterance is a spoken word or string of spoken words. To utter is simply to say a word with no particular forethought or intention to communicate a meaning.

**Propositional Utterance**

A more meaningful type of utterance makes reference or to describe a real or imaginary object. In the act of making a propositional utterance, the speaker gains the opportunity to interact.

Propositional utterances need not be sentences, they do not have to intend anything. Any phrase that identifies or specifies something is a propositional utterance. Propositional utterances are those matters having to do with referring and predicting:
using language to refer matters in the world and to make predictions about such matters.

A propositional utterance is a particular kind of utterance.

**Ilocutionary Utterance**

An illocutionary utterance is spoken with the intention of making contact with a listener. Illocutionary utterances are usually sentences that contain propositional utterances. They refer to things in the world, but it is their intentional nature that is of most importance.

**Perlocutionary Utterance**

Illocutionary speech acts may be intended to provide information, solicit answers to question, give praise and so on. Perlocutionary utterances, on the other hand, do attempt to effect a change.

Thus, Searle’s model consists of which forms the foundation for the levels that rest upon it. Figure 2.1. shows the model of speech act.

![Figure 2.1. The Speech Act Model](image)

It is important to remember that each speech act may be followed by a return act on the part of the receiver.
‘Speech act theory’ is a line of linguistic discourse developed by J.L Austin in “How to do things with words”. Austin distinguishes between illocutionary and perlocutionary speech acts. The terminology he introduced, especially the notion ‘locutionary act’, ‘illocutionary act’ and ‘perlocutionary act’, occupied an important role in what was then to become the ‘study of speech acts’. All of these acts are nowadays commonly classified as speech acts.

Critical theorists, in other areas of critical theory, use speech act theory as a way of approaching aspects of their own discourse. It is used mainly in the fields of linguistics and philosophy. The basics of the theory centre on the idea that words, when placed together, do not always have a fixed meaning.

Searle has introduced the notion of an ‘indirect speech act’, which in his account is meant to be, more particularly, an indirect ‘illocutionary’ act. Applying a conception of such illocutionary acts, according to which they are acts of saying something with the intention of communicating with the readers, Searle describes indirect speech acts as follows:

In indirect speech acts the speaker communicates to the reader more than he actually says by way of relying on their mutually shared background information, both linguistic and non-linguistic together with the general powers of rationality and influence on the part of the reader as well as the linguistic conventions about the context (17).

In connection with indirect speech act, Searle introduces the notions of ‘primary’ and ‘secondary’ illocutionary acts. The primary illocutionary act is the indirect one, which is not specified. The secondary illocutionary act is the direct one, performed in the literal utterance of the sentence.
Speech act is a technical term in linguistics and the philosophy of language. The contemporary use of the term goes back to John L. Austin’s doctrine of locutionary, illocutionary and perlocutionary acts. With the notion of illocutionary acts, there are different opinions concerning the question what being a speech act amounts to. The extension of speech acts is commonly taken to include promising, ordering, greeting, warning, inviting and congratulating.

Classifying Illocutionary Speech Acts

Searle (1975) has set up the following classification of illocutionary speech acts:

Declaratives are speech acts that commit a speaker to the truth of the expressed proposition. For example, reciting.

Directives are speech acts that are to cause the hearer to take a particular action. For example, requests, commands and advice.

Commissives are speech acts that commit a speaker to some future action. For example promises and oaths.

Expressives are speech acts that express the speaker’s attitudes and emotions towards the proposition. For example, congratulations, excuses and thanks.

Declarations are speech acts that change the reality in accordance with the proposition of the declaration. For example, baptisms, pronouncing someone guilty or pronouncing someone husband and wife.

The illocutionary force of an utterance is interpreted as having been intended. This statement recognizes the pragmatic convention that people do not speak simply. The very act of speaking or writing rhetorically presupposes an intention and intentions
of a certain kind may be found in the illocutionary force of a statement as it affects the propositional content.

**Indirect Speech Acts**

In the course of performing speech acts people ordinarily communicate with each other. The content of communication may be identical or almost identical, with the content intended to be communicated.

