

Chapter 3

Methodology and Analysis

Research Methodology

The research procedure used in the study includes the following steps:

1. Determining Population

The advertisements in *the Bangkok Post's* Sunday issues published in 1997 have been used as a study population. There are 52 Sunday issues as shown in the chart below:

Months	Dates	Dates	Dates	Dates	Dates
January	5	12	19	26	-
February	2	9	16	23	-
March	2	9	16	23	30
April	6	13	20	27	-
May	4	11	18	25	-
June	1	8	15	22	29
July	6	13	20	27	31
August	3	10	17	24	-
September	7	14	21	28	-
October	5	12	19	26	30
November	2	9	16	23	-
December	7	14	21	28	-

All display advertisements found in those 52 issues are collected. In each issue there are approximately 15 display advertisements in average. However, the total number of display advertisements in this study is 780. Among 780 advertisements some are repeated, so the actual number of advertisements collected is 365 pieces.

2. Selecting Samples

A stratified random sampling technique is used in the sample selection process. All 365 pieces of advertisements are divided into three classifications:

- 1) Product advertisements
- 2) Service advertisements
- 3) Image advertisements

There are 189 pieces of product advertisements, 141 service advertisements, and 35 image advertisements. 20% of each type is randomly selected. As a result, 38 product advertisements, 28 service advertisements, and 7 image advertisements are sampled. This is illustrated in Figure 1.

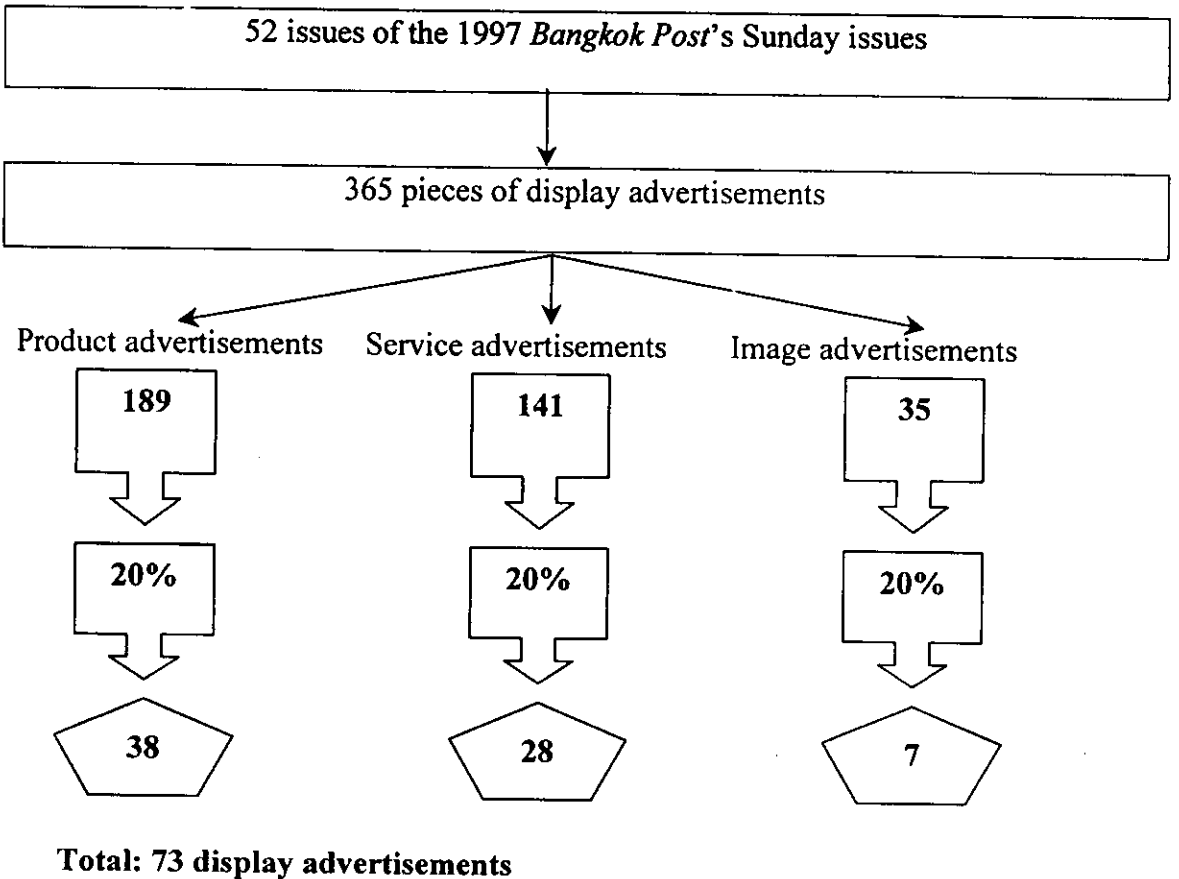


Figure 1. Number of samples selected by stratified random sampling

The selected advertisements in each classification – product, service, and image advertisements – are further categorized by the type of advertised product or service. There are four categories in product advertisements: 1) communication hardware and software, 2) car and sport products, 3) personal accessories, 4) home furnishings. Service advertisements are divided into three categories, namely 1) airlines, 2) hotel and lodging businesses, and 3) miscellaneous category. Only seven pieces of image advertisements are selected and they constitute one single category.

..

Analysis

To recapitulate, seventy-three advertisement headlines are selected as samples and they belong to three classes: product, service and image advertisements. Each class is then categorized according to the kind of product or business it promotes.

In the analysis, the speech acts of each headline are described. Six main classifications of speech acts are applied: assertive or representative, directive, commissive, expressive, declarative, and verdictive. The felicity conditions are used to categorize the headlines into types of speech acts. The four felicity conditions are the propositional content condition, the preparatory condition, the sincerity condition, and the essential condition.

Several sincerity rules are derived from the sincerity condition. In an order, the speaker should want the ordered act done while in an assertion, he must believe it to be true. When one makes a promise, he intends to do the act promised (Searle, 1978 : 60-65). When the copywriters create their advertisements, they keep in mind the main advertising objectives – to draw the attention of the readers, to announce a

product or service to the public, and to maintain sales (Jefkin, 1982 : 3-12). Therefore, they are assumed to be sincere in what they express. In this analysis, the sincerity condition is assumed to be positive for every headline.

1. Product Advertisements

Thirty-eight pieces of product advertisements are grouped into four types: communication hardware and software (16 pieces); car and sports products (10 pieces); personal accessories (7 pieces); and home furnishings (5 pieces).

1.1 Communication Hardware and Software

Sixteen pieces of advertisement headlines are analyzed. Four different speech acts – representative, directive, and commissive are identified and the felicity conditions of the speech act of each headline are described.

1.1.1 Representatives

The representatives are found in nine headlines. The essential condition of a representative (mostly assertive) utterance is that the addresser wants the addressee to know about the particular matter at hand. This condition can be applied to each of the following utterance:

1.	<i>AcerNote</i>	Anytime	Anywhere
	<i>[Acer notebook]</i>		

It is assumed, as a contextual background, that the reader or potential customer knows that Acer is a portable computer. The advertisement contains 3 keywords: Acernote, Anytime and Anywhere. All begin with the sound /e/ and have a stressed-unstressed-stressed pattern. By association, the three words constitute a

statement which asserts that the Acer notebook works regardless of time and place. Lack of predicate also enforces the fact that the product is independent of time and place.

2.

The only LCD Data Projector that allows you all types of dynamic presentations.

L C D D a t a P r o j e c t o r

[Toshiba]

The propositional content of this advertisement is about the capacity of Toshiba's LCD Data Projector. It asserts that the LCD can perform "all types of dynamic presentations." The word 'only' in 'the only LCD Data Projector' implies that it has been compared to other LCD projectors. Comparing the product with 'unidentified others' is a technique widely used by copywriters (Jamieson, et al., 1992 : 192). In addition, 'only' also connotes uniqueness – being the only one of its sort. The outstanding capacity of Toshiba's LCD projector is cleverly conveyed (implicitly boasted) of by 'all types' and 'dynamic'.

Structurally, the LCD Data Projector appears in a focused position post-modified by a clause. The noun phrase is then echoed in the following line for memory and recognition.

