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A Relevance-based Model for Analyzing Arabic Advertisements

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Abstract

Relevance Theory is a theory of communication grounded in psychology and cognition. The theory treats utterance interpretation as a cognitive process. According to relevance theorists, utterances are linguistically encoded inputs to inferential processes which affect the cognitive environment of the hearer. By the same token, utterances are verbal stimuli decoded by hearers to derive an assumption or set of assumptions treated as the representations of the actual world and/or thoughts (Sperber and Wilson 1995:2). In the advertisement, the text conveys a range of implications, and it must be assumed that the most likely interpretation is that consistent with the advertiser's desire to reinforce favourable associations with the brand. Advertising is essentially a form of communication through such diverse media as hand bills, newspapers, magazines, bill boards, letters, radio and television broadcasts and motion pictures. This study tries to analyse a number of Arabic advertisements that are taken from various social media web sites. As Relevance theory is one of the most important theory in pragmatics, this study follows a relevance-based model as it is the most suitable model to describe how the inferential process of the ostensive-inferential communication occurs. The main aim of this study is to identify and discuss how the inferential process of comprehending the advertisement happens and how the reader can arrive at the optimal relevance and get the most contextual effect that can change his cognitive environment with the least processing effort.

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انموذج مبني على نظرية الموائمة لتحليل الاعلانات العربية

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قسم اللغة الانكليزية كلية التربية الاساسية

ملخص البحث:

نظرية الموائمة هي نظرية اتصال ترتكز على مبادئ علم النفس والإدراك. تتعامل النظرية مع تفسير الكلام كعملية ادراكية نفسية. وفقاً لمنظري نظرية الموائمة ، فإن الكلام المنطوق عبارة عن مدخلات مشفرة لغوياً للعمليات الاستنتاجية التي تؤثر على البيئة المعرفية للمستمع. على نفس المنوال ، تعتبر الأقوال عبارة عن محفزات لفظية يقوم المستمعون بفك تشفيرها لاشتقاق افتراض أو مجموعة من الافتراضات التي يتم التعامل معها على أنها تمثيلات للعالم الفعلي والأفكار ويجب الافتراض مسبقاً أن التفسير الأكثر احتمالاً هو ذلك الذي يتفق مع رغبة المعلن في تعزيز الارتباطات الإيجابية مع العلامة التجارية. فالإعلان هو في الحقيقة شكل من أشكال الاتصال من خلال وسائل الإعلام المتنوعة مثل الفواتير اليدوية والصحف والمجلات ولوحات الإعلانات والرسائل والبث الإذاعي والتلفزيوني والصور المتحركة. تحاول هذه الدراسة تحليل عدد من الإعلانات العربية المأخوذة من مواقع التواصل الاجتماعي المختلفة. ونظراً لأن نظرية الموائمة هي واحدة من أهم النظريات في التداولية، فإن هذه الدراسة تتبع نموذجاً معيناً قائماً على مبدأ الموائمة لأنه النموذج الأكثر ملاءمة لوصف كيفية حدوث العملية الاستنتاجية للاتصال الاستنتاجي الظاهري. الهدف الرئيسي من هذه الدراسة هو تحديد ومناقشة كيفية حدوث العملية الاستنتاجية لفهم الإعلان وكيف يمكن للقارئ الوصول إلى الموائمة المثلى والحصول على التأثير السياقي المتوقع الذي يمكن أن يغير بيئته المعرفية بأقل جهد معالجة ذهني.

1. The Nature of Advertising and Advertisements

Advertising is an exercise in communication economics, in which the communicator endeavours to utilise scarce resources in the best and most effective combination to bring the desired return (Byrne, 1992:1). As Leech (1966:26) points out: "The advertiser has to buy his way to the public's attention: budgeting economy of means against results".