The meaning of linguistic aspect used may also be different from the content intended to be communicated. Indirect speech acts are commonly used to reject proposals and to make requests. When a speaker asks, “Would you like to meet me for coffee?” and another replies “I have class”. The second speaker used an indirect speech act to reject the proposal. This is indirect because the literal meaning of “I have class” does not entail any sort of rejection.

Searle suggests that meanings are derived out of indirect speech acts by means of a co-operative process out of which multiple illocutions are permeated.

**Connotation**

Connotation is the term used to refer the emotional associations that a word carries over the referential or denotative meaning it has. Words can be divided into two groups; denotative and connotative. Denotative words are words that have only referential meaning, whereas connotative words are those have emotional associations in addition to referential meaning. Roland Barthes simplifies this aspect as follows:

“Definitionally, it is a determination, a relation, and an anaphora, a feature which has the power to relate itself to anterior, ulterior or exterior mentions to the other sites of the text.”
“Analytically, connotation is determined by two spaces: a sequential space, a series of orders, a space subject to the success of the sentences, in which meaning proliferates by layering; and an agglomerative space, certain areas of the text correlating other meanings outside the material text and, with them, forming nebulae of signifiers.”

“Topologically connotation makes possible a limited dissemination of meanings.”

“Semiologically, each connotation is the starting point of a code.”

“Dynamically, it is a subjugation with which text must undergo meaning as a force.”

“Historically, by inducing meanings that are apparently recoverable, connotation establishes a literature of the signified”. (46)

The conceptual content that the word expresses is plural by nature. Meaning cannot be stagnated by the word. In writing, the work of the word is never unidirectional- it does not approach any single destination, like an arrow soaring toward its target. The word radiates, as it were; it disperses itself in all directions and simultaneously intersects with other words at multiple points. Hypertext thrives on the play of connotations. It disavows its potential to direct reading, unlike classic texts, and plainly gives over the power of interpretation of the reader. Figure 2.2. shows the model of sign as defined by Ronald Barthes.

![Figure 2.2. The Sign of Roland Barthes](image)
Roland Barthes diagram’s connotation impulses such that on the level of the signifier, yet another sign(or set of signs) is stocked upon the initial signifying unit. According to Barthes, “A connotation system is a system whose plan of expression is itself constituted by a signifying system” (47).

Barthes model is useful in showing how a multiplicity of meanings can be evoked by a single word. To understand about Barthes is what at length gets implied by textual plurality. If it is in fact possible to explode the text into numerous cultural codes and connotations that infiltrate its surface, then reading as the process of “finding” meaning turns into a fundamentally creative exercise. Meaning is shaped and it is no longer deciphered or uncovered. The reader does not endeavour to “crack” the singular code. The ideal text, a multiplicity of codes and possible signification are offered as the raw material with which the reader can weave into a comparably unique rendering of what the text “means”. The boundary between reading and writing is, Barthes contends, as both author and reader strike up a partnership in the endeavour to make meaning. The author provides a network of ideas and possible connections. The readers must navigate the network and activate those associations best suited to their own creative desires. Language is one of the most powerful and persuasive of all social institutions by attesting to the existence of enduring cultural codes that comprise the basic fabric of all literature. Roland Barthes sheds light on the degree to which “language speaks to us”. Giving readers the agency to creatively construct meaning and explore innovative modes of interpretation just might engender a flood of new idiomatic styles, and broaden the wiles of creative human consciousness.
**Denotation**

Denotation or reference, which is the relationship between a word and the entity or the idea it refers to, is one aspect of the meaning of the word. Another aspect is the set of emotional association suggested by the word.

**Attributes**

Attribute is a word or phrase used to describe the idea, product or object. Product attributes describe the main product features, major benefits, functions, quality, shape, colours, size, graphics, lettering, service, price, rating, distribution strategy, relevance of salient image, perception, luxury, warranty, reliability, placed, installation, repair services, etc. In general, attributes are distinctive tangible and intangible features of a product that give value to its utility.

