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Pragmatic Analysis of Persuasion in Moroccan Advertisements

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Key to Phonetic Transcription

The phonetic transcription symbols of Arabic consonants and vowels in the tables below are adopted from the guide proposed by Hassan and Haselwood (2011).

Arabic consonants	Corresponding phonetic symbols
ء	/ʔ/
ب	/b/
ت	/t/
ث	/θ/
ج	/dʒ/
ح	/ħ/
خ	/χ/
د	/d/
ذ	/ð/
ر	/r/
ز	/z/
س	/s/
ش	/ʃ/
ص	/S/
ض	/D/
ط	/T/
ظ	/Ð/
ع	/ʕ/
غ	/ɣ/
ف	/f/
ق	/q/
ك	/k/
م	/m/
ل	/l/
ن	/n/
ه	/h/
و	/w/
ي	/j/

Short Arabic vowels	Phonetic symbols
◌َ	/a/
◌ِ	/i/
◌ُ	/u/

Long Arabic vowels	Phonetic symbols
ا	/a:/
ي	/i:/
و	/u:/

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Introduction

Everywhere we turn our heads, we find advertisement on internet, magazines, street, billboards, TV, etc. More than that, we often enjoy the pictures, colors, music, and the slogans that make an advertisement. However, we rarely ask ourselves who the makers of those ads are, for what purpose these advertisements are made, or the linguistic technics used in creating these ads.

Advertisements are considered as a sort of communication managed by advertisers to address/ communicate a function, but which function is it? It is usually a persuasive function since most ads are made to promote a product. That is to say, by the use of multiple linguistic and non-linguistic strategies, an advertisement mainly tries to persuade people to buy a product or to use a service for the sake of achieving the financial purpose of the owners. In addition to that, most of the ads have an implicit power that influences our decisions. For this matter, two important questions are raised: **how do advertisers manage to persuade people to buy a product**? **And what makes an advertisement influential**?

In fact, the phenomenon of advertisement has evoked the interest of many researchers from different fields of study such as psychology, anthropology, sociology and so on. Many researches have been conducted for the study of advertisements. However, no field of study can account for the phenomenon as the field of linguistics can do since in any advertisement language plays the most crucial role. Nevertheless, linguistics as well includes many fields and sub-fields (e.g. syntax, semantics, pragmatics, psycholinguistics…) but not all of them deal with the study of the use of the language of advertisement as communication, not as structure. In this paper, the pragmatic analysis is adopted to analyse the language used in advertisements and to answer the main questions of this research paper.

Pragmatics encompasses many theories and notions. This paper mainly investigates a specific notion: that of the persuasive function of advertisements as a speech act. The concern of this research paper then will be based on the speech act theory.

The research includes two chapters: the first one is devoted to provide a theoretical overview of the topic. It is as well divided into four parts: The first will provide a general background about advertisements, its nature, categories, the role of language in advertising, and written advertisements. The second part will discuss why the pragmatic approach is adopted for the study of the communicative function of advertisements and not other approaches. The third part will introduce the theory of speech act, its classes, types, and especially the persuasive speech act. Last but certainly not least, the last part in the first chapter will be about the notion of felicity conditions as a set of conditions for the performance of a speech act.

The second chapter will be a pragmatic study of some samples of Moroccan advertisement. It attempts to analyse the persuasive language used in advertisement as a speech act. That is to say, it will try to shed light on the way advertisers express their intended message and the linguistic technics they use to convince consumers to buy a product. To answer the main questions of this research paper, a set of written Moroccan advertisement samples will be selected to examine the performance of the persuasive act in the ads and the influential power of advertisements.