Advertising plays a significant role in our everyday life. It determines our way of life and it has an effect on our own thinking as well as on our own attitude towards us and towards the world. Adverts are ready forms of behaviour in a specific situation. Although everyone, even without realising, is influenced by adverts, we do not notice how these adverts affect us. We have become slaves of scientific and technical progress, and advertising uses that thing skilfully. The influence of advertising is increasing every day. A great amount of money is spent on adverts bringing to the companies multi-billion returns. Moreover, it is a "product of the first necessity" for any enterprise, aimed at a commercial success, and it is becoming more and more expensive (Frolova, 2014:2).

Nevertheless, the advertising would perhaps have not prolonged so much, if once human had not discovered the era of mass communication. The first impetus for this was typography. Another important development was the invention and subsequent spread around the world of the art of photography in the mid- 19th century. A photograph has served as an irrefutable proof of benefits of the advertised product (Presbrey, 2009).

However, the most significant developments in the worldwide advertising business were made in the 20th century. It is no overstatement to say that the 20th century was the “century of advertising”– at that time there were profound developments and innovations in the field of technology and advertising. It was the 20th century when advertising became this so popular – primarily due to the extraordinary growth amount of world industrial production, as well as due to the appearance of more and more sophisticated means of creating and distributing adverts: colourful printing, analogue and then digital radio, television, satellite communications, and finally, computers and the Internet. Advertising is day to day becoming more professionally organised and more quality performed (ibid).

The term “Advertising” means the process of forming, designing and publishing while the “advertisement” is the final form that is issued to the targeted audience. Advertising is an impersonal type of communication of information about products, services or ideas through the numerous media, and it is generally persuasive by nature and paid by identified sponsors (Bovee, 1992:7).

The standard definition of advertising includes seven main elements:

1. Paid form of communication.
2. The presence of an identified sponsor.
3. Distribution through the media.
4. The presence of specific readers for treatment.
5. Lack of personalization of distributed information.

6. Aimed action.

From this it follows that advertising is usually a non-personalized form of communication, paid by an identified sponsor, implemented in a certain way through the media and other legal means and aimed to familiarize with some products and its further acquisition by possibly large readers of consumers (Frolova, 2014:5).

2. Functions of Advertisements

According to Kotler (2002:33), advertising have four main functions:

1– Economical function. The nature of this function is firstly to stimulate sales and increase the volume of incomes from the sale of a particular product for a certain period of time. Adverts create the need for a product or service, and encourage people to purchasing. The more people have responded to the advert, the better it is for the economy and the economic well-being of society.

2– Social function. Advertising information has a significant influence on the formation of the awareness of each individual. When adverts are addressed to consumers, besides the promotion of a product, they also:

- help to form ideological values of the society have some effects on the character of social relations,
- cause consumer instincts, encouraging people to improve their financial state,
- and improve the culture of consumption. Comparing different products and services, the consumer, in any case, tends to get really the best.

3– Marketing function. Adverts of this type are an important component of marketing. They are entirely associated to the tasks of marketing, whose main aim is to achieve the full satisfaction of purchasers' needs concerning goods and services.

4– Communicating function. Advertising is considered as one of the main forms of communication. It is intended to perform an appropriate communicating function, linking together advertisers and consumer readers by the means of information channels.

3. Relevance Theory and Advertising Communication

Relevance theory is a theory of communication related to psychology and cognition. According to Sperber and Wilson (1995), interpreting an utterance is a cognitive process. This means that utterances are encoded linguistic inputs into the inferential processes which affect the cognitive environment of the hearer. On the other hand, utterances are considered as verbal stimuli decoded by hearer to derive assumptions which are treated as the representations of the actual information or thoughts.

RT is based on the 'principle of relevance' and the balance between 'processing effort' and 'contextual effect'.

"Principle of relevance:

Every act of ostensive communication communicates a presumption of its own optimal relevance".

(Sperber and Wilson, 1995:158)

When an utterance is relevant, this means that it achieves some contextual effect. The degree of relevance is determined by the strength or weakness of what is called contextual effect. When speaking to someone, the speaker expects that his utterance will achieve enough contextual effects to be worth processing and will not cause any unnecessary processing effort. This is known in RT as ‘optimal relevance’ (ibid.:144).