**Multi-Attribute Attitude Models**

The language of the advertisements with multi-attributes are analyzed with reference to the theories of discourse analysis, pragmatics and speech acts. The word ‘text’ is used to refer the different attributes in the analytical study. The connotative and denotative meanings are described with reference to the selected advertisements from the daily magazine *The Hindu*.

Example: 1

Ad: Aaviskar Upaskara

Text: Buy it before your neighbour does! Rush to the Aaviskar outlet and choose from a wide array of exclusive contemporary furniture and accessories to do up every room in your home and turn your neighbour green with envy!
Home décor with frills and flourishes, clean elegant lines, contemporary and modern or whatever catches your fancy. We have it all. Enduring masterpieces from the Aaviskar repertoire to give your home a touch of class. At prices that are a steal.

Message:

<table>
<thead>
<tr>
<th>Text</th>
<th>Speech Act</th>
</tr>
</thead>
<tbody>
<tr>
<td>i Buy-----does</td>
<td>Stipulating</td>
</tr>
<tr>
<td>ii Rush----and</td>
<td>Urging</td>
</tr>
<tr>
<td>iii Choose-----accessories</td>
<td>Directing</td>
</tr>
<tr>
<td>iv To-----and</td>
<td>Instructing</td>
</tr>
<tr>
<td>v Turn---envy!</td>
<td>Emotion/ Envy</td>
</tr>
</tbody>
</table>

The speaker inspires the reader to take an initiation of immediate action to purchase the things immediately by use of the words ‘buy’ and ‘rush’. The utterance ‘your’ adds a personal note and proves that the addressee is directly providing information in an informal and conversational style. The message directs the readers to select from a vast array of choice from the existing furniture and accessories. The language expressed by the speaker helps the readers to plan furnish their living place with modern accessories suitable for the present lifestyle. The common slogan from Onida T.V. 'Neighbour’s Envy, Owner’s Pride' is triggered by the speaker to make the people feel happy and proud by buying the product first, and when they reveal the same to their neighbours, it will result in an emotional aspect of envious nature.

The indirect emotional speech act of feeling ‘proud’ is conveyed through the opposite utterance ‘envy’. The utterance ‘a touch of class’ provokes the reader to dream about furnishing their house and plan to improve their lifestyle by sparing surprising amount.
The qualities of the products are attributed to fulfill the imagination of the buyers. The speaker further reveals that long lasting prices are surprisingly available to silently win the hearts of the customers. Different attributes of action and describing words are used by the advertiser to attract the readers.

Action Words
- Buy
- Choose
- Rush
- Turn

Describing Words
- Wide
- Exclusive
- Contemporary
- Modern
- Enduring
- Clean
- Elegant
- Masterpiece
Motive: The utterance ‘rush’ urges the reader for an immediate action of buying behaviour. The describing words exhibited in the text, conveyed by the speaker, is to induce the buyers not only to buy the product, but indirectly to improve their standard of living and naturally describe the social aspect of sharing their experiences with the neighbours.

Example: 2

Ad: Puthiya Thalaimurai

Thank you Tamil Nadu for supporting the truth!

Text: What can the truth achieve in just two months?

It can raise a news channel that fervently speaks out the truth, to the No:1 position.

As per TAM (Television Audience Measurement) ratings released by A.C. Neilson, Puthiya Thalaimurai TV has garnered a gross rating point of 35.94 in just 8 weeks across Tamil Nadu, attaining the position of the No:1 news channel.

Figure 2.3 shows the rating model supporting the news channels.

![Fig. 2.3. Rating Model Supporting News Channels](image)
Message:

The question is put forth not with an expectation of getting a response from the readers, but to provide the fact that the news channel ‘Puthiya Thalaimurai’ has been newly introduced, has achieved greater ranking within a short span of telecast, when compared to the other news channels like Sun News, Jaya Plus, Kalaignar Seithigal and Raj News in Tamil Nadu. The authentic information about the person involved in the job of verifying the ranking status is provided as an assurance with the support of the viewers this particular channel has succeeded and won the first place when ranked with other channels. The speech act of acknowledgment, by thanking the people of the State proves that people are pleased when they are recognized. So, the advertiser along with the speech act of enquiry, assuring, stating, ranking, thanking and declarative adds to inspire the other viewers who watch other news channels to view this particular channel.