Chapter One:
The Relationship Between Language and Advertisement

1.1. Advertisement

Two centuries ago, there were no media outlets or just few limited sources of mass communication in the same society, let alone the whole world, which is so big and different from one society to another. That is to say, the world is characterized by variation in terms of culture, society, identity, and economy. However, after the appearance of the media outlets, the world has changed to a small county. In other words, it has become very easy for anyone to know other societies' culture and to communicate with them from anywhere in the world. Advertisements as a way of communication as well have been developed. In fact, it has become very easy for advertisers to communicate their purposes through media outlets. In addition to that, it is worth mentioning that not all advertisements have commercial purposes; they may have other functions such as warning, informing, or spreading awareness about certain phenomena… etc. However, the most widespread type of advertisement is a commercial one since our life nowadays is based on economic power. So advertisements have become part of our life. Everywhere you go, you find advertisements; they have indeed invaded our life to the extent that they, sometimes, determine many of our choices.

1.1.1. Defining advertisement

According to The Online English Cambridge Dictionary, Advertisement may come "***in the form of a picture, short film, song, and others that try to persuade people to buy a product or service or a piece of text that tells people about a job,... etc.***"

According to Angela Goddard (1998) advertisements are " ***texts that do their best to get our attention, to make us turn towards them***" ***(6).*** She also believes that the main idea behind an advertisement " ***appears to be the factor of conscious intention behind the text, with the aim of benefiting the originator materially or through some other less tangible gain, such as enhancement of status or image"*** (7)

Guy Cook (2001), however, rejects the popular definition of advertising as a way of communication used just to persuade people to consume a product. He emphasizes the idea that even if the majority of ads have the function of persuasion , it is not the only function of ads; they may also inform, amuse , or, warn … etc.

The three mentioned definitions share the idea that advertisement is a style of communication used by advertisers to communicate their purposes through getting people's attention. Besides this, they all share the idea that not all advertisements promote products, they can also promote services or pieces of information … etc. Nevertheless, Goddard (1998) adds that advertisements are usually for the good of owners or originators. However, Cook (2001) in his definition focuses more on the function of advertisements explaining that persuasion is not the only function of advertisement as they may have other functions.

In brief, advertisement is a science of communication used to attract others' attention in order to promote a product or an idea ,...etc. It is a developed style of communication that uses different methods and skills to address different groups of people from different ages, and social classes. Moreover, the function of ads differs from one ad to another but most ads have the function of persuasion.

1.1.2. Categories of advertisements

It is worth knowing whether all advertisements belong to the same class. Indeed, there are different categories of advertisements. This means that an advertisement may differ from another according to the mediums they appear on, to the type of products they promote, or to the group of customers they address… etc. For instance, ads addressing women are not like ads addressing men; different techniques and methods are used for each of them. In this view, people and researchers have categorized advertisements to different categories.

➢ Paul Suggett (2019) classifies advertisements to many classes according to the different mediums:

1. **Online Advertising** which refers to different digital marketing strategies including placing ads on popular websites and social media sites.

2. **Print Advertising** which includes magazines, journals, brochures, flyers, handouts, direct mail advertising, ...etc.

3. **Broadcasting Ads** includes radio and TV; they are still a good medium of communication even after the popularity of other technology devices.

4. **Products Placement advertising** refers to the promotion of brand goods, and services within the context of a show or movie, rather than as an explicit advertisement.

There are still other mediums such as public service advertising and outdoor advertising.

➢ Michaela Keilty (2019) classifies advertisement into four classes:

1. **Introductory Ads**, which are used for new brand building to make their name in the world of business.

2. **Trial Ads,** which are a kind of advertising that try to create a sense of urgency by making special offers with gifts and a time limit to promote their products.

3. **Differentiating Ads,** which try to show advantages and benefits that other brands do not have.

4. **Shared Value Ad**, which are a type of advertisement that tries to create an emotive relation between the advertiser and the consumer through telling some funny, tragic stories and other techniques in order to get the affection and then the trust of the consumers.

➢ Guy Cook(2001) also made a very interesting and inclusive classification of ads. He categorized advertisement to different classes which include other sub categories:

1. The first category is classified in terms of **mediums of advertising**. It refers to media outlets as printed books, television, and magazines... etc. In this context, the choice between one of these types of medium is an important parameter of difference. For instance, the influence of television ads is different from that of newspaper ads. This means that the audience, the techniques, the popularity of television are not the same as those of magazines. The choice may depend on the class of the targeted group, and on the particular time and place of the advertisement.