The hearer’s task is to assess what contextual effect is intended by the speaker. In other words, the hearer starts by searching for assumptions about the context and under these assumptions the utterance is worth processing. Therefore, relevance can be seen as a result of balance between contextual effect and processing effort. The expectation of optimal relevance is then seen as automatically made by utterances (Hussein, 2009:23).

4 Advertising as an Ostensive Inferential Communication

Advertising communication is extremely intentional. Regularly, a communicator offers clear ostension for the information to be communicated, and this is his informative intention. The advertiser is probable to use novel words and attractive linguistic features because of the ostensive characteristics of advertising communication. The advertiser offers evidence and directs readers to infer his ostensive attention. On the other hand, the readers reading or watching an advert are busy searching for relevance. Both sides communicating are trying to adjust and enlarge the mutual cognitive environment in order to form an effective context.

So, the purpose of an advert is to make a necessity of purchase. This is founded on a simple reason for any purchase that would happen: that is people’s need. The vital role

of the advert is to attract the people's attention, and then to find the optimal relevance via the inferring process. A successful communication leads to the effective persuasion of the products and then spreads the popularity of the products. Lastly, an excellent advert realises its most expected role that is to bring great income for the businessman. On the contrary, if an advert fails to demonstrate the advertiser's intention, then it is inevitable to gain a negative result. It is not just a failure of the single advert itself, but it will spread to the whole field of products or service that the advert promotes. The readers would not accept the product, and then would refuse the service or anything that is connected to the product as well as the company that produce the product or offer the service. The loss of the company is unimaginable and immeasurable. Advertisers also create structure of meaning.

5. Data Collection

The data of the study are fifteen Arabic brand adverts of different products randomly taken from varied social media websites. As our study presents a pragmatic model that investigates the pragmatic aspects of language, any overt advert that gives explicit invitation to purchase the product in a direct way will not be dealt with in our study. The model of the study is concerned with ostensive inferential type of communication. In straightforward encoded types of communication, the communicator communicates through encoding direct messages rather than producing relevant information.

6. Data Analysis

Advert (1):

عطور تعزف على أنغام شرقية

Utur ta'zif alaa 'angham sharqia

Perfumes playing on oriental melodies. (See appendix)

Getting the attention of readers is the most popular method in establishing adverts and this advert is a good example. It is produced by an Arabic perfume shops, i.e. Fan Al Otoor. To get the attention of the readers implies that there is the ostention to communicate which stimulate the readers' expect of relevance. The advertiser produces a proposition that their shops introduce perfumes playing on oriental melodies. This proposition is suitable enough to get the attention of the readers since it is something figurative, imaginable and unrealistic. To start with analysing the linguistic inputs of the inferential process, we can say that have a statement; a declarative sentence stating specific assumptions. The grammatical type of the sentence is a semantic category that is decoded and not inferred. The grammatical type helps to distinguish the mood of the sentence. The intended meaning is inferred from all the assumptions that are derived from decoding the semantic proposition of the sentence, the context of the utterance and the encyclopaedic knowledge that is attached to every concept of the assumptions. In this sentence we have 'Utur' that 'ta'zif' on 'angham sharqia', i.e. we have a metaphor that is employed by the advertiser to get the attention of the readers that the perfumes that is being advertised are not just like usual perfumes but that have a specific quality, i.e. they are oriental perfumes. As this advert is directed towards oriental audience, this quality is a very appropriate means to get the readers' interest and motivate the desire to purchase the product to smell this oriental perfume. This is in

fact the illocutionary point of this advert. Concerning the non-linguistic inputs, the advertiser uses other visual means in order to add more assumptions in the inferential process such as the shape of the music instrument which is quite similar to a perfume bottle. The non-linguistic inputs also strengthen the illocutionary force of the utterance which is in direct proportion to the contextual effect that is resulted from the inferential process. The inferential process starts when the readers make use of all the available to derive new relevant assumptions that are relevant enough to change the cognitive environment of the audience. When the readers arrive at new relevant assumptions that can change the cognitive environment about the product, then the inferential process stops. It stops because the human mind supposes that what is said is relevant enough to be worth processing to produce contextual effects that change the cognitive environment about something. The success and failure of the advert is related to whether the contextual effect is enough to convince the readers to purchase the product or not. This is the vital aim of the advert.