Motive: The language portrays that people support the programmers when they are not influenced by any external factor. The feedback of analysis is brought to the public expecting the favourable support for the factual information with a future perspective.

Example: 3

Ad: State Bank of India

Text: The All India State Bank Officers’ Federation has deferred the strike call for 8th and 9th November, 2011. Consequently, normal banking services will be available henceforth.

We thank all our valued customers for their patience and understanding. We also regret the inconvenience and dislocations caused to them and rededicate ourselves to rendering the best in class service to all our customers.
Message: The speaker informs about the interruption of the service that was due to the strike which was called for during the week days. The message denotes that people are expected to find an alternative source in case of emergency, or to plan for the transaction after the days mentioned. As the strike has been given up, the speaker wishes to put forth about the service to be continued without any hindrance to the convenience of the customers. The advertiser recognizes and respects the customers by throwing light on the acknowledgment of thanking for the great support rendered by the customers by their silent endurance or co-operation. The utterance which showers the note of apology towards the customers for the trouble caused by the addressee reveals that they really are genuinely interested in the welfare of the people. The speaker adds a note of promise to render the service to the extreme end with dedication to everyone connected with their banking service.


Motive: The language reveals the fact that apart from banking services they feel happy that none of the customers was agitated and has not lodged a complaint against the break of service. It proves that the people in the bank are willing to maintain a good rapport with the customers. This humanistic attitude revealed publically helps not only the regular customers but also the other readers to create an account in the bank. The message creates an opinion that the speaker gives much importance to hospitality, added to the service rendered for the public.

Example: 4

Ad: Pricol

Text: Breathing life into spaces

“Come home to happiness”

4 floors ideal for BPOs, Banks and Corporate offices.
Message: The speaker, who is involved in the field of construction, provides the message which is targeted towards the organizations involved in three different fields. The indirect illocutionary act, used in the discourse, invites the organizers of various fields to occupy the place which induces the public to seek good ambience of free space and feel comfortable to work with ease in the working atmosphere.

Speech acts: Expressing(Ex)+Inviting(Inv)+Emotion/Joy+ Attributing

```
Attributes of

Place
  4 floors

Function Purpose
  BPOs
  Banks
  Corporate Offices
```

The propositional attitude of the utterance ‘home’ helps the readers to perceive the atmosphere similar to their dwelling place with comfort and to feel fortunate.

‘Breathing Life’ attributes various aspects---

```
Occupy  Use  Live  Enjoy
```

‘Breathing life into space’ conveys the poetic function.

Motive: The advertiser concentrates on the organizers who are longing to run their firms with good spacing. The language is used in the form of a welcome note. The people involved in the different fields would be interested in seeking the place for rental purpose or to own the office.
Example: 5

Ad: Samaskara Academy

Text: “We worry about what a child will become tomorrow. Yet we forget that he is someone today.”

Samaskara believes education is all about recognizing the gift inside children as they are today! It provides an eco-friendly atmosphere to learn and constantly be shaped by nature. Here, teaching is through the powerful method of questioning, thus giving the child confidence to fearlessly think out of the box!

Exclusive Montessori

ICSE Curriculum

100% Eco–friendly building

20-25 students per class

Visit Samaskara to feel the difference.

The entire likeminded people ready to be a part of the Samaskara family, just visit us.

Message:

The discourse indicates a note of emotive and conative function which states the involvement of the educationists associated with the parents to plan the education of their children. The educationists are strongly assuring to identify the inborn talents in the children and convey that they help children to exhibit the talents like some of them who have already established a good reputation in the society currently. The speaker’s emotive function related to the internal state is assured through the statement of exclamation.
Attributes of

Place
Eco-friendly

Purpose
To learn, constantly be shaped

The message helps the readers to perceive an atmosphere suitable for learners to continue their system of education.

Speech act: Offering (Off)+ Acquiring (Ac)

The speaker intends to prove that the mode of teaching is by questioning which could be pre-supposed as asking, enquiring, reasoning, clarifying and responding.