2. The second category is **product and non-product advertisements**. On the one hand, there are product ads which may be divided as well into different types like luxury products such as advanced technology, perfume, chocolate, …etc ; and household necessities such as cheese , tea, flour…etc. On the other hand, there is non-product ads or services including charities, political parties, and socio- economic services.

3. The third category is classified in terms of **techniques of advertisements**. There are different techniques used in ads such as direct and indirect techniques. For example, the direct technique refers to direct advertisement, which may directly address people to buy products. Indirect advertisements, however, may make an indirect address. To clarify, Cook tried to

distinguish between the direct and indirect techniques by giving his personal prototype of the two types of ad techniques. He pointed out *" a hard-sell [direct ad] involves a man in a suit, standing in front of a pile of carpets, talking loudly and directly to the camera about low cost, limited availability and guaranteed reliability. Soft selling [indirect ad] relies more on mood than on exhortation, and on the implication that life will be better with the product"* (2001, 15)*.*

4. Finally, the last category of advertisement is based on **the type of consumers**. One of the most important classifications is by categorizing consumers. Indeed, it is the real concern of advertisers. They try to categorize people effectively and then to target consumers. That is to say, the techniques used in advertising differ from one group of people to another according to their age, gender, society, culture, economic status….etc. For instance, there are certain products which may be more likely to be bought by women than men e.g. advertisers may give much interest to the group of women rather than men when advertising beauty products.

All in all, all the advertisement categories overlap with each other. The factors of product, medium, technique…etc interact in one advertisement. In other words, the advertiser should take into consideration all types of classes in order to create a successful advertisement. Nevertheless, in any advertisement, language is a very powerful tool.

1.1.3. The role of language in advertisements

Advertisers use different techniques and methods to facilitate communication with their consumers. In this view, we can use Cook's term 'mode' (2001) for the three means of communication: Music, picture, and language. These modes include other sub-modes or styles. For instance, the mode language includes writing, speaking, and signed sub-modes of language. Indeed, language is considered as the most dominant mode of the three mentioned modes. That is

to say, it is often very hard to get the intended message of an ad just through its picture or music without the help of language. Subsequently, picture and music may be considered as paralanguage[1] that are modes which surround the use of language as useful conveniences to get the attention of the addressees.

Therefore, language always comes first as the most dominant power in the influence of advertisements. As it is stated by Cook (2001), in most ads, *"language is the dominant mode of communication, it is still deceptive to look at it in isolation, because it rebounds against both picture and music, gaining and giving new meaning and connotation. Yet analysis cannot adequately cope with music and pictures, because they are different from the mode of the analysis itself which is language."*(2001, 42)

Goddard as well emphasizes the role language plays in advertising; however, it seems that she gives a kind of equivalent role to each of language and other paralanguage parameters. To quote Goddard's explanation "*Readers do not simply read images in isolation from the verbal text that accompanies them; nor do they read the verbal text without reference to accompanying images. Just as the way an image is presented can suggest certain ideas, such as the human vulnerability conveyed in the previous advert, so the verbal language can suggest particular qualities as a result of how it appears."* (1998, 16)

1.1.4. Written advertisement

As we have already seen, writing is a sub-mode of language. It is one of the linguistic mediums. Besides, writing is an essential process both in printed advertisements and in oral advertisements. This means that even spoken ads usually start as written forms first, and

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[1] Paralanguage are "meaningful behaviour accompanying language, such as voice quality, gestures, facial expressions and touch (in speech), and choices of typeface and letters sizes (in writing)" (Cook, 2001: 4)

then they are turned to spoken forms. In written ads, words are usually chosen carefully, are made less complicated, and less redundant(Cook,2001). Although written ads use paralanguage features less in comparison with spoken ads, they still use their own modes such as type of font, page form, colors, pictures,... etc (Goddard,1998).