3.

Quantum®

CAPACITY FOR THE EXTRAORDINARY

[Quantum®]

To understand this advertisement, it is presupposed that the reader knows that Quantum is a computer chip. Its capacity has been asserted here. Note that the

noun phrase [the extraordinary [Ø] _N]_{NP} contains an empty head noun – a construction permissible in English. The phrase is thus ambiguous; several possible nouns can fill the empty slot. Thus, the headline can be read as capacity ‘for the extraordinary user’, ‘for the extraordinary work’, ‘for the extraordinary occasion’, and the like. The word ‘capacity’ also rhymes with ‘extraordinary’, again for ease of memory and recognition. If ‘capacity’ is paired with ‘extraordinary’ by rhyming, what we get as a result is ‘extraordinary capacity’. This advertisement is cleverly written.

4.

**LESS IN WEIGHT
:.....AND PRICE**

[Acer notebook]

This advertisement claims that the Acer notebook is lighter and less expensive. The copywriter makes use of a comparative construction wisely. First, the advertised notebook is compared with ‘unidentified others’ to highlight its attributes – less (in) weight and less (in) price. The headline implies that other notebooks are heavier and more expensive. Second, the writer intentionally avoids saying ‘cheaper’ probably because another sense of ‘cheap’ is ‘of poor quality’. ‘Less expensive’ is a synonym for ‘cheaper’, but it is not a good choice either since it contains the word ‘expensive’. In addition, “less in weight” and “less in price” also parallel syntactically. Thus, we have ‘less in weight and price’. Note that the writer does not explicitly say ‘less in price’. It is the reader who has to fill it in the position.

5.

**When connecting
with your customers
is vital...
DEFINITY® Prologix™ Solutions.**

[Lucent Technologies]

This fifth representative headline assumes that customer relation is essential in business operation. The advertisement makes no explicit claim. It begins with a subordinate clause of time, leaving off the main clause. The brand name – DEFINITY Prologix Solutions – is given, after time clause or in the position where the main clause would be, if there is one. To make sense of this advertisement, the reader has to take ‘Definity Prologix Solutions’ as a sentence constituent and complete the sentence himself. The expected assertion would probably be ‘When connecting with your customers is vital, you should have recourse to Definity Prologix Solutions’.

6.

**Introducing reliable, affordable
power protection for your PC
from APC: NEW Back-UPS®!**

[APC : Back-UPS®]

Prior knowledge about a personal computer or PC and an Uninterrupted Power Supply or UPS is required as a preparatory condition for this advertisement. Here the APC introduces a new UPS – a power protection appliance for computers. This newly launched product is claimed to be ‘reliable’ and ‘affordable’. These two keywords are what the copywriter wants to project out of the product. In the phrase

‘NEW Back-UPS’, the writer deliberately makes use of a pun. In one reading UPS is an acronym for Uninterrupted Power Supply. Thus, it designates a product. In the other reading, it refers to the function of the product – to back up the computer. In addition, NEW is capitalized to attract the reader’s attention as well to project its novelty.

7.

**A new classy look. Unbelievable
high performance power and value.**

[Toshiba notebook]

This headline asserts that the Toshiba notebook is special with a classic appearance, high performance power and value. The headline is concise and carefully worded. ‘Classy’ implies highest quality, recognized and unquestioned value and standard. ‘New’ and ‘unbelievable’ go well with ‘power’ and ‘value’.

8.

**Diamond
accelerates
a whole new
world of PC
performance.**

[Diamond Multimedia software]

Diamond Multimedia software asserts that it has a capacity to increase the performance of personal computers. Graphically, this advertisement looks like a free verse. Each line contains one key word, except the third and fourth lines in which ‘a whole new world of PC’ appears. ‘A whole new world of PC performance’ is a

hyperbole – exaggerating the capacity of the software. This one sentence advertisement is concise and memorable.

9.

*Who else brings you
the cream of the regional
and international press
as well as delivering Thailand
to your door each day?*

[Bangkok Post]

This representative headline is an instance of indirect speech act. The headline poses a question; the reader is expected to provide the answer, which in turn would be the intended assertion of the advertisement.

The preparatory condition of this advertisement requires that the reader know the *Bangkok Post* is an English daily newspaper. The advertisement uses a question to arouse the reader's curiosity as well as to induce interaction or response from the reader. The use of 'you' not only creates an impression of being addressed directly as an individual, not as a group (Jewler, 1995 : 118) but also establishes a warm relationship with the reader. The question begins with 'Who else ... to your door each day?' The expected answer would be: 'No one else'. Thus, this advertisement is read as: The *Bangkok Post* and no one else brings the cream of the regional and international press as well as delivering Thailand to our door each day. The advertisement also makes use of metaphor as in "the cream of the regional and international press" and hyperbole as in "delivering Thailand to your door" when talking about what the *Bangkok Post* can do for its readership.

1.1.2 Directives

The essential condition of a directive speech act is that the addresser directs, asks, commands or requests the addressee to act in a particular way. However, it is possible for the addressee not to respond as expected. A directive can be an advice or a request and its surface form is usually that of an imperative.

10.

Double your Digital Delight...
Experience the incredible Dual-lens DVD player from Philips.

[Philips]

This advertisement asks the reader to try Philips' Dual-lens DVD player and get twice as great pleasure from such a player. These digital video disc or DVD players have dual lenses; therefore, they can incredibly double the reader's delight. Repetition of the plosive /d/ in 'double', 'digital', 'delight', 'dual' and 'DVD' makes this advertisement resonant and memorable. 'Incredible' has been carefully chosen to qualify the DVD player as well as to produce resonance.

11.

**Think. A solution
 is within reach.**

[IBM ThinkPad]

The advertisement advises the reader that his/her problem can be solved by the IBM ThinkPad notebook. The advertiser assumes that the reader knows 'ThinkPad' is an IBM notebook.

An imperative is used to begin the headline. Here the reader is asked to exercise his/her mind so that a solution to the problem(s) can be reached. In other

words, think and you will get a solution. At the same time, ‘think’ is associated with ‘ThinkPad’ – the advertised product. A pun is cleverly employed here; the advertisement means either “ThinkPad is your solution to all work problems” or “ThinkPad can solve all your work problems”.

12.

**Boost your
company performance
without busting your budget.**

[PC Resource Co.]

The advertisement directs the reader to increase the value of his/her company without bankrupting the budget by getting computers at a low price. ‘Boost’, ‘busting’, and ‘budget’ are alliterative. This technique can help speed up the impact of the message and implant it in the reader’s mind (Jefkin, 1978 : 64).

13.

**Instant Groupware
TeamWARE
Just Add the Group**

[Fujitsu’s TeamWARE]

The actual propositional content is that Fujitsu has a groupware, ‘TeamWARE’, that can be used quickly and easily. The addresser and the addressee should know what a Groupware is.

This headline is accompanied with a picture of a can of soup. The word ‘instant’ is chosen to describe the Fujitsu software. One meaning of ‘instant’, applied particularly to food preparations, is “that can be made ready for use quickly and

easily” (Hornby, 1986 : 442). Coupled with the picture of a can of soup, this advertisement conveys the message that Fujitsu TeamWARE is easy to consume. In addition, the software is easy to install – Just Add the Group. This directive reminds us of instant coffee or instant noodles on which we just add boiling water. The copywriter deliberately uses a familiar word and a picture to reinforce the reader’s prior knowledge or image of the product.

14.

RECOMMEND A FRIEND!

“WebKit”

[Loxinfo Service]

The Loxinfo Service, an internet service provider, urges the reader to recommend ‘WebKit’ to a friend. Two possible backgrounds or preparatory conditions are essential: the reader knows what Loxinfo’s WebKit is, and s/he has the potential to recommend WebKit to friends.

This action-urging advertisement takes the form of an imperative, and what is to be recommended appears within the quotation marks, signaling the speech.

1.1.3 Commissives

Commissives refer to utterances that oblige the speaker to do something in the future. The essential condition of commissives is that the speaker/addresser commits himself to act on what he has uttered. The following headlines are commissives.

Ticket to uncertainty.

Ticket to 1,500 baht.