Further, the utterances ‘confidence’ ‘fearlessly’ and ‘out of the box’ provide a promissory note to the parents about the learner’s growth through the education system with self-esteem, determination and to excel with innovative ideas.

Attributes of

Manner
Synonymous
Spontaneous

Education System
Board
Exclusive Montessori ICSE curriculum

‗100% eco-friendly building’ shows that the advertiser is highly interested in taking care of the environment and provide a pollution free atmosphere in an amicable nature for the younger generation. ‘20-25 students per class is indicated to mean that the classes are not crowded with many children. The indirect speech acts denotes the
referential meaning that children are treated with care or special attention. The utterance invites the parents to pay a visit to the institution and advises them in a challenging way to find out the difference obviously. Parents who enroll their children are recognized as one among the members of the institution.

Motive: The advertiser wishes to attract the readers, especially the parents, who plan their child’s early education.

Example: 6

Ad: Berger

Text: Paint your imagination

   Don’t paint your home till you call 1800-345-8800 or SMS Berger to 56767.

   Estimation

   Purchase of paints

   Supervision

   Painting through expert painters

   Post painting clean-up

Available from all networks 8am – 8pm

You can also contact us at 0422-650655

Service is available in select cities only

Message:

   The introductory part induces the readers to fancy pictures in painting their home, is an indicative mood, the viewers are advised not to proceed with the work until they are aware of the total cost, the buying process, the skilled workmen, and workmanship
available with them and further add the cleaning job done by them. The descriptive statements of the referential function are described by the speaker.

i Attributes of the product

- Cost
- Total Value

ii. Attributes of action

- Maintenance
- Post Action

iii. Attributes of availability

- Source
- Place

The utterance ‘select cities only’ indirectly means that the service is available in limited places only.

Attributes of action in enquiring about the product

1. Call- enquiring through customer care
2. Sms- messaging
3. Contact- directing personal calling

Motive: The advertiser wishes to convey the message that they are willing not only to sell the product, but also to extend the service of activities involved, related to the work of painting the home.
Example: 7

Ad: Grand Kerala Shopping Festival

Text: Welcome to the festival of festivals

   Hold on! I’m coming too…

   46 days of GKSF Gold Shower

   Enjoy the mesmerizing beauty of nature with the enchanting tradition of trade and commerce.

GKSF. A Government of Kerala initiative. 60% VAT refund for shoppers from outside Kerala.

Message:

Word of acknowledgment: Greeting

   The language is presented in the form of greeting the people from within and out of the State, Kerala to enjoy the festive offer of the ornament gold.

   Speech act indicating an expression of imperative mood of command:

Hold on!

   The utterance, ‘I’m coming too’ indicates an initiative action induced by the speaker to join the celebration of the shopping festival.

   This is followed by the poetic function of language in the form of an advice to involve in two different aspects.

Attributes of action:

   People involved in the trade union are invited to undergo their business and are requested to enhance happiness by viewing the natural beauty of the place.
Purpose – Visiting

1. Business transaction
2. Enjoy nature

Motive:

The government of Kerala has taken an initiative action in organizing the magnifying offer of selling gold not only to improve sales but also to increase the visitors in the field of tourism. This can be evidently proved with the safety offer of refund especially for the people from other States.

Example: 8

Ad: Bajaj Appliances

Text: The best your money can buy

Want to cook faster?

Just grab this offer fast!

Combi offer with due cookware also available with other induction cookers

Fast and economical cooking

Easy operation and convenient to cook

Compact and portable

Majesty Due non-stick cookware works on both induction stove as well as gas stove

Message:

The advertiser provides a promise to buy their product with the excellent qualities.

The Superlative Degree of good and well------ ‘the best’ gives the Speech act of promise and indicates an act of supremacy.
Illocutionary speech act of commissives

‘The best your money can buy’

‘Just---- fast’ – the language is used in the indicative mood to provide a response to the enquiry which is made previously in the conversational style. The advertiser expects the customers to make use of the opportunity immediately.