1.2. The Communicative function of advertisements

Obviously, language is a way of communication used by people to communicate their purposes. Advertisement is as well a means of communication where language plays an important role. Advertisement may have different communicative functions depending on the context in which it is produced. The word context refers to the general conditions surrounding an utterance including its physical and social conditions such as the identity of participants, time, space… etc. In other words, an utterance's context is any background knowledge shared by the users of a language and that contribute in the interpretation of what a speaker meant by a given utterance (Leech, 1983).Subsequently, using words within context changes them from mere linguistic signs or set of words to utterances. So, in order to study the communicative function of an utterance, we need an approach of study that takes context into consideration.

1.2.1. A pragmatic approach to study the communicative function of ads

Indeed, twentieth century linguists failed to study the communicative function of language. That is because they used to study language as form, i.e. as an abstract system, ignoring context. In this view, we can refer to the structuralists Ferdinand De Saussure and Noam Chomsky who study language as a structure that represents the system of grammar (phonology, syntax, semantics,… etc.). These approaches of study deal with language as a form; they study how linguistic signs are organized to form words, phrases, and sentences. Besides, even semantics, which is a field that studies meaning, does not study the communicative function of

language i.e. meaning in semantics is static, excluding the way meaning varies from one context to another. Saussure(1974) described language as a system of signs which have meaning by virtue of their relationships. Leech also mentioned that structuralists have "***strongly maintained the independence of a grammar, as a theory of mental organ, from consideration of the use and function of language***" (1993, 3). Hence, the structuralist approach is unable to explain the communicative function of language.

In this context, pragmatics is adopted as a field of linguistics that studies the meaning of language in use i.e. meaning within context. Pragmatics is a practical branch of linguistics that doesn't have a long history in comparison with other linguistic branches. It appeared in the sixties of the twentieth century with philosophers of language, namely Austin (1962), Searle(1969), and Grice (1975). Leech (1983) maintains that pragmatics is concerned with the study of "***how language is used in communication***" (1).Therefore, pragmatics comes as one of the best approaches to study the communicative function of advertisements and language in use in general.

1.2.2. Defining pragmatics

There are as many definitions of pragmatics as there are linguists and philosophers of language. Below are some of the definitions given by some linguists.

According to Geoffrey leech (1983), pragmatics is a field of study concerned with the study of meaning and how it is used in a concrete situation. It studies the physical fact "parole" which may be defined as the actualization of "langue"/ language. ***"Pragmatics deals with meaning as a***

triadic[2]relation"(1983, 6). In other words, pragmatics is the study of linguistic signs as determined by their users, not as a property of expressions (semantics). Thus, meaning in pragmatics is unstable; it depends on the speaker and the speech situation.

According to Jacob. L . Mey (1993), Pragmatics is the science of language seen in relation to its users**.** In other words, Pragmatics is a science that studies language as it is used in the real world by speakers to serve their purposes. Pragmatics studies language as a process involving producers not just the end of the process or the product which is language. In this context, pragmatics could be put in the domain of what Chomsky called performance as opposed to competence. This means the use of language system or linguistic knowledge (competence) that a speaker has in the real world. Thus, pragmatics is the study of our linguistic knowledge i.e. our language competence in our everyday life i.e. within context and this refers to performance.

According to George Yule (1996), pragmatics is concerned with the study of the communicative function of language. In other words, it is the study of meaning as determined by a speaker (or writer) and interpreted by a listener (or reader) within a particular context. Pragmatics as well explores how listeners can make inferences in a specific context to get to the speaker's intended meaning. Additionally, it studies the relation between people and how much expressions need to be said. Thus, pragmatics is the study of the relationships between linguistic forms and the users of those forms.

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[2]A Triadic relation stands for the fact that the meaning of words in pragmatics is defined not only depending on their relation to other words of the same language structure and their relation to the objects which they refer to(semantics) but also depending on a third element which is the intention of their users.