[Hewlett Packard LaserJet 5/5 M Printer]

This advertisement has two headlines. ‘Ticket to uncertainty’ is written below [the picture of] a government lottery ticket, and ‘Ticket to 1,500 baht.’ is below the receipt of an Hp LaserJet 5/5 M printer.

To make sense of these headlines, the referents in the advertisement must be clearly identified. The word ‘ticket’ in ‘Ticket to uncertainty’ refers to a lottery ticket. As is well known, when one buys a lottery ticket, it is not guaranteed that he will win the prize. To put it in another way, winning of the prize is uncertain. Hence, a lottery ticket is the ticket to uncertainty. In contrast, the word ‘ticket’ in ‘Ticket to 1,500 baht’ refers to the receipt of an Hp LaserJet 5/5 M printer. This headline commits to the reader that s/he will receive an immediate 1,500 baht rebate on purchase of an HP LaserJet 5/5 M printer. The receipt is required in exchange for 1,500 baht cash for each unit purchased. Thus, we have two tickets here – one to uncertainty, the other to certainty. The word ‘ticket’ is repeated to stress two contrastive referents and hence different designations.

200 Baht OFF !

**Your first purchase with
American Express Card
at Office Center.**

Minimum Purchase of 500 Baht.

[Office Center]

First of all, the reader must know, as a background context that American Express Card is a credit card known worldwide. The above advertisement makes a commitment that a 200 baht discount is given to American Express card members for a minimum purchase of 500 baht at the Office Center.

To attract the reader's attention, '200 Baht OFF,' which is a promised discount, starts the headline and 'OFF' is made outstanding by capitalization. Giving discount is one of the effective strategies to get customers since price is one of the major factors in buying decision.

1.2 Car and Sports Products

Nine pieces of advertisements were selected and four speech acts are identified: representative, commissive, directive, and verdictive.

1.2.1 Representatives

Seven headlines are representatives or assertives.

17

The sculpture art HONMA... the world's most prestigious golf clubs

[Honma]

The propositional content of the above advertisement is that sculpturally designed Honma is the world's most prestigious golf club. In this advertisement the brand name Honma is capitalized and is included in the headline to familiarize the reader with the product (Ogilvy, 1988 : 108). This advertisement makes two strong claims on two grounds: first Honma being the sculpture art and second Honma being the world's most esteemed golf club.

**First ever ! BIGGEST COLLECTION
OF ASIAN GAMES PRODUCTS
at factory price !
over 50 million consumers
over 50 manufacturers
OVER 2,000 ASIAN GAMES PRODUCTS
6 – 20 DECEMBER 1997**

[FBT]

The advertisement was launched in November 1997 when the Asian Games were about to begin in December in Bangkok. It is assumed that the readers know that Thailand is the host of the Games. The advertisement content states that the biggest collection of Asian Games products is sold for the first time at low prices during 6-20 December 1997.

The word 'over' is repeated three times in the headline to emphasize large quantity, hence reinforcing the biggest collection of the products.

**EXTREMELY....
EXPERIENCED!
Champion**

[Champion sport products]

This advertisement is about 'Champion' – a sportswear. The product has been in the market since 1919, the reader is, therefore, assumed to be familiar with this sport product.

Ab

EXTREMELY... EXPERIENCED!

Champion

We always fight extremely hard in every tough match.
 In each game, we never give in,
 but we keep pushing ourselves breaking our limits.
 One moment, it feels so exhausting,
 but later we struggle
 and finally find our hidden strength at the last moment.
 The truth is... it takes a little more to do the best we can.
 It also takes a little more to make a champion.
 Use our spirit, energy and innermost strength.
 That's the heart of being a champion.

Sports Ace Co., Ltd.

2921 700-9, 688-599 C6 Fax: (662) 292-1565, 291-2659

Head Office: 2921 700-9, 688-599 C6 Fax: (662) 292-1565, 291-2659

Head Office: 2921 700-9, 688-599 C6 Fax: (662) 292-1565, 291-2659

Champion
 Leader of sport products in the world since '90.
 So comfortable, so durable, so able.
 Sportswear: dry and breathable to endure every
 Casewear: so unique and durable!

The headline, “EXTREMELY ... EXPERIENCED!” appears on a smeared, creased and shabby T-shirt with faint impression of a shoe and a rugby. The logo ‘Champion’ is beneath the headline.

Here, the copywriter makes good use of the ambiguity of the word ‘champion’. If ‘champion’ is read as a person taking the first place in a competition, the headline may refer to the person wearing this T-shirt as an extremely experienced champion. If ‘Champion’ denotes the sportswear, the headline asserts that ‘Champion’ is a much worn T-shirt. In this case ‘experienced’ conveys durability; the soiled T-shirt in the background connotes this sense. Finally, ‘extremely experienced’ may be used to qualify the sportswear company. In such a case, ‘experienced’ means “having knowledge and skill as the result of experience.” This interpretation is possible if we take into consideration the claim in the advertisement body that ‘Champion’ is a leader of sportswear products in the U.S. since 1919.

20

**ESSO
ULTRON
FASTER
PROTECTION
RIGHT FROM
THE START**

[Esso lubricant]

First of all, the contextual background of the above headline is that the reader knows that Esso Ultron is an auto lubricant. The advertisement asserts that Esso Ultron protects the engine as soon as it gets started.

With a larger font, the product's name is made distinct from the rest of the copy. Compared with its unidentified competitors, Esso Ultron protects the engine 'faster' right from the start.

21

**THE LAND ROVER DISCOVERY
TAKES YOU SMOOTHLY EVERYWHERE,
INCLUDING INTO THE YEAR 2000.**

[Land Rover Discovery]

This advertisement came out in 1997. At that time the year 2000 was an anticipated future. Since it marks a new millennium, the year 2000 also signifies the time of great happiness, prosperity and modernity.

To establish a familiar interaction with the reader, the pronoun 'you' is used. The headline begins with the brand name, to induce the reader's familiarization with the product.

The advertisement makes 2 interesting assertions with respect to space, it asserts that the Land Rover Discovery "takes you smoothly everywhere." 'Smoothly' implies that the car delivers a smooth ride, or it has a smoothly running engine, or figuratively it can take the reader everywhere without difficulty. With respect to time, the advertisement claims that the Land Rover Discovery takes the reader smoothly "into the year 2000." The implication here is that the Land Rover Discovery is not an outdated car but a car of a new millennium, of modernity, and of good taste.

**VOLVO 'S' SERIES:
A NEW ERA IN WORLDCLASS MOTORING.**

[Volvo]

The advertisement is accompanied with 3 illustrations of Volvo S90, Volvo S70 and Volvo S40. Similar to the previous advertisement, this Volvo advertisement implicitly makes reference to the year 2000. The headline asserts that the Volvo 'S' series are cars of a new era. In addition, the Volvo is claimed to be a worldclass car – distinct from other low-keyed ordinary cars. The word 'worldclass' suggests distinction, excellence, luxury style as well as top quality.

**FORD EXPLORER.
WHEN YOU TURN OFF,
IT TURNS ON.
WHEN LUXURY IS NOT ENOUGH**

[Ford Explorer]

This headline is accompanied with a picture of a 4WD Ford Explorer on a rugged road indicating off-road conditions. Two faint tracks behind the car indicate speed and a sudden halt.

The headline has 4 lines. The first three lines are wary. The last line is in a box. The second and fourth lines contain a subordinate clause headed by 'when.' The third line contains one main clause. The first line has only a phrase without a predicate and is punctuated with a period; arguably, it can be analyzed as a minor clause.

“When you turn off, it turns on” – the headline says. Here the writer plays on the phrases ‘turn off’ and ‘turn on.’ To understand this advertisement, first the reader has to know that the Ford Explorer is an off-road car. Second, he has to know that the antecedent of the pronoun *it* is the Ford Explorer. The meaning of this sentence is that as soon as you turn *off-road*, the Ford Explorer turns on *its Intelligent Control-Trac 4WD System* which makes driving off-road safe and easy. Note that the second and third lines form one complete sentence. If the fourth line is matched with the first, we get “When luxury is not enough, Ford Explorer.” What this sentence implicitly asserts is that the Ford Explorer is *more than* a luxury car. Any other attribute the Ford Explorer has is not explicitly states (no predicate phrase) but can be deduced from line 2-3.