Advert (2):

لولا ثقة ١٠٠ مليون مصري ما كنا هنا

Lawla thiqat 100 million misri ma kun'na huna

Without the trust of 100 million Egyptians, we would not be here (See appendix)

This is another advert that is produced by an Arabic electronic company, namely, El-Araby Group. In this advert the advertiser states a certain claim in order to get the attention of his audience. It supposes that it is the 'thiqat 100 milion misri' that gives

the company this claimed status. How can the readers examine this claim? In fact, there is no direct way to do so unless the readers examine the product themselves. So this is the advertiser's way to motivate the desire of the readers to try the product and examine it by themselves. If we look at the mood of these sentences, we have declarative sentences. Usually advertisers use the declarative sentences in order to imply an implicit message that affect the readers and change their cognitive environment. The readers should infer this implicit message which is the illocutionary point by following the principle of relevance as "every act of ostensive communication communicates a presumption of its own optimal relevance". How does the optimal relevance achieved or supposed to be achieved? It is by producing the most contextual effect with the least processing effort in order to change the cognitive environment of audience. Concerning the non-linguistic inputs, this advert has some visual clues that help the readers in arriving at the relevant meaning such as the pictures of the products. There are also some subservient linguistic inputs, i.e. "Hadaya wa mufajaat" which mean "gifts and surprises". This sentence enhances the basic claim of the advert about "thiqat 100 milion misri" and motivates the readers to try the experience and probably gets the gifts and surprises. All these concepts are treated as assumptions that are contextualised and extended in the inferential process to get new further assumptions. The readers will interpret the advert under the most relevant assumptions that have the most contextual effects with the least processing effort. So it is quite clear that the process of advertising comprehension is an inferential process that cannot be described unless we use a pragmatic approach that is built on the bases of pragmatic theories. Returning to the use of electronic appliances pictures, we have two interpretations; either they are just the products that are being advertised or they are

also the gifts and surprises that the purchaser may gain in purchasing one of the advertised products. Now this ambiguity stimulates the consciousness of the readers to make more processing effort to solve this ambiguity. This effort is beneficial in fixing the advert within the mind of the readers which is something aimed in the field of advertising. The more the advert is fixed in the mind of the audience, the more they will be influenced in purchasing the product.

Advert (3):

نكهة الطبيعة

Nakhat ultabiea

The flavour of nature (See appendix)

This advert is produced by Sham Original Group Company. It is characterised by its simplicity and clarity. It is a certain product of tea that is advertised by the statement 'the flavour of nature'. This short statement is an assumption about the product. This assumption, as in the previous advert, cannot be proved by the readers unless they try the product themselves. Another Subservient statement is produced in this advert which is "maduma bi mukawinat altabea" which means "supported by elements of nature". This statement reinforces the first assumption. These two sentences are the linguistic inputs of the inferential process. The advertiser makes use of the size of the text to imply that it is the first sentence that is the main one while the other is a

supporting one. The inferential process extends these assumptions by contextualising them and producing new assumptions out of the old ones. These new assumptions should be relevant enough to produce the expected contextual effect. Here in this advert, the assumptions can be extended to imply that the product cannot be the flavour of nature unless it is of the best quality. To go further, this best quality product deserves to be tried to make sure of these assumptions. Now the advertiser achieves the adequate contextual effect that changes the cognitive environment of the readers and convince them to purchase the product.