The three definitions share the notion that pragmatics studies the relationship between language and its users. However, each of them looks at pragmatics from slightly different perspectives. On the one hand, while Leech(1983) and Yule (1996) emphasize the idea that pragmatics is essentially about the study of the contextual meaning of language, Mey (1993) looks at pragmatics just as the study of language in use in general. On the other hand, Leech and Mey present pragmatics as the study of language from the concrete level i.e. in a concrete speech situation while Yule does not give much importance to this point. That is to say, pragmatics for Leech and Mey is concerned with the study of the actualization of utterances, i.e. the use of linguistic signs in concrete situations. That corresponds to the division of language to two parts, one standing for the abstract aspect i.e. linguistic knowledge of a speaker (Langue for Saussure and competence for Chomsky) and the other part standing for the concrete aspect or the use of the linguistic signs in concrete situations (parole for Saussure and performance for Chomsky) .

In fact, it seems that all the three definitions are inspired by Charles Morris's (1938) definition of pragmatics as '***the study of the relation of signs to interpreters.***'(6). Therefore, pragmatics is the study of the meaning of language as determined by a particular user (speaker or writer) within a concrete speech situation. It represents the study of the concrete level of language.

1.3. Speech act theory

To understand the communicative function of an utterance is to understand the speech act it performs. That is to say, when we say a speaker means by his speech to communicate a certain function like to apologize, to invite, to order, to warn, to persuade,…. this means that he is actually performing an act that is known as a speech act. Indeed, speech act is one of the central concepts in pragmatic studies. In other words, pragmatic studies are concerned with what human utterances can perform. Yule (1996) proves that in the following statement: "***people do not only produce***

utterances containing grammatical structures and words, they perform actions via those utterances" (1996, 47). Levinson too emphasizes the importance of speech act theory in pragmatics; he claims that "*speech acts remain, along with presupposition and implicature in particular, one of the central phenomena that any general pragmatic theory must account for*" (1983, 226).

Speech act theory was introduced and developed by Austin (1962) and was later revised by Searle (1969), Ross (1970), Sadock (1974), and others. The theory is based on the notion that we use language not only to describe something like people or states of affairs, but we also use it to perform a lot of actions that may change the world. For instance, if someone says, "you are fired", this utterance is not a description; it is a performative act that performs the act of firing, which means that the act will change the state of a person from an employee to a jobless person. Another example, when a judge says "I sentence you to three years imprisonment", the utterance here is again not a description; it is a performative utterance performing the act of sentencing.

1.3.1. Defining speech act theory

Speech act theory was founded by the British philosopher of language John Langshaw Austin (1962); he delivered it in the form of lectures that were published first in William James lectures and were later published in a famous book entitled *How To Do Things With Words*. In fact, Austin's theory (1962) is a point of transition that changed the old assumption that we always use language to describe things (constative utterances) that can be either true or false to the assumption that sometimes we use language to do things (performative utterances). Consider the following examples:

[1]   *I bequeath my watch to my brother"*

[2] *'I do take this woman to be my lawful wedded wife'* (Austin 1962,5)

Such acts neither describe something nor constate (report) something but rather the uttering of these utterances in certain appropriate circumstances is part of doing an action; in [1] it is the act of bequeathing, in [2] it is the act of marrying. Thus, Austin calls these acts "performatives" and defines a performative as follows: ***"The term 'performative' will be used in a variety of cognate ways and constructions …. The name is derived, of course, from 'perform', the usual verb with the noun 'action': it indicates that the issuing of the utterance is the performing of an action"***(1962, 6).

In addition to that, performative utterances cannot be judged as true or false as this is a characteristic of constative utterances. Performative utterances are judged as felicitous or infelicitous (happy or unhappy according to the conditions in which an utterance takes place). So the notion of performative is the essence of speech act theory.

In the same sense, Searle (1969) as well defines speech act as ***"the production or issuance of the symbol or word or sentence in the performance of the speech act. To take the token as a message is to take it as a produced or issued token. More precisely, the production or issuance of a sentence token under certain conditions is a speech act***" (1969, 16)***.*** Searle explains that any linguistic expression (i.e. a word, a sentence…) which involves the performance of an action is a performative utterance, or for short, a performative. More than that, the function of a linguistic sign is relevant to its context, that same linguistic sign may perform different acts depending on its actualization within a particular speech event; for example, the utterance 'You are the best' may perform an act of praising, thanking, or mocking depending on the context in which it is used.