The model name – Ford Explorer – is also appropriately chosen. The noun ‘explorer’ connotes adventure, challenge, bravery and heroism. The Ford Explorer is thus an ideal car for a person who is (or wants to be) adventurous and courageous.

24

**“Where is it
going to be?”**

[FBT’s Asiad Sportopia ‘98]

This advertisement is about the Asiad Sportopia ’98 to be held at the 7th floor FBT Sport Complex, and the Super Fun Fest ’98 at BITEC from 9-11 January, 1998.

The headline is in the form of a question – “Where is it going to be?” Beneath this headline is a picture of a little girl in a fancy dress, staring right into the eyes of the reader. Next to her picture is a caption: “So! For Kid’s day this year, you

are taking me to Sportopia or ‘Super Fun Fest ‘98’ at BITEC?” The advertisement is bordered by several licensed Asian Games gifts.

To fully understand this advertisement the reader should know that the 13th Asian Games is held in Bangkok in 1998, that Children’s Day in Thailand falls on the second Saturday of January, and that the Asiad Sportopia and the Super Fun Fest ‘98 host an Asian Games Gift Festival when kids can choose from thousands of exciting gifts. This is why the little girl is staring at us and waiting for the answer.

Whatever the answer would be (Sportopia or Super Fun Fest) is an assertion made by the reader. This subtle advertisement technique not only catches the reader’s attention, but creates an active interaction with the reader. The advertisement ‘talks’ to the reader and the reader supplies the answer which then becomes an assertion. This kind of ‘conversational’ tone also helps reduce distance between the advertiser and his audience.

<p>Who says everything has to look the way it always has?</p>	<p>25</p>
	<p>The new Audi A6 redefining the modern saloon.</p> <p>The future begins with vision.</p> <p><i>[Audi]</i></p>

This headline consists of two parts. The first part -- Who says everything has to look the way it always has? – takes the form of a question. It is a rhetorical

question asked for the sake of effect, no answer being expected. In fact, it is an indirect speech act which asserts that things do not have to look the way they always have.

The second part of the headline – The new Audi A6 redefining the modern saloon. The future begins with vision. – is a plain assertion. To highlight the brand name and create product recognition, the new Audi A6 is in red. The content of the claim is that the Audi A6, a saloon, is designed for tomorrow’s driver. With its new revolutionary styling, the Audi A6 may not look like yesterday’s saloon. It is, in fact, re-defining the modern saloon, and this is why everything does not “has to look the way it always has.”

1.2.2 Commissive

A commissive speech act is the one in which the addresser commits himself to doing what he has declared. In other words, he is making a promise. In this classification, only one headline is found.

26

AMAZING
0% interest for **24** months
OFFERS
plus a year of free 1st class insurance
FROM TROOPER

[Isuzu Trooper]

The content of this promise is that Isuzu Trooper, a four-wheel-drive offroad passenger vehicle imported from Japan, offers a no interest deal for 24 months and a year of free first class insurance. It is assumed that the audience understands that a car can be paid for by installments and that a car insurance is required.

Since the Tourism Authority of Thailand began its tourism promotion campaign in Thailand with the theme “Amazing Thailand” between the year 1997-1999, Thai people have become familiar with the word ‘amazing.’ Many product promotions prefer to use the word ‘amazing’ in their advertisements, such as “Amazing Sale” and “Amazing Thai Food.” This advertisement also employs this familiar catch-phrase in the headline: “Amazing offers from Trooper.” As Jewler (1995 : 103) suggests, using familiar words is a way to reinforce the customer’s pre-existing knowledge and relate it to the image of the product. Other ‘magic’ words/phrases frequently used include ‘free’, ‘plus’, ‘0% interest’ and ‘1st class’.

1.3 Personal accessories

Seven advertisement headlines are grouped under personal accessories. Six of them are watch advertisements and the other is a toothbrush advertisement. Three speech acts are identified: representative, directive, and verdictive.

1.3.1 Representatives

Five headlines are representatives.

27

**Royal Troon or Rolex, Geneva.
The name of the game is precision.**

[Rolex]

This advertisement asserts that the most important quality shared by Rolex, a Swiss watch, and the British Open at Royal Troon, Geneva, is precision. The contextual background of this advertisement is that the British Open, one of the world’s most famous golf competitions is to be held this year at Royal Troon in Geneva, Switzerland and Rolex is chosen as official timekeeper.

Using the conjunction 'or', the advertiser equates Royal Troon with Rolex, treating them as if synonymous. After all, both are connected with Geneva, Switzerland. From this, we may infer that they are also equal with respect to other attributes such as reputation. However, the punchline is in the second part which states that the name of the game is precision. 'The name of the game' is an American slang, meaning the most important quality (Longman Dictionary, 1992 : 880). Just as striking a golf at the British Open needs precision and accuracy, so does the Rolex Oyster Day – Date Chronometer.

28

OVERSEAS. TIME SET FREE

[Vacheron Constantin]

'Overseas' is a Swiss watch manufactured by Vacheron Constantin of Geneva. The headline "Overseas. Time Set Free" is set above a picture of a wristwatch. In the background is a vast sea with waves breaking on the shore and a sailing boat at the horizon. A sense of overseas adventure and freedom is what this headline and its illustration are striving for. This is compatible with its advertisement body – "Designed to weather any challenge. Now ready to share your horizons."

29

New Protocole gold on gold.

[Piaget]

The headline asserts that Piaget, a watch manufacturer has now introduced a new Protocole watch sculpted in 18 carat gold on gold bracelet.

It is assumed that the audience knows that ‘Piaget’ is an expensive watch. Piaget’s reputation and guaranteed quality has been nicely captured by the phrase – gold on gold.

30

The most precious times of all.

[Frank's Jewelry Creation Co.]

A fine array of elegant and exquisite assorted timepieces by Frank’s Jewelry Creation Co., Ltd. accompanying the headline – The most precious times of all.

A pun of ‘time’ and ‘times’ is at work here. The copywriter is playing on the expression – “Time is precious”, and twists it to “The most precious times of all.” Here the noun ‘times’ is pluralized, meaning watches. This headline is left unfinished. The complete sentence is given in the body: Time is precious but the most precious times of all can only be experienced at Frank’s Jewelry Creation.

31

Some watches are trendy.

Some of them are unique.

See the difference.

Rado. A different world

[Rado Distar]

This headline has four lines arranged like a short poem. Its content is that Rado DiStar is a trendy watch and yet so unique that it has a world of its own.

The copywriter states in the first line that some watches are trendy. This statement, of course, does not exclude Rado DiStar. In the second line, he makes the statement less inclusive, saying that some of them are unique. The third line follows

naturally, due to uniqueness – being the only one of its sort, the difference (among trendy and unique watches) is recognized. The last line is the climax asserting that because of its difference, Rado has its own distinct world. Note that ‘difference’ and ‘different’ are repetitive; this is to ensure that the customer gets the message that creates product recognition (Jamaisn, et al., 1992 : 188).

1.3.2 Directive

32

IF YOU'RE GOING TO CREATE ELECTRICITY, USE IT.

[Seiko Kinetic]

This advertisement is about Seiko Kinetic watch that is electrically charged everytime the wearer moves his body. The first half of the headline is a conditional, and the second half is a directive. The reader is addressed as ‘you’, and a conversational tone (i.e, you’re) is used to reduce the distance between the reader and the advertiser. The reader’s attention is arrested by the conditional clause and is reinforced by a tense of imperative clause: use it. All in all, this headline directs or encourages the reader to wear this Seiko Kinetic watch.

1.3.3 Representative and verdictive

Only one headline in this category can be classified as a representative and verdictive.

33

**The Braun Oral-B Plaque Control Ultra
An Innovation in Plaque Removal.**

**Clinically proven to clean better
than a manual toothbrush.**

[Braun Oral-B]

This headline is divided into two parts with two different illocutionary acts. The first part ‘The Braun Oral-B Plaque Control Ultra, an innovation in plaque removal’ is an assertion. The second part of the advertisement is a verdictive saying ‘clinically proven to clean better than a manual toothbrush’.