Advert (4):

البركر الشهى طعم عراقي لا يقاوم

Alburgur alshahi ta'm iraqi la yuqawam

Delicious Burger, irresistible Iraqi taste (See appendix)

This advert is established by Al-Barakat restaurant. And it seems that the mood of the utterance is a declarative one. This advert follows a different way of getting the attention of the readers by making a reference to their nationality as this advert is directed to Iraqi audience. Each utterance in the ostensive communication starts to call the readers' attention, and thereafter expects relevance. It seems that this advert succeeds in this. The utterance "ta'm iraqi la yuqawam" implies a commitment to provide a tasty burger that cannot be rejected. The readers cannot make sure of this assumption unless they try the product themselves. This technique is frequently used by advertisers to motivate the readers to try the product themselves. Based on the principle of

relevance, the readers will assume that this advert is relevance enough to be worth processing so they will try to find the most relevant interpretation to interpret this advert. The readers will extend the assumption in the inferential process to get the expected contextual effect. The context has an important role in the inferential process. With the help of the image of the advert, the readers can easily see the product which is a burger sandwich. The context here is the previous knowledge that is already available with the communicator. And the nationality of the readers is part of this knowledge. The reference to the "Iraqi taste" makes the product more desirable for the audience. This also strengthens the contextual effect without any unnecessary processing effort. This is exactly the illocutionary force of the advert. The contextual effect of the inferential process perhaps can change the cognitive environment of the readers and give them a good impression about the advertised product. The optimal relevance in this advert is achieved to a very extent as far as no unnecessary effort is spent in the inferential process.

Advert (5):

حجم أكبر بطاطس أكثر

Hajm akbar batatis akthar

Bigger size, more potatoes (See appendix)

In the world of food advertising, the quantity of the product plays an important role in motivating the readers to buy the product. On this principle, Lay's chips advert is created. The mood of the sentence is declarative. Another sentence is used to support

the main text, i.e. “Dabilha” which means “double it”. It implies the same idea but in another style and with a special text shape that imply the quantity too. Other non-linguistic inputs are employed to maintain the effectiveness of the advert, i.e. the picture of the crane. The sizes of the crane and the packing imply an exaggeration that is very effective to maintain the main idea of the advert about the quantity of the product. All these assumptions are easily inferred from the advert and cost no unnecessary processing effort. Now the intended message of the advert is delivered successfully to the audience. Furthermore, the advert has achieved the expected contextual effect, i.e. the perlocutionary act. And the attempt to change the cognitive environment of the readers have easily succeeded.

Advert (6):

الحب هو قهوة

Al hub hua qahwa

Love is coffee (See appendix)

This advert is established by Newal, a company of electronics. It tries to get the attention of the readers by giving them something that communicates their interests especially in the world of domestic technologies. As RT holds that each utterance starts to call the listener’s attention, and thereafter expects relevance. This advert surely succeeds in this. The statement “Al hub hua qahwa” can direct the readers' attention to the question: What is the relationship between the statement “Al hub hua qahwa” and this company which has electronic products? Based on the principle of relevance, the

readers will assume that this advert is relevance enough to be worth processing so they will try to find the most relevant interpretation to interpret this advert. With the help of the image of the advert, the readers can easily see the product. The product can help him to prepare the coffee easily. As the statement “Al hub hua qahwa” implies, the readers will be motivated to buy the product. In this advert, the success lies in directing the attention towards the coffee which is the concern of almost all people. It also lies in the men who pay great attention to the concept of love. That is to say, the advert fulfills the first aim to attract large and potential readers as possible. All these assumptions are to be extended to get further relevant assumptions. Some readers really stop with a question in their minds: What makes coffee love? The advertiser continues to give the readers the information that to love something is to taste it properly and appropriately. This arouses the curiosity of the audience, creates a new context and challenges the readers' processing effort to construct a new assumption: if the love doesn't come from “coffee”, where is it from? Then the readers gain a new contextual effect, that is, Newal which makes coffee “love”. They get the answer of the question; the love comes from Newal. During the interpretation process, new assumptions and contextual effects are achieved by the readers and the readers' extra processing efforts are awarded with more contextual effects. At the same time, the process of searching relevance retains the readers' attention for longer time and leaves them deeper impression on the advertised product, which is essential for a successful advert.