Moreover, Austin (1962) defines performative utterances by a set of grammatical criteria that distinguish them from constative utterances:

For an utterance to be performative, it must have a first person singular subject, an action verb in the present tense, and most importantly, there should be a possibility of inserting the adverb 'hereby' to check whether the verb is performative or not. In addition to that, Austin also points out to exceptional performative utterances which can be impersonal such as "***Passengers are warned to cross the track by the bridge only." "Indeed the verb may be 'impersonal' in such cases with the passive."*** (1962, 57)

However, after some illustrations and explanations about performative utterances, Austin got to the point that ***"indeed there is no great distinction between statements [constative] and performative utterances."*** (1962, 52). He alludes that what on the surface level is a constative is a performative in the deep level and vice versa. For instance:

[3] "I offer you my car"

[4] "It is dangerous there"

Example [3] is a performative since it contains a performative verb and other conditions for the performance of the act of offering. However, at the deep level, It is a constative; which means that it implicitly contains a proposition which may be true or false i.e. a statement. That is to say, besides the speaker's performance of the act of offering, he implies the proposition that he has a car which certainly can be true or false according to the speech event. The same goes for example [4]; it is a constative because it describes a state of affair i.e. a proposition. However, in the deep sense, it may perform an act of warning. Besides, the felicity of a performative utterance[3]is related to the truth value of the proposition it contains. In other words, there is a correlation between the happiness of a performative[4] and the truth value of a statement. Austin (1962) states:

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[3]Felicity Conditions are a set of necessary conditions that must be appropriate for the performance of an utterance such as the appropriate speaker, appropriate place, appropriate time ….
[4]The happiness of a performative refers to the appropriateness/ felicitous of the conditions surrounding an utterance for its performance.

Suppose I did say 'the cat is on the mat' when it is not the case that I believe that the cat is on the mat, what should we say? Clearly it is a case of insincerity. In other words: the unhappiness here is, though affecting a statement, exactly the same as the unhappiness infecting 'I promise…' when I do not intend, do not believe. The insincerity of an assertion is the same as the insincerity of a promise. 'I promise but do not intend' is parallel to 'it is the case but I do not believe it'; to say 'I promise', without intending, is parallel to saying 'it is the case' without believing (50).

After all, Austin concluded that for the sake of understanding a proposition, we should take into consideration the whole situation in which an utterance is taking place. Therefore, all utterances are performatives rather than just mere statements stating or describing something.

1.3.1.1. Types of performatives

From the latter point, Austin divides performative utterances into two types: explicit performative and primary performatives:

To start with explicit performatives are utterances that clearly show their illocutionary force. That is to say, utterances with performative verbs like warn, order, inform, mislead…. that explicitly refer to the force of their utterances. For instance, the utterance "I warn you not to go there" clearly shows that its illocutionary force is to warn someone from something by the use of the verb warn. Additionally, Austin points out that explicit performatives clearly show the commitment of the speaker for the performance of a particular illocutionary force.

However, primary performatives are utterances that implicitly show the illocutionary force that they perform. This means that the meaning of the illocutionary force of primary performatives are not clearly expressed. For instance, the utterance "It is dangerous there" is not clear whether it performs an act of warning, informing, or threatening…. Actually, primary performatives are characterized by some sense of ambiguity and vagueness. This means that primary performatives may lead to some kind of confusion as it is not clear what the speaker exactly wants to perform by

his utterance. Hence, Austin refers to a set of primitive devices in speech that can indicate the force of primary performative: Mood (e.g. imperative for ordering), tone of voice, cadence, emphasis, adverbs, and adverbial phrases, accompaniments of the utterance (e.g. gestures, winks, pointing …), circumstances of the utterance and so on.