The propositional content of this assertion is that the Braun Oral-B Plaque Control Ultra is an innovative toothbrush designed for plaque removal. The second part of the headline delivers the judgement that this particular toothbrush cleans “better than a manual toothbrush.” To make the judgement sound valid and objective, the phrase “clinically proven” is used to qualify the verb ‘clean.’ Two keywords well-chosen are ‘better’ and ‘innovation’, which make the product look appealing to the customer.

1.4 Home Furnishings

Five selected headlines are in the home-furnishing category. Representative, directive, and commissive speech acts are found.

1.4.1 Representative

34

A new dimension of beauty
Single Lever
Wash Basin Taps for cold water only

[Karat Euro IV]

It is assumed that the reader knows that Karat is a leading manufacturer of bathroom furnishings. The advertisement states that Karat Euro IV, a new single lever wash basin tap, is specially designed for cold water.

The outstanding feature of this modern wash basin tap is its single lever designed just for cold water. The single lever gives “a new dimension of beauty” to the wash basin tap. ‘Single Lever’ is thus highlighted and put in the middle of the headline for attraction.

35

How well have you planned your future?

[Ampersand, Modernform]

To establish relationship with the audience and to catch attention, this headline poses a question: How well have you planned your future? It is hard at first, to make head or tail of this advertisement.

A plastic yellow dummy of an expectant mother with two hands gently holding her abdomen on plain navy blue background is placed next to the headline. Taking the illustration and the headline together, we may infer that just as an expectant mother needs to plan the future of her child real well, we also need to plan our future. The headline is then beginning to make sense to us.

Planning one’s office can be equated with planning one’s future, particularly big business offices. And Ampersand, Modernform is the company specializes in office planning. Possibly, what we can be drawn from this subtle headline is that with Ampersand Panel System (and Servilla hanging worksurfaces and components) one’s office and ultimately his future are well planned.

1.4.2 Directive

One headline falls in this category.

36

*Beautify your home with the wave of a brush.
Return life to your home. Return value to you.*

[ICI Dulux]

This advertisement advises the audience to change the color of the house to his/her desire with ICI Delux paints.

The audience is asked to “beautify your home,” “return life to your home” and “return value to you.” Three imperatives are used to encourage buying and create a sense of urgency on the audience. “With the wave of a brush” beauty, life and value can be magically crated; a house will become a home. Such is the magic the ICI Delux paints induce.

1.4.3 Commissives

Two headlines are in this category. Both are promises.

37

**Double Discount
at
Furniture USA**

[Furniture USA]

*Last Three Days
August 29-31*

38

**November Celebration
Prices slashed 30% - 50%**

[Furniture USA]

Both of these Furniture USA advertisements offer a monthly sale. They make a similar promise that a special discount will be given to the customers. The two differ

only in minute details. In the first advertisement (no. 37), a double discount is offered for 3 days. “Last Three days, August, 25-31” is placed in one corner of the advertisement. The word ‘last’ conveys a sense of urgency, and the alliterative ‘double discount’ is rhythmic and memorable. The second advertisement (no. 38) is a year-end sale offering 30%-50% reduction. ‘Slashed’ – a colloquial term meaning ‘cut or reduce drastically’ makes this headline livelier and more dramatic than the first.

2. Service Advertisement

Service advertisements are meant to promote any organization dealing with service-oriented business. In this study, 28 advertisements for airlines, hotels and lodging, and miscellaneous services are analyzed.

2.1 Airline Service

Twelve airline advertisement headlines are analyzed, and four speech acts - representative, directive, commissive and expressive – are identified. The felicity conditions of the speech act determined are described for each headline.

2.1.1 Representatives

Six headlines demonstrate the representative speech act.

**MORE
NON-STOP
SMILES
TO KOREA**

[Asiana Airlines]

This advertisement is about Asiana, a Korean airlines. The headline states that Asiana flies more nonstop flights to Korea. Instead of saying ‘more nonstop flights to Korea,’ the headline has ‘more nonstop smiles’. ‘Smiles’ connotes pleasure, warmth and hospitality – a kind of image the Asiana Airlines is trying to project.

A similar format of headline is used in the Northwest Airlines advertisement below.

40

**MORE FLIGHTS,
MORE DESTINATIONS,
MORE CONVENIENCE.**

[Northwest Airlines]

This headline makes use of a parallel construction – [more + noun]. A series of three noun phrases has been manipulated to create balanced rhythm leading to the climax at the end. More flights -- more destinations – more convenience. However, this comparative construction is ambiguous since the **than** – part of the comparison is deliberately omitted: more flights and destinations **than in the past or than other airlines**. Improvement and growth which implies popularity are perhaps what this headline is trying to convey.

41

**MAGNIFICA CLASS
A CLASS IN A CLASS OF ITS OWN.
A FIRST CLASS SERVICE
AND A BUSINESS CLASS FARE.**

[Alitalia Airlines]

This advertisement asserts that the Magnifica class, a new offer by the Alitalia Airlines, provides passengers with a splendid service at a fair price. The Magnifica class is designed to appeal to passengers who enjoy a magnificent first-class service and an affordable price.

The word ‘class’ appears five times in the headline to stress the distinctive qualifications of the service. The repetition not only ensures that the customers get the message but creates product recognition as well. The name ‘magnifica’ reminds one of ‘magnificence’, ‘splendor’ and ‘grandeur’ – an image the Alitalia Airlines is conjuring.

42

**WE DON'T THINK IT MAKES SENSE
TO GO TO AN IMPORTANT MEETING**

not having bathed.

[United Airlines]

Many business executives are travelling from one corner of the world to another to carry on business negotiations or attend important meetings. They have been flying all night and sleeping in their clothes. After arriving at the airport, they have to rush to the meeting without taking a bath. The United Airlines then comes up with the ‘rising’ service to solve this problem.

“We don’t think it makes sense to go to an important meeting not having bathed” sounds like a cordial verdict but is in fact an indirect assertion. The actual content of the utterance is that the United Airlines is now providing a private shower suite to international customers arriving in early morning (who have purchased a First Class or Connoisseur Class ticket).

“WE DON’T THINK IT MAKES SENSE TO GO TO AN IMPORTANT MEETING” is capitalized to catch the reader’s attention. The punch line – *not having bathed* – is italicized and in a lower case, and is thus drawing attention to itself.

43

KRISWORLD
THE BIGGEST SHOW IN THE SKY
OVER 75 ENTERTAINMENT OPTIONS

[Singapore Airlines]

The headline states that Krisworld, the biggest in-flight entertainment on the Singapore Airlines, offers more than 75 entertainment options to the passengers. The headline uses ‘show’ in the sense of “entertainment”, and ‘biggest’ to indicate extent, rather than size. “The biggest show in the sky” is a hyperbole referring to “the widest selection of in-flight entertainment.” Like many other advertisements, a comparison with the unidentified others is employed here.

44

**Why the world is taking
its hat off to Asia.**

[Royal Brunei Airlines]

This is a Royal Brunei Airlines advertisement. The headline captures the reader’s attention with the clause—Why the world is taking its hat off to Asia—which means “why the world is expressing admiration for Asia.” The body then supplies the answers: Asia is admired for being “like a mountain that stands majestic and worthy of praise,” for being “dynamic, titanic, world-class.” and for “an insatiable drive for excellence and uncompromising Asian values.” Then, there is a big jump to a series

of fragments: “Like Royal Brunei. A showcase of the best of Asia. In service. In the places they touch. In the planes they fly.” The transitional phrase—like Royal Brunei—enables us to make sense of the above headline. The underlying meaning is probably “the world salutes Royal Brunei Airlines for the same reasons as it salutes Asia.”

2.1.2 Directives

Two invitations are identified as directives.

45

**You're invited to a lavish
birthday celebration in Vienna.
(Franz Shubert's bicentenary)**

[Lauda-air]

The Lauda-air cordially invites the audience to fly to Vienna to celebrate Franz Shubert's bicentenary. The audience is supposed to know that the Lauda-air is an Austrian airlines, that Franz Shubert is the great Austrian composer, and that 1997 is Shubert's bicentenary. The headline employs what Jameison, et al. (1992 : 202) call 'a nationalistic association' by associating a certain nationalistic figure with the product or service. Here Franz Shubert and the celebration of his bicentenary are associated with flying Lauda-air.

