

ADVERTISING DISCOURSE ACCORDING TO THE THEORY OF SPEECH ACTS

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Commercial advertising is an advertising of services, products and other offers in order to make a profit or increase sales. The subject of commercial advertising is not only goods and services, but also organizations, places, personalities, ideas, events, activities, and the main goal is to provoke a potential consumer to perform an action that will turn a potential buyer into a real one [2]. The main difference between commercial advertising and social (non-commercial) advertising is that social advertising speaks about what bothers a person or society as a whole, referring to social and moral values [2].

The object of the study is speech acts in advertising discourse. A speech act is a purposeful speech action performed in accordance with the principles and rules of speech behavior adopted in a given society [1, p. 41].

J. Austin and J. R. Searle identified the following pragmatic types of speech acts: representative – a statement of something, a hint, a moral; commissive – the motivation for something; directive – a request, a suggestion, a demand, an invitation; expressive – sympathy, apology, congratulations, wishes, regret; declarative – the announcement, appointment, assignment of titles; rogative – questions; contactive – thanks, apologies, greetings.

We have analyzed 25 video fragments of social advertising (about the dangers of drinking alcohol, cigarettes, protecting the planet, the importance of following traffic rules, overcoming depression, etc.) and 25 video of commercial advertising, which covered companies, food and various products.

The study has shown that in the both types of advertising representatives (105 and 236 units) dominate. Further discrepancies have been observed: commissives (5 and 36 units), directives (53 and 18 units), expressives (8 and were absent), declaratives (were absent in both types of advertising), rogatives (17 and 36 units), contactives (were absent and 6 units).

References

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