1.3.1.2. Types of speech acts

As has been explained, speech act is based on the notion that we use language to do something. However, Austin tries to distinguish between two similar senses in which to say something is to do something, and in saying something we do something. In other words, to say something is to produce certain linguistic expressions or even non-linguistic ones, but they must be conventional (e.g. conventional gestures, sounds). Whereas, in saying something, we perform an intended function which may cause a certain effect. Therefore, the notion of speech act is based on the performance of three levels of acts:

> Locutionary act: Which is roughly equivalent to uttering a certain sentence with a certain sense and reference i.e. production of **meaningful** utterance.

> Illocutionary act: It is the performance of a certain function such as informing, ordering, warning, undertaking… i.e. utterances which have certain (conventional) **force**.

> Perlocutionary act: It refers to the **effects** achieved by saying something ,such as convincing, surprising, disturbing, teasing….etc.

For the sake of clarification, here is an example provided by Austin:
> *Act (A) or Locution*
He said to me 'Shoot her!' meaning by 'shoot' shoot and referring by 'her' to her.
> *Act (B) or Illocution*
He urged (or advised, ordered, &c.) me to shoot her.
> *Act (C. a) or Perlocution*
He persuaded me to shoot her. (1962, 101)

Indeed, the illocutionary act is the core of speech act since it refers to the performative force of an utterance, to the kind of speech act it performs. Therefore, "***speech act is generally interpreted quite narrowly to mean only the illocutionary force***" (Yule, 1996: 49). In other words, the term illocutionary force may be used as an equivalent to represent the concept of speech act.

In the same view, Searle maintains that we use language to perform certain acts. Searle asserts that all sentences or utterances either explicitly or implicitly perform acts. Both of Austin and Searle share the idea that to analyze the type of performative that an utterance performs is to analyze the type of illocutionary verb of the utterance in its deep level (i.e. the explicit performative) which indicates the kind of performative that an utterance performs.

However, Geoffrey Leech (1983) strongly disagrees with them. He describes the issue of analyzing the illocutionary verbs for understanding the type of illocutionary force as 'performative fallacy'. Leech maintains that analyzing the illocutionary force of utterances by analyzing the meaning of the illocutionary verbs like offer, promise, warn…. as an error of 'grammaticizing' pragmatic force. To clarify, Leech explains that the difference between the speech act of ordering and requesting, for example, has to do with how many choices are given to the hearer. Here the analysis of the example cannot be done in the categorical terms of grammar (types of illocutionary verbs i.e. syntax) and (literal meaning of illocutionary verbs i.e. semantics) otherwise there would be limited things we could do with language since there are limited illocutionary verbs. Leech asserts that human communication cannot be explained by observing its structure. This type of analysis can be useful only for the analysis of the grammar of language, not for the analysis of illocutionary force i.e. communicative function of human language. Hence, Leech emphasizes the analysis of the illocutionary force in a rhetorical terms, non-categorical terms.

In addition to that, Leech (1983) sheds light on other linguists who tried to develop Austin's theory such as Sadock's Extended performative hypothesis (1974). The hypothesis as it is stated by Leech proposes that illocutionary force is not only limited to direct speech acts but it is also extended to include indirect speech act. Let's first define separately each of direct and indirect speech acts.

1.3.1.3. Direct and indirect speech acts

On the one hand, we speak of a direct speech act "***whenever there is a direct relationship between a structure and a function.***" (Yule, 1996: 54-55) On the other hand, we speak of an indirect speech act is "***whenever there is an indirect relationship between structure and function.***"(Ibid, 55) "***Thus, a declarative used to make a statement is a direct speech act, but a declarative used to make a request is indirect speech act***" (Ibid, 55). For example, the utterance of "I need money" is a declarative statement while the illocutionary force or the intended meaning behind uttering it is to make a request for money. In this sense, the illocutionary force of indirect speech act is derived from the deep structure of an utterance. For instance, the illocutionary force of [5] is derived from [6] (Leech, 1983, 194) :

[5] *Can you close the window?*

[6] *I request you to close the window.*

Furthermore, Searle (1979) alludes that indirect speech acts are "***cases in which one illocutionary act is performed indirectly by way of performing another***" (31). He explains the notion of indirect speech acts as utterances that contain two illocutionary forces: one is performed by the literal reading of an utterance (e.g. [5] illocutionary force of inquiring), and the second illocutionary force is primarily performed by the intention of the speaker to perform another act

(e.g. [5] illocutionary force of making a request) which can be identified by her/his hearer through their shared background information. Searle states: "***In indirect speech acts the speaker communicates to the hearer more than he actually says by way of relying on their mutually shared background information, both linguistic and nonlinguistic, together with the general powers of rationality and inference on the part of the hearer***."(31-2). Therefore, indirect speech acts are utterances performed indirectly and they are easily identified depending on the background knowledge assumed to be shared between the speaker and the hearer.