46

TEE OFF WITH UNITED AIRLINES.

[United Airlines]

A picture of a golf ball on a tee and a man swinging a golf club in mid air, and the letter 'Bangkok' are placed next to the headline. Toward the bottom of the

page, there are rows of small flags on poles marking golf holes; the names of five major cities in the USA: Honolulu, Los Angeles, San Francisco, Chicago and New York, and many other small cities are written below each hole.

The headline takes the form of a command, but its illocutionary act is that of inviting. The propositional content of this headline is that the United Airlines invites the audience to “tee off” non-stop from Bangkok to five major cities in the USA and connect to many more destinations in the USA. A golf term ‘tee off’ is used probably to appeal to businessmen or golf fans. To ‘tee off’ means ‘to drive a golf ball from the tee’. It is also a slang meaning ‘to start or begin’. The long-vowel sound of ‘tee off’ connotes smooth continuous movement. So, with United Airlines passengers can fly seamlessly to destinations of their choice.

2.1.3 Commissive

47

Win two, “unlimited –travel” tickets to the USA !

[Northwest Airlines]

This headline takes the form of a command, but its illocutionary act is that of promising. The headline attracts the audience’s attention with its special offer, leaving restrictions and specifications of the offer to be found in the body.

In this headline, the Northwest Airlines promises to give two free Economy Class tickets to the audience who purchases Northwest tickets to the USA. An imperative is used here to encourage the audience to take action—that is, to make more flights in order to have more chances to win. The phrase “unlimited-travel” may sound attractive to the audience but it is quite misleading. “Unlimited” here

means not restricted with respect to time (i.e. the tickets can be used for over a six month period.) but restricted with respect to destinations or flight options. The winner can travel to “any US city served by Northwest”. Perhaps this is why the phrase is put in quotations.

2.1.4 Directive and Representative

48

**WALTZ INTO VIENNA,
OR EUROPE.
JUST 17,500 BAHT, ROUND TRIP.**

[Lauda-air]

This headline has two parts and contains two illocutionary acts. The first part “Waltz into Vienna” is a command carrying an indirect speech act of inviting. The second part “Just 17,500 baht round trip” is an assertion. “Just 17,500 baht” marks that the price is affordable.

The Lauda-air advertisement invites the audience to “waltz” to Vienna and make onward connections to any city in Europe. This advertisement also invites the audience to celebrate Franz Shubert’s bicentenary in Vienna. Again, the audience is supposed to know that the Lauda-air is an Austrian airline, that Vienna is the Land of Waltz, that Franz Shubert is the great Austrian composer, and that 1997 is Shubert’s bicentenary.

Like the one in 2.1.2, this advertisement also uses a nationalistic association: Vienna, Waltz and Lauda-air are so associated. Note also that “to waltz” means “to dance the waltz gaily and gracefully, to move briskly”. When applied to the Lauda-air, the word connotes an image of grace, quick movement, smoothness, and gaiety.

2.1.5 Representative and representative

A headline with two illocutionary acts is given below. It consists of a claim (representative) and an assertion (representative).

49
<p>A holiday in Austria is breathtaking. (But the cost of getting there isn't.)</p>
<i>[Lauda-air]</i>

The first part of this headline—A holiday in Austria is breathtaking—is a claim. The claim is justified if the audience is aware that Austria is a wonderful land of beauty and history. Beholding the awe-inspiring beauty of an alpine valley, strolling along an ancient cobblestone street, and visiting the many exciting shops of Austria's beautiful and fun-filled cities are, of course, breathtaking. The second part—But the cost of getting there isn't—asserts that the cost of getting to Austria is not breathtakingly expensive.

Note that the second clause is put in parentheses, functioning like an aside and thus conveying something like “this piece of information is exclusively for you.” In addition, the coordinating conjunction ‘but’ is capitalized and is in the clause-initial position; the contrast between the first part and the second part of the headline is markedly signaled.

2.1.6 Directive and Expressive

SOLD OUT**Thank you for your super response to our super offer.****We're sorry if you missed out this time.***[Cathay Pacific]*

This advertisement is about the Cathay Pacific Airlines' special offers—Bangkok-Hong Kong discount tickets for two at the price of 12,500 baht.

Actually, this headline can be divided into three parts. The first part—SOLD OUT—is literally an announcement, but its illocutionary force is that of warning. The second part expresses gratitude to the passengers who fly Cathay Pacific, and the third part literally expresses regret, but has an illocutionary act of warning.

The utterance 'sold out' is meant to capture the audience's interest, to arouse curiosity, and ultimately to encourage the audience to buy the tickets. The utterance cannot be taken literally since it makes no sense to advertise if the tickets have been sold out. In fact, it is an indirect warning, urging the audience to take action. This interpretation is supported by the clause—"if you missed out this time".

The second part of the headline is an expressive speech act, clearly marked by the phrase 'Thank you.' Repetition and parallelism make the sentence striking and memorable. The word 'super' is repeated twice in 'super response' and 'super offer'. 'Your super response' parallels with 'our super offer', and 'for your super response' parallels with 'to our super offer.'

The third part warns the audience not to miss the offer. The past tense form of verb in the if-clause [if you missed out] indicates the present unreal. That means the audience does not miss out; they still have the chance to enjoy the offer. However,

“we’re sorry if you missed out this time” carries the implication that “you’ll be left out or you’re excluded from the group (who responds enthusiastically to the offer) if you *do* miss out.” Note that the pronoun ‘we’ is inclusive. This headline is appealing because psychologically no one wants to be excluded from the group. Once the tickets are bought, the advertisement is considered successful.

2.2 Hotel and Lodging Business

Eight advertisements on hotel and lodging service are analyzed, and representative and directive speech acts are identified.

2.2.1 Representatives

Five headlines are analyzed as representatives. All of them are assertions.

51

Luxury You Can Afford

[Eaton Hotel]

This advertisement assures the audience that staying in the Eaton Hotel in Hong Kong is, of course, a luxury, but it is affordable. A picture of the Eaton Hotel looming large in the background conveys grandeur, first-class and luxury.

With the pronoun ‘you’, this advertisement speaks to individual audience, creating a warm and friendly mood. The noun ‘luxury’ is topicalized, followed by the comment—you can afford. The audience is thus comforted that accommodation at the Eaton Hotel is not expensive as expected.

History now has a new landmark.

Only the best at nikko

[hotel nikko royal lake yangon]

This is an advertisement of the Nikko Hotel—a new hotel located on the banks of the Royal Lake, not far away from the Golden Shwedagon Pagoda in Myanmar. Below the headline is a picture of the deluxe hotel set on the banks of the Royal Lake (locally called the Kadawgyi Lake) and a map showing where the hotel is located in relation to several important landmarks such as the Golden Shwedagon Pagoda, the Maha Wizaya Pagoda, Bogyoke Aung San Museum, Embassy of Japan, and Myanmar Medical Association.

It is generally known that Myanmar has a long and memorable history. The Golden Shwedagon Pagoda is renowned for its architectural beauty; it is one of the remarkable landmarks of Myanmar. Now Myanmar has a new landmark—the Nikko Hotel, which offers “only the best” to its customers. This is what the headline asserts.

“History now has a new landmark” is written with cursive characters signifying delicacy and quaintness. The hotel on the lake conveys a sense of tranquility and freedom. The Royal Lake, the Golden Shwedagon Pagoda, and Myanmar suggest romance, beauty, dream, and land of the glorious past—the kind of image this Nikko Hotel is trying to project.

Masterpieces**Served Daily***[The Monarch Lee Gardens, Bangkok]*

The Monarch Lee Gardens Hotel in Bangkok asserts that they are serving superbly cooked dishes daily. The headline is accompanied with a picture of a buttered fish dish beautifully decorated with fine slices of tomatoes and carved carrots, and a picture of a shrimp dish garnished with a sprig of herb. The shrimp dish is placed probably on a lustrous bamboo raft. Next to the dish are a small woven basket filled with slices of lemon and a delicate stem of Lady's Slipper orchid, and four small exotic mollusks wrapped in banana leaves set on a green lotus leaf. Apparently, the illustrations depict the work of art.