Attributes of Product Names:

**Kinds of Sentences**

<table>
<thead>
<tr>
<th>Type</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affirmative</td>
<td>The best your money can buy.</td>
</tr>
<tr>
<td>Interrogative</td>
<td>Want to cook faster?</td>
</tr>
<tr>
<td>Exclamatory</td>
<td>Just grab this offer fast!</td>
</tr>
</tbody>
</table>

The speaker reasons out by which source the products could be used through the words ‘induction cookers’ and ‘gas stoves’.

**Motive:**

The advertiser, by providing information, further induces the addressee for an immediate action to easily seize the opportunity. By use of the modern techniques introduced in the cookware, the speaker conveys the message to reduce the time consumption and enhance happiness in the process of cooking.

**Example:** 9

**Ad:** AYU CARE KIZHI

**Text:** (A medicated cloth bundle)

If pain is your problem, Ayu care kizhi is the solution.
Pour kizhi oil in a vessel and heat it. Dip the kizhi in the oil and softly press and gently massage it on the painful body part. This can be repeated for 15-20 minutes on the painful body part. (back, neck, knee, heels and joints)

Message:

The speaker assumes the problem in health and gives a solution through the product by use of prepositional utterance. This is further followed by the instruction of how to use the medicated cloth with oil, which describes wholly in which parts of the body that could be used. The speech act reveals the conversational style and provides an impact of personal contact through the utterance “your” and a remedial measure is highlighted.

Example: 10

Ad: Honda Brio

Text: It loves you back

You wanted a car you’ll love

We built a car that will love you back

Message:

The emotion of revealing ‘love’ attributed to living beings is used by the advertiser to personify that the vehicle, an inanimate object, reveals the love back to human beings when it is owned by them. The product is introduced with an expectation of future perspective assuring a promise. The Speech act discloses the indirect idea that the advertiser recognizes what the buyer is in need of and promises that their product attributes good comfort, mobility and is affordable, and assures that the object reveals a good feedback of revealing the feeling of emotion –love.
Example: 11a

Ad: Colgate sensitive Pro- Relief

Text: 4 Good reasons to try Colgate sensitive pro- relief

Colgate Pro-Relief Other sensitivity tooth paste

- Instant relief
- Gets to the cause of sensitive pain
- Repairs sensitive teeth
- Superior lasting relief

Money Back Guarantee

Prove it yourself

Colgate No:1 Brand Recommended by Dentists

Example: 11 b

Speech act indicating reason for using the product

Ad: Vicco Vajradanti

Text: Why start your day with a mouthful of chemicals?

Ayurvedic Medicine for strong gums and mighty Bites.

In model 11a, the product name is directly used by the advertiser. The category of evaluation model is presented to indicate the buyers that the product is the right choice when compared to the other sensitivity toothpaste. The number of causes leading the product is justified by classifying the effectiveness performed and the remedial measure
rendered by the product. The evaluation of the tick mark further assures that the promoter has taken the response of the buyers into account by the previous customers and further adds the information to experience the qualities of the product through a comparative note, and proceeds further with a convincing attitude, highlighting that money will be given back if the promise assured by them does not appeal to the customers.

When compared to the evaluation model of 11a, 11b is presented in the form of question and answer. The question proves that the speaker is directly enquiring the reader: ‘Why don't an individual take care of the teeth.' 'Ayurvedic Medicine' assures that the speaker is willing to insist that apart from introducing the product, the exceptional qualities tend to help like a medicine without any side effects or bad consequences. The speaker has used the common belief that people have on Ayurvedic products and created a greater impact on the effectiveness of the product.

1. Speech act indicating directives--advice
1a.
Ad: ICCI Prudential Life Insurance
Text: Be Wise, Listen to Chintamani’s advice
“Wait for your insurance policy to bear fruit. Stay invested for the long term.”
• Good returns
• Lesser charges
• Added benefits
1b.
Ad: Margadarsi Chits Private Limited
Text: Life is easier when you plan with Margadarsi
Call Margadarsi. Call Prosperity.

Small Savings. Large returns.

Save Early. Get Wealthy.

Invest Today. Enjoy Tomorrow.

Build Wealth. It’s Easy.

Returns Assured. Future Secured.

