



A Speech Act Analysis of Advertising Headlines in the Bangkok Post

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Abstract

This research aims to analyze the language in advertisement by looking at the headlines of those advertisements featured in all Sunday editions of the Bangkok Post, Thailand's most popular English language daily newspaper, published in 1997.

The result reveals that the speech acts performed in the display advertising headlines are representative, directive and commissive. The advertisements have to make certain claims or assertions in order to present the product or service. Directives usually employ the form of imperatives to request the audience to try the product or to perform a certain act and enjoy a certain result. It is also found that the copywriter needs to make a certain promise to the audience. With regard to advertising strategies, conversational language is mostly found in the headlines. Several attention-catching strategies are employed by the copywriters, e.g. effective words or powerful evaluative words, alliteration, repetition, figurative words, lexical and structural ambiguities.