"Masterpieces" in the headline is well chosen. The word connotes great skill, time-consuming effort, patience, and artistic delicacy.

MAE SOT HOLIDAYS PACKAGE '97*[The Central Mae Sot Hill Hotel, Mae Sot]*

The advertisement asserts that the Central Mae Sot Hill Hotel offers the Mae Sot Holidays Package '97 (at a reasonable price). It is assumed as a known fact that Mae Sot is a district nestled in the northern province of Tak, along the Thai-Burmese border. Thus, the headline offers little tourist information, but simply Mae Sot Holidays Package. Details of such attractions as exploration of the lifestyles of the hill tribes, trekking on an elephant's back, shopping for gems and handicrafts, rafting, half-day excursion and the like are to be found in the advertisement body.

Perfection... Everywhere You Turn At Supreme Ville.

100%.

[Supreme Ville]

This headline claims that Supreme Ville, a housing project, is 100% perfect. “Perfection” refers to the quality of being perfect, of being flawless. Such a claim is reinforced by the phrase “100%”. Supreme Ville’s perfect quality is then elaborated in the body as “a small perfect society and perfect location”, “perfect design, pre-eminent style”, and “perfect amenities and safety features”.

2.2.2 Directives

Three headlines are analyzed as directives as follows:

**Christmas
Jubilations
at
Grand Hyatt
Erawan
Bangkok.**

[Grand Hyatt Erawan Bangkok]

This advertisement was delivered some time before December 24th and 25th, 1997. On the surface this headline looks like an announcement of Christmas jubilations at the Grand Hyatt Erawan Bangkok. However, the illocutionary force of this headline is that of inviting and thus being a directive. It invites the audience to celebrate Christmas Eve and Christmas Day at the Grand Hyatt Erawan Hotel. The

headline is fully elaborated by the copy in the advertisement body where special offers for Christmas Eve and Christmas Day are provided.

This headline employs what Jefkin (1976 : 59) calls ‘topical headline,’ in which the headline is related to a certain event or season of the year.

57

**FESTIVE DELIGHTS
AND
GOOD CHEER
AT
ERAWAN BAKERY.**

[Erawan Bakery, Grand Hyatt Erawan Bangkok]


This Grand Hyatt Erawan advertisement, like the previous one, also invites the audience to shop for Christmas and New Year gifts, and good food and drink at the Erawan Bakery, the Grand Hyatt Erawan Bangkok. The body invites the audience to “choose your hamper, then browse through holiday items at leisure and create your own selections.”


The advertisement came out in early December of 1997. In this case, the word ‘festive’ then refers to Christmas and New Year. An illustration of a hamper full of goodies and holiday items surrounded by bottles of whiskies or brandies, wrapped holiday presents, and a pot of poinsettia is a full proof of “festive delights and good cheer.”

58

**Start your day
over-easy....**

[The Monarch Lee Gardens Hotel, Bangkok]


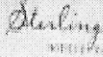




Start your day
 over - easy...

At The Monarch Lee Gardens Hotel,
 simple and efficient service
 keeps you from getting hard-boiled.

With The Understanding Host's executive's facilities
 that keep the world's business as close as
 your morning coffee, it's easy to keep smiling.

MANAGED BY  LEE GARDENS INTERNATIONAL (COO) LTD.
 158 Silom Road, Bangkok, Thailand
 Tel: (662) 336 1931 Fax: (662) 238 1999 Telex: 20496 MONARCH Land: monarch@lgi.co.th.com
 Member of 

Two over-easy eggs and one sausage are arranged on a circle paper plate to form a smiling face. Three smiling faces and two cups of coffee are accompanying this headline—Start your day over-easy.... The body also says “At the Monarch Lee-Gardens Hotel, simple and efficient service keeps you from getting hard-boiled.”

This advertisement invites the audience to stay at the Monarch Lee-Gardens Hotel and start the day “simple and efficient”, just like “over-easy” eggs, to avoid being callous (or “hard-boiled”). The body ends with a final remark that at the Monarch Lee-Gardens Hotel, “it is easy to keep smiling.” Obviously, a pun on different kinds of cooked eggs (i.e. over-easy and hard-boiled eggs) and their

corresponding adjectives is at work here. This explains why we have the illustration as described above.

2.3 Miscellaneous Category

Eight service advertisements are analyzed in this section. Two are representatives, one commissive, and five are directives.

2.3.1 Representatives

59

BORDERLESS

[NYK Line]

A containership sailing at the horizon accompanies this short and terse headline—BORDERLESS. The headline asserts that the Nippon Yusen Kaisha (NYK) Line’s shipping services are “borderless”; that is, shipping by NYK can be done worldwide or to any specified destination.

Parts of the copy in the body highlight the concept of being borderless: “Borders between nations, between carriers, borders between products and between people and ideas are being dissolved. NYK’s integration of global logistics and megacARRIER capabilities opens fresh vistas on the borderless society.”

60

Now Open! Valmet’s Technology Center
Provides You with Full-Scale Service

[Valmet Technology Center]

The headline asserts that the Valmet Technology Center in Thailand is now open for business and that it features a full spectrum of paper machinery services. “Now Open!” is italicized and set in red to highlight its recentness. A picture of the Valmet Technology Center’s stone laying ceremony, and a bird-eye view of the Center accompany the headline.

2.3.2 Commissive

61

**Amazing Solutions
to Figure Problems**

[Slimmers World]

This Slimmers World’s headline promises that its holistic approach to fitness and health can provide “amazing solutions to figure problems”, whether they are “flabby arms, love handles, thick waists, pot bellies, wide hips, flat butts and thunder thighs.” “No Pills”, “No Fad Diets”, “No Injections”, and “No Strenuous Exercises” are prefacing the headline.

Like many other advertisements appearing in 1997 (the Amazing Thailand Year), this advertisement also contains the word ‘amazing’.

2.3.3 Directives

Five headlines are directives. Three are advice/suggestions and two are invitations.

62

**HOW TO BE
A BIG SENDER
WITHOUT BEING
A BIG SPENDER.**

[UPS Parcel Delivery Service]

Below this headline is a large UPS Value Box. This headline suggests to the audience that they can fit up to 25 kilograms into a UPS Value Box and send it guaranteed to anywhere in the world at a reasonable price starting from 2,100 baht.

The headline is set into four lines like a short poem. The first line—**How to be**—contrasts with the third line—**Without being**, while the second line—**A big sender**—rhymes, parallels and yet contrasts with the fourth line—**A big spender**.

63

**Whatever you want
to send, for
whatever occasion,
business or personal,

send it with DHL
from as little as
Baht 1,900.-
call 207-0600.**

[DHL]

Like the UPS advertisement, this DHL headline advises the audience to send “whatever you want to send” in a 25 kg. Jumbo Box to “anywhere in the world” at “a terrific price starting from only 1,900 baht. Accompanying the headline are three DHL Jumbo Boxes, sent on different occasions, with personal remarks: “Great...Mom knows just what I need”, “Just in time for the presentation...” and “This’ll put Santa...out of a job.”

The UPS advertisement above and this DHL advertisement are almost identical with respect to service, special offers and advertisement layout. Note that

the DHL headline is deliberately arranged like a free verse. While the UPS advertisement sounds somewhat formal, the DHL advertisement is more relaxed, friendlier and jazzier. The pronoun 'you' in the headline and personal remarks below each Jumbo Box create this friendly atmosphere.

64

**You can carry
300,000 Baht in
your pocket for
medical emergencies.**

~

**Or you can just carry
our card.**

[BUPA Blue Cross]

This BUPA health insurance advertisement advises the audience to carry a BUPA Blue Cross Card, as a convenient and preferred option to carrying 300,000 baht cash for medical emergencies. The headline begins with a long statement naming one option; the conjunction 'Or' in the second part of the headline then introduces another concise option. In between we have the symbol ~ or the tilde marking that the first and second options are in 'free variation.' We can further deduce that the BUPA Card is worth as much as 300,000 baht. If carrying 300,000 baht in the pocket is as good as carrying one single card, of course the latter option is much preferred.