Message: The above examples help the readers to have a clear perspective of planning to save money for their life time. There is a promissory note that their shoulders will not be overburdened and they can feel at ease if they invest immediately so that they could lead a peaceful life in future.

2. Ad: Rose Gardens

Text: This Valentine’s Day
   
   Don’t just say I Love You

   Say it with Flowers!

Message: The speaker indirectly inspires the buying attitude of the people by advising them to express their emotion of love not only by the verbal utterance but also with flowers.

2. Speech act indicating greetings

Ad: Children’s Memorial Hospital

Text: Wish a child well just by buying our cards
Message: Hospital is a place meant to provide treatment. But the language used by the advertiser provides added information that poor children in the wards who are in need of monitory benefit have exhibited their talent of artistic nature through greeting cards and those cards are exhibited for sale for a special purpose on Children’s Day. Usually, selling motive is introduced to increase sales by the shopkeepers, but this is initiated with a different motive for raising funds for the treatment of poor children.

3. **Speech act inducing good education**

Ad: Nikita International School of Studies

Text: Give your child the extra edge power of performance

And the next level in school education.

Hi tech facilities. Indian values. International success.

4. **Speech act indicating the association of a family for an adventure**

Ad: National Adventure and Leadership School

Text: Mom, Dad and Kids Camp.

Forge Family Bonds for a lifetime.

Message: The speaker through the organization depicts the idea that they pave way for a period of adventurous life in the form of trekking through the forest range with the help of assistants from the Forest Department to learn about the different aspects of nature and to observe many birds and animals which could be found only in the deep forests. The speaker wishes to mean that, by enrolling all the members of the family, they create bondage along with the expedition. The family members who are engaged in their personal work during the week days and working hours are brought together under one
roof to learn something different and for recreation also. The informal utterance Mom, Dad and Kids addressed by the speaker adds a tone of intimacy to make the readers feel at ease and to lead life with an exciting event to fabricate their life slowly and steadily.

b. Ad. Wonderla

Text: Green Amusement Park

Holidays are meant for a ‘Wonderla’ experience!

Celebrate this festival season with waves and waves of fun, excitement and happiness. Enjoy every moment of your holidays with family and friends at Wonderla.

Holidays are meant to be a time for relaxation and renewal. The above examples reveal that the speaker uses the emotion of happiness or joy by throwing light on the readers and advising them to rejuvenate their life.

6 Ad: 1 ARS Power

Text: Assured Real Strength

2 Ad: KISCOL

Text: EXTREME STRENGTH FOR EARTHQUAKE RESISTANCE

Many people lose their houses due to the natural calamity, earthquake. To protect their houses from that calamity the advertiser is willing to assist the people who are involved in the field of construction to make use of the steel bars which have the extraordinary strength and the distinct quality of resistance power that the product has to fight against the natural calamity.

When the language used by the speaker in ARS promises the strength of the product, the speaker from KISCOL makes use of consequence of the earthquake and
assures the quality of the product by specifying the sequence which the people have experienced in reality and indicates a note of security for the people.

7. **Headings which give Confidence to the Consumer**

All advertisements focus on the consumers who have a good knowledge of consumer products in the market. As a result, they capable to decide on what the best would be needed for them. Hence, companies compete with each other in advertising their products. In order to gain consumer confidence, it is common for advertisers to provide some form of the product quality or a guarantee that persuades the consumer to believe that they purchase genuine products.

The following advertisement is able to convince the buyer by instilling confidence in them by assuring that the buyer can occupy the house immediately and pay later. The buyers would also enjoy special offers. This shows that the advertiser is confident that the property would gain the confidence of the potential buyer and the speaker shows that they trust the consumer enough to allow them to occupy the property without having to make any payment. This offer would generate enough interest among potential buyers to persuade them to induce booking for the property put up for sale.

**Ad: Completed homes with grand offers**

You can move in now, and pay later

The consumer is persuaded to move in immediately, and the message is that the house would be genuine as the consumers are given the opportunity to live in the house and experience home-living before payment is scheduled.
8. Success is guaranteed and gives confidence

The heading of the following advertisement says that success is guaranteed and it gives confidence and assurance to school leavers to attend the courses that promise success in their lives.