Advert (7):

خليك ملك الشارع

khalik malik alshaarie

Be the king of the street (See appendix)

How to be “malik alshaarie”? From this question the inferential process of comprehension starts. Here, we have an advert of engine oil produced by Fujimax Motor Oil. To talk about the mood of the sentence, we have an imperative sentence which implies the sense of recommendation and desirability. But how to be “malik alshaarie”? We can say that we have an implicit metaphor which assimilate the driver to a king and assimilate the street to a kingdom. This gives the readers the desire to try this experience of driving like a king. We have another supporting sentence in this advert, i.e. “senaa yabania” which means “Japanese made”. This statement maintains the illocutionary force of the advert to try this product. The good advertiser depends on the available encyclopaedic knowledge that is already available in his potential readers and here the available knowledge is the quality of Japanese product which is usually preferable by the audience. It seems that the advertiser makes use of multiple means to maintain the effectiveness of the message. These linguistic and non-linguistic means are the inputs of the inferential process which contextualises these assumptions to derive new relevant assumptions. The new relevant assumptions result in getting the intended perlocutionary act which is the contextual effect that is resulted from the inferential process of comprehension. The processing effort of the inferential process is spent on comprehending the metaphor that is implied in the advert. So we can conclude that the optimal relevance is reached with a certain degree in this advert because we get enough contextual effect with no unnecessary processing effort.

Advert (8):

قررنا ان نكون الافضل

Qararna an nakun alafdal

We decided to be the best (See appendix)

In this advert of Al Marbad Primary Private School, there is the commitment of the school to be the 'best' which means that they are committed to give the best service to their pupils. The service involves the best education, care and teaching. In addition to the text, the image of the advert has an effective role. There is a pupil riding a flying book and carrying a telescope in one hand and a book in the other hand. This implies that education is like a flying carpet that can travel all over the world. From the linguistic and non-linguistic contents of the advert, the readers can infer the intended meaning of the advert as a whole. The contextual effect of the inferential process perhaps can change the cognitive environment of the readers and give him a good impression about the advertised service so to speak. The optimal relevance is achieved or assumed to be achieved as far as no unnecessary effort is spent in the inferential process.

Advert (9):

يبدأ السباق عندما تتصل بنا

Yabda alsibaq eindama tatasil bina

The race starts when you call us (See appendix)

This advert is established by Al Basma Express Delivery. Grammatically speaking, we have a declarative sentence. But this declarative sentence does not just state a fact or an event but it implies a commitment to give the best service. This commitment motivates the readers to try this service to see whether this commitment is true or not. The readers infer the message from the linguistic inputs and the non-linguistic inputs which are the image of the advert. The image contains the car of the delivery, a path on a map and a race flag. All these content illustrate a comparison between the delivery service and the race. This comparison helps the readers to infer the intended meaning which is the commitment to give the best delivery service. The readers will get the relevant contextual effect of the advert.

Advert (10):

هواه من قلب الطبيعة

Hawah min qalb altabiea

Its air is from the heart of nature (See appendix)

This advert of Balsan, an air conditioners company, is a good example of stimulating the curiosity of the readers in the form of an expressive speech act. How can the readers know whether the air of the air conditioner is really as natural as it is claimed by the advert? Usually, adverts try to imply claims that cannot be answered unless the readers try the product and prove the claim of the advert themselves. These unanswerable questions play an important role in getting the attention of the readers towards the advert. This means that there is the ostention to communicate which

stimulate the readers' expect of relevance. In addition to this, the image of the advert maintains this claim and help the readers to imagine the fragrance of nature. So the optimal relevance can be achieved with the least processing effort. The advert is successful enough as it can get the attention of the audience, give a reasonable commitment and make the intended contextual effect with the least processing effort, and the optimal relevance is successfully achieved.