Face the Holidays Season
with That Special Glow
from Phillip Wain

[Phillip Wain]

This Phillip Wain advertisement came out in mid December 1997. It invites the audience to join “Slimming, Beauty and Facial Programs”—special pre-New Year offers by Phillip Wain, Asia’s No. 1 Health & Beauty Club.

In the background we see a beautiful woman with a smiling radiant face. Snow flakes and evergreens—icons of Christmas—are floating around the face. Light behind the woman’s head makes it look like a halo. With this semiotic information, we now know that “the Holiday Season” refers to Christmas. Christmas is associated with ‘light’, ‘brightness’, and ‘glow’. And “glow” is then connected to ‘face’ and ‘Phillip Wain’. Apparently, the copywriter is exploiting puns on ‘face’ and ‘glow’. In “Face the Holiday Season”, ‘face’ is a verb, and in “Face...with That Special Glow”, it is a noun. Likewise, ‘glow’ can be a noun or a verb—A face with special glow or a face that glows.

WARNING!
ONLY NORMAL BLOOD
PRESSURE ALLOWED

[United Artists Theaters]

At first sight this headline looks like a warning. A picture of a bare-chest macho man with a manometer is quite misleading. This headline starts with the word “Warning!” to arrest the audience’s attention. The phrase “only normal blood pressure allowed” arouses curiosity. In fact, this headline is an invitation to watch “blood-curdling, heart throbbing, high action movies” at United Artist Theatres at the Emporium in Bangkok. The body also reads “Your blood pressure is bound to exceed normal levels”; however, only the audience “with normal pressure” is allowed. The advertisement then concludes: If you’re not suffering from high blood pressure, we’ll see you there.

3. Image Advertisements

In this section, seven image advertisements are analyzed. Representative, commissive, and verdictive speech acts are identified.

3.1 Representatives

Three headlines are representatives. Two are assertions, and one is an insistence.

67

**In the Spirit of
COMPETITION**

[Konica Corporation]

The headline asserts that Konica, a digital copier manufacturer, shares the spirit of competition with the Omega Tour, the fourth largest professional golf tour in the world. The copy in the body clarifies this headline: “Pressure, Concentration,

Victory. We at Konica share your passion for success and the challenges it brings in business and in golf.”

By claiming that it shares “the spirit of competition” with the Omega Tour, Konica is projecting its image at the world-class level and shares fame with the Omega Tour.

68

**Why
we are the
1st insurance
company to
receive
ISO 9002**

[Bangkok Insurance Public Company Limited]

The Bangkok Insurance Public Company Limited asserts that the company is committed to quality service and improved working system and this is why they are the first insurance company to receive an ISO9002 award. The company is trying to tell its audience that their service is of international standard since the company has attained international status.

**Why
We've
Decided to
CUT OUT
Sending Cards
This Christmas.**

*[Amari, Grand Hyatt, Hilton International, Royal Garden, Siam Inter-continental,
The Dusit Thani, The Oriental, The Regent, Shangri-La, The Sukhothai hotels]*

Sending greeting cards during holiday season, Christmas and New Year, is a common practice. When ten five-star hotels in Bangkok: the Amari Hotels and Resorts, Grand Hyatt Erawan, Hilton International Bangkok at Nai Lert Park, Royal Garden resorts, Siam Inter-Continental, The Dusit Thani, The Oriental, The Regent, The Shangri-La and the Sukhothai Hotels insist that they all will forego sending cards this Christmas, it is extraordinary.

We learn from the advertisement body that “this year rather than taking from the Earth,” the ten hotels have decided to “forgo sending cards and donate the money to charity” instead. The audience should realize that cards are made from wood pulps. This means that the ten hotels are trying to tell the audience and perhaps the world that they are against deforestation. “CUT OUT” is exceptionally large compared to other words; this is probably to remind the audience of cutting trees. Note also that the words in the headline are arranged like a Christmas tree with a green stump at the bottom. All the copy is written in green. An environmental concern is at work here.

Why
We've
 Decided To
CUT OUT
Sending Cards
This Christmas.

At the Amari Hotels & Resorts, Grand Hyatt Erawan,

Hilton International Bangkok at Nai Lert Park, Royal Garden
 Resorts, Siam Inter-Continental, The Dusit Thani, The Oriental,

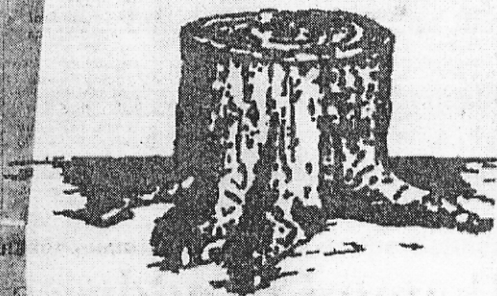
The Regent, The Shangri-La and The Sukhothai Hotels we believe that

Christmas is a time for giving not receiving. This year rather than taking from

the Earth, we've decided to forego sending cards and donate the money to charity.

From all of us, a very Merry Christmas and a prosperous New Year to our friends and the

entire community.



3.2 Commissives

Three headlines are commissives. All of them are making promises.

70

**Even when
we are not driving,
we do everything
to avoid
traffic jams.**

[Groupe Schneider]

To understand this advertisement, the audience is supposed to know that Groupe Schneider is a manufacturer of electrical equipment and automation. The company does not manufacture cars but supplies electrical distribution, industrial control and automation equipment to world top car manufacturers.

One of the causes of traffic jams could be the malfunction of electrical car equipment. When Groupe Schneider announces that they “do everything to avoid traffic jams”, they promise that they manufacture just quality electrical equipment and automation to car manufacturers, and thus indirectly stop traffic jams. By saying that they “do everything to avoid traffic jams”, Groupe Schneider is projecting its social problem awareness and concern to the public. Groupe Schneider’s social concern is strongly accentuated by “Even when we are not driving.”

**BETWEEN
MANKIND
AND
HUMANITY**

**We devote our utmost in technology
to eliminating “between”.**

[OKI Systems (Thailand) Ltd.]

To understand this headline, first we have to know that OKI Systems (Thailand) Ltd. is one of the telecommunication companies. Second, the company's slogan is “People to People Technology”.

The headline begins with the phrase “Between mankind and humanity.” The second part of the headline promises that OKI Systems is doing its best to eliminate “between”. When ‘between’ is eliminated, we have ‘mankind and humanity.’ This is synonymous to ‘people to people’.

So, what this headline is promising is that OKI is developing the best people-to-people communication technology so as to “build bridges of understanding, create beautiful relationships, and express the fullness of human feelings as completely and fluently as possible.” In other words, OKI is trying to project their concern about human understanding, feelings and goodwill.

72

**With dedication to banking excellence in Thailand,
we are reengineering our business processes
to deliver world class banking service.**

[Thai Farmers Bank]

Thai Farmers Bank makes a promise that they are restructuring their business processes so that the customers will enjoy their “world class banking service”. The Bank is projecting their ideology or shared value right from the start when they say “With dedication to banking excellence in Thailand.” ‘Dedication’ connotes devotion and determination. ‘Reengineering’ implies improvement. ‘Excellence’ means high quality, and ‘world class’ implies international standard. Such a perfect image for the Bank!

3.3 Verdictive and Commissive

73

We’ve been successful

for

45 years.

Wait until you see what we have planned for the future.

[Philips]

Philips, a manufacturer and market leader of lighting and semiconductor product, first launched its light bulbs in 1952. Since then Philips has become a household name in Thailand and in 1997 Philips is celebrating its 45th anniversary.

“We’ve been successful for 45 years” is an assessment of Philips’ accomplishments. ‘Successful’ is an evaluative adjective. The first part of this headline is then a verdictive. The second part—“Wait until you see what we have

planned for the future—is an indirect speech act of promise. Philips products bring convenience and enjoyment to many consumers. Philips has been involved in consumer communications, lighting, sound and vision, industrial electronics, medical systems, domestic appliances, business electronics, and semiconductors components. With new innovations in communications, Philips promises to bring us the future “better than anyone could imagine.” The advertisement concludes: “the better life gets the more you’ll see that Philips is part of it.” All we have to do is wait until then.