Caption: Success is definite

9. Confidence of the Manufacturers

Caption: Go for test drive and feel the change

The advertisement for cars invites the consumer to test the product and make an informal decision before purchasing. The language suggests the importance given to consumers as judges of the product the advertisers have to offer. It also reveals the confidence of the manufacturers of the car that their product is of high quality and assures the consumers that they will be thrilled to experience something new.

10. Assurance of Validity

The assurance of validity is usually found in medicine or health products where the advertisers rely on medical specialists to vouch for the product safety, reliability and validity. In the following advertisement, people with many kinds of diseases are treated without allopathic medicine and the advertisement claims that this is the first time in the world that such treatment has been offered to patients. Such headings may attract patients who are suffering from incurable illness and currently on allopathic medication.

The Indian community strongly believes in naturopathy and it advocates consuming certain food as treatment for particular diseases. Indians believe that the right
kind of food itself contains certain medicinal properties, and the advertiser is offering such services to the community.

Caption: For the first time in the world, naturopathy treatment without medication

11. The Interactive Element

One of the notable features in the advertisements is the use of questions. The use of questions can be for two main purposes: a) As a rhetorical one, and b) To elicit information. The advertiser seems to be having a dialogue with the reader, while the recipient reciprocates by mentally trying to answer the questions posed.

Example: 1

Caption: Having problems with housing loans?

The advertiser appears to know the problem that the reader is facing and poses the question. Thereafter, the advertiser moves on to provide solutions to the consumer’s problems. The strategy of using questions raises some anxiety in the reader wanting to know how to solve the problem and is prompted to read the text further.

12. Slice of life

In slice of life commercials, advertisers attempt to provide solutions to the everyday problems consumers or businessmen face. These advertisements normally reveal common things people experience, especially problems they encounter. Then, the product or service is made available to solve the problem.

The most common slice of life format has four components:

1. Encounter

2. Problem
3. Interaction

4. Solution

Example: 1 out of every 5 Indians suffers from high blood pressure.

Ensure no one from your family does.

Put pressure on your loved ones, to get their blood pressure checked.

WORLD HYPERTENSION DAY. 17th MAY

TATA SALT LITE. 15% LOW SODIUM SALT

   The secret of the statistical report of the message is to create an awareness putforth to the reader, especially an image to tell the entire story, with the product TATA SALT being the solution for the family members of different age groups.

13. Discourse showering a request

Example: Business Line (Investment World)

Please read the offer document and our newspaper carefully before investing.

   An informal note is used by the speaker to denote that they are directly addressing the reader with a concern that through the subscription of ‘Business Line’ they really care for the reader’s security and safety of life. The word ‘please’ adds a tone of request and the utterance ‘carefully’ helps the reader to be cautious when they plan to invest. The message insists the investor to be enriched with good awareness for a future perspective.

14. Discourse indicating establishment through supremacy

Ad: The New India Assurance Co. Ltd.

Text: India’s largest & preferred General Insurance Company.
Protection

Knowledge

Commitment

Trust

Integrity

Honesty

Prosperity

Growth

Service

Leadership & Beyond….

**Proudly announces**

Opening of 2 Branches

Direct Agents Branch & Auto-tie-up Branch

We seek the support & continued patronage from our Customers, Agents & other Stake Holders.

Global premium of Rs.12,500 Crores

Rated as A-(excellent-stable) by AM best

Presence in 23 countries

The intensifier of the Superlative Degree ‘India’s largest’ is used by the speaker and the workmanship specifically rendered by them further provides the reason for their establishment in the marketing world. Achievement is uttered with confidence and pride. The information about the extension of their service by opening two more branches in the
city limit adds a credit to the speaker through the response of the customers, agents and stake holders. A direct request for support is presented seeking it from the different ranges of people. The message featured further exhibits the target achieved in three different aspects and indicates a note of reason for globalization.

1. Financial

2. Rating

3. Product Positioning in Places

Thus, the copywriters use discourse in different aspects pertaining to the unprecedented sales for the company. The example pictures that advertising language, the techniques and professional talent in the communication media has a unique role in persuading the readers’ attention.