Advert (11):

اعطيه الفرصة يكتشف العالم المحيط به بكل اطمئنان

Etih alfursa yaktashif alalam almuhit bih bikul etminan

Give him the opportunity to discover the world around him with peace of mind (See appendix)

The important thing to be noticed of this advert of Cerelac is the use of a number of linguistic texts. The main one is linguistically an imperative sentence with a sense of recommendation rather than a command or an order. As in this advert, grammatically we have an imperative but from encyclopaedic knowledge the hearer can access the fact that this is just an elliptical device that implies the meaning of recommendation. It implies that Cerelac product are the best way to develop the skills of the baby to "yaktashif" the world around him. The other sentence is "shukran mama ala cerelac" implies the satisfaction of the baby with Cerelac. All what has been mentioned are said to be the inputs of the inferential process of comprehension. These inputs, which are in fact sets of assumptions, are to be extended and contextualised with the context of

situation. After the inferential process we can get further relevant assumptions. Being relevant, these new assumptions have the contextual effect to change the cognitive environment of the audience.

Advert (12):

لا تجمع ولا تطرح دفعتك تساوي صفر

La tajma wala tatrah dufatuk tusawi sifr

Do not sum or subtract. Your payment is zero (See appendix)

Costs and prizes have an important role to play in the world of advertising. The challenge of the advertiser is how to employ the prize of the product positively in a way that motivates the readers to purchase the product. This advert of Kia Motors makes use to this point. In this advert, Kia Motors offers new cars for instalment. Many people do not have the cash to pay for the cars so this advert is directed to them. Instalments payment is a good option for the readers to purchase the product. The advertiser make use of this preferable option by the sentence "La tajma wala tatrah dufatuk tusawi sifr". This sentence implies that there is no need to be worry about how to pay for the first instalment, instead, this offer has no initial payment for the car. The use of "tajma" and "tatrah" reflects the usual problem for those who do not has the enough cash to pay for the car. With this implicit language, the advert can achieve the intended contextual effect which is the perlocutionary act of the advert. In addition to that, this advert follows the same mood of imperatives like the previous one in order to imply the sense of recommendation and desirability.

Advert (13):

افتح باب للرفاهية

Eftah albab lilrafahia

Open a door to luxury (See appendix)

How to open a door to luxury? The inferential process starts from answering this question. This is an advert of yogurt produced by Al Marai. To talk about the mood of the sentence, we have an imperative sentence which implies the sense of recommendation and desirability. But how to open a door to luxury? We can say that we have an implicit comparison which assign the taste of the yogurt to the luxury. This gives the readers the desire to try the “taste” of luxury. The good point of this advert is that it depends on the available encyclopaedic knowledge that is already available in the potential readers and here the available knowledge is the quality of luxury. The linguistic and non-linguistic means are the inputs of the inferential process which contextualises these assumptions to derive new relevant assumptions. The new relevant assumptions result in getting the intended perlocutionary act which is the contextual effect that is resulted from the inferential process of comprehension. The processing effort of the inferential process is spent on comprehending the comparison that is implied in the advert. So we can conclude that the optimal relevance is reached with a certain degree in this advert because we get the necessary contextual effect with no unnecessary processing effort.

Advert (14):

ابدأ السنة بأناقة

Ebda alsana bi'anaqa

Start the year in style (See appendix)

This advert of Kia Motors cars has a different idea from the other ones. It is a directive speech act and use of the notion of “anaqa” has a good effect on the readers' impression about the product, i.e. the car. Human beings like these high qualities and valuable concepts like "elegance. By this techniques, the advert will get the expected attention and interest of the audience. Treating the mood as a semantic category leads us to distinguish between the mood and the illocutionary point which is a pragmatic category that do not necessarily corresponds with the mood of the sentence. The pragmatic meaning is inferred rather than decoded and the optimal relevance is achieved as far as the illocutionary force of the advert makes the expected contextual effect.

