

**Principle in Selected
Advertisements in
English**

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The Problem

The language of advertisement is often vague, ambiguous, and indirect. It is often difficult to figure out an advertiser's intended meaning without recourse to the non-linguistic elements in advertisements.



The Aims

1. How and why advertisers choose not to observe or fail to observe the conversation maxims in advertisements.
2. The role of implicature and non-linguistic elements in advertisements.



The Hypotheses

1. Advertisers choose not to observe or fail to observe the conversation maxims as a way of persuasion and temptation.
2. The non-linguistic elements play a major role in getting a certain message across to customers.



The Data

The data represent advertisements in British and American magazines and newspapers between 2013 and 2015. Those were selected purposely out of 50 advertisements, 25 from magazines and 25 from newspapers.



The Procedure

The study falls into two parts: The first part provides an elaboration of the counter-cooperative principle, i.e. violation, flouting, opting out, infringing, and suspending the conversation maxims. The second part is devoted to analysing selected advertisements in English in terms of non-observance of the conversation maxims.

The Conclusions

1. Advertisers can't help violating or flouting the conversation maxims as a way of promoting the expressive effect of the advertisement, sparking thinking, and encouraging customers to purchase a product or get a service.
2. Non-linguistic elements and implicature are indispensable in advertisement as they greatly contribute to easier and better understanding of the message(s) behind an advertisement.
3. The counter-cooperative principle plays a great role in the meaning construction and meaning comprehension phenomena in the language of advertisements.

The Sound of Silence



"Don't know how it works but it does, it's amazing"
Simon B

**This just might be what
you are looking for**



Available at Boots and
your local pharmacy or
www.goodnightsnoring.com





Bring back the good times.

Don't let sensitive teeth hamper your enjoyment of food and drink.

It makes sense to use a desensitising toothpaste to help prevent the pain. What doesn't make sense is to stop using the toothpaste when the pain has gone.

Because chances are it may come back,

Brush twice a day every day with a **Sensodyne** desensitising toothpaste to relieve the pain and help prevent it coming back.





**THANK
YOU!**