Advert (15):

وقت الانتعاش

Waq t alainteash

Refreshment time (See appendix)

This advert is characterised by its simplicity clarity. It is an advert of a "Mission" soft drinks. The advert depends on the linguistic and non-linguistic inputs together to

achieve its aim. The linguistic input, i.e. the text, refers to the drink as a break for recovery. Human beings usually needs this recovery break every day so the advert make use of this idea. The non-linguistic inputs clarify exactly what the advert is about. We have the image of the product and the image of a watch. The latter refers to the idea of refreshment. Both the linguistic and non-linguistic inputs give the clues that are combined together to form the context under which the intended meaning of the advert is inferred in order to arrive at the most relevant interpretation of the advert. The inferential process makes new assumptions derived from the old assumptions with the context. These new assumptions have the expected contextual effect which changes the cognitive environment of the readers and achieve the perlocutionary act of the advert.

7. Conclusions

The present study comes out with the following conclusions:

- 1-Arabic adverts are extremely intentional. Regularly, the advertiser offers clear ostension for the product or service to be advertised.
- 2-The advertiser uses novel words and attractive linguistic features because of the ostensive characteristics of advertising communication.
- 4-The advertiser directs readers to infer the ostensive attention. On the other hand, the readers reading or watching an advert are busy searching for relevance. Both sides communicating are trying to adjust and enlarge the mutual cognitive environment in order to form an effective context.

5- Visual non-linguistic means are frequently found in Arabic adverts in order to add more assumptions in the inferential process. These non-linguistic inputs also strengthen the illocutionary force of the utterance which is in direct proportion to the contextual effect resulted from the inferential process.

6-Advertisers sometimes employ ambiguity to stimulate the consciousness and curiosity of the readers to make more processing effort to solve this ambiguity. This additional processing effort would make the advert more fixed with the memory of the audience. The more the advert is fixed in the mind of the audience, the more they will be convinced in purchasing the product.

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Appendix

Advert. (1)



Advert (2)



Advert. (3)

شركة مجموعة الشام الأصلية

الأصلية

شامين

مدعومة بمكونات الطبيعة
ومطابقة لأهم المقاييس
والمعايير الدولية

نكهة الطبيعة

للاستعلام الاتصال على الرقم

www.chamain.com
info@chamain.com

9255



Advert. (4)

البركر الشهوي

طعم عراقي لا يقاوم

2000
دينار فقط

توصيل مجاني
99903

مطعم البركات للوجبات السريعة

البحرة الجبيلة ٥٥ 07728206891



Advert. (5)



Advert. (6)



Advert. (7)



Advert. (8)



Advert. (9)



Advert. (10)



Advert. (11)

أعطيه الفرصة يكتشف
العالم المحيط به بكل إطمئنان

أشهر +6

حليب الأم هو أفضل حليب للرضع

ماما، شكراً
على CERELAC



The advertisement for Nestlé CERELAC cereal features a baby wearing an orange aviator hat, sitting inside a cardboard box and playing with a wooden airplane. To the left of the baby is a box of CERELAC cereal, which is labeled 'CERELAC Céréales infantiles au Lait' and 'Morceaux de dattes'. A blue teddy bear character is positioned at the bottom right, with a speech bubble that says 'ماما، شكراً على CERELAC'. The background is a soft-focus indoor setting with a wooden chair and a teddy bear.

Advert. (12)

لا تجمع و لا تطرح
دفعتك = صفر

$f(x), f(x)$
 $\sqrt{13^n + 13^n + 13^n + 13^n}$
 $x: N \rightarrow R$
 $to min$

أوبتيما سيراتو كادينرا

القسط الشهري
1234 ريال*
القسط الشهري
1033 ريال*
القسط الشهري
1699 ريال*

بدون دفعة أولى على جميع الموديلات

*تطبق الشروط والأحكام

Advert.

Advert. (13)

المراعي Almarai

افتح باب
للرفاهية

#افتح_باب_للرفاهية

يونياني
زيادة
سادة

Advert. (14)

ابدأ السنة بأناقة
مع كيا الحائزة على جوائز الإبداع iF و reddot للتصميم*

2019 START



ريو القسط الشهري	سبورتج القسط الشهري	سيراتو القسط الشهري
832 ريال**	1220 ريال**	973 ريال**

يسري العرض لغاية نهاية شهر مارس
**تطبق الشروط والأحكام

Advert. (15)