1.3.2. Speech act classification

The classification of speech acts is based on the illocutionary force of utterances. The classification was made first by Austin (1962) since he is the founder of speech act theory, and later it was revised by Searle (1979). Austin's classification reads as follows:

➢ **Verdictive**: It is an exercise of judgment and includes utterances with verbs like analyze, diagnose, assess, measure ….

➢ **Exercitive**: It is an exercise of powers, rights, or influence such as utterances with verbs like sentence, warn, command, direct,….

➢ **Commissive**: It is a commitment of the speaker to perform a future event and it includes also announcements of intention such as utterances with verbs like pretend, engage, swear, plan,….

➢ **Behabitive**: It is the adoption of an attitude; examples of this class are utterances with verbs like congratulate, apologize, thank, blame….

➢ **Expositive**: It is the clarification of reasons, arguments, and communications such as utterances with verbs like deny, accept, correct, revise,….

However, Searle (1979) strongly criticizes Austin's classification. He considers that his principles of classification are unsystematic. That is because the classification is based on the type of illocutionary verbs instead of the illocutionary force of utterances. Additionally, there is an overlap between categories meaning that many verbs may fit into more than one category. Besides, many illocutionary verbs are classified within a class without satisfying the definition given by their class.

Searle revised the classification and then presented an alternative systematic classification. Searle's classification is based on the illocutionary force of utterances. Subsequently, Searle distinguishes between an illocutionary point i.e. the production of an utterance with a propositional content, and the illocutionary force i.e. the intended function of an utterance. In this view, we may have a set of utterances with the same illocutionary point but different illocutionary forces. To clarify, here are some examples:

[7a] ***Sam smokes habitually. (Declarative)***
[7b]***Does Sam smoke habitually? (Interrogative)***
[7c]***Sam, smoke habitually! (Expressive)*** (Searle, 1969: 22)

The above utterances have the same illocutionary point, but each of them has a different illocutionary force (act of assertion, act of inquiring …)

Searle (1979) classifies illocutionary forces into five main classes. The classification is based on how illocutionary points are marked as different illocutionary forces in terms of the style and the manner of their performance. The classification is as follows:

➢ **Assertives**: "***The point or purpose of the members of the assertive class is to commit the speaker to something's being the case, to the truth of the expressed proposition***." (12)

➢ **Declarations**: "*It is the defining characteristic of this class that the successful performance of one of its members brings about the correspondence between the propositional content and reality…*"(16). In other words, declarations refer to those speech acts that may change the state of the affairs referred to via their utterance. e.g. acts of firing, sentencing, marrying,….

➢ **Commissives**: "*They are those illocutionary acts whose point is to committ the speaker to some future course of action.*"(14) e.g. acts of promising, threatening….

➢ **Expressives**: "*The illocutionary point of this class is to express the psychological state specified in the sincerity condition about a state of affairs specified in the propositional content*." (15) e.g. acts of apologizing, congratulating, welcoming….

➢ **Directives**: "**The illocutionary point of these consists in the fact that they are attempts by the speaker to get the hearer to do something.**" (13) e.g. acts of ordering, inviting, persuading….

1.3.3. Persuasive speech act

1.3.3.1. Persuasion

According to Scheidel (1967) persuasion is "*the activity in which the speaker and the listener are conjoined and in which the speaker consciously attempts to influence the behavior of the listener by transmitting audible and visible symbolic*" (qtd. in Altikriti 2016 47).

According to Halmari and Virtanen (2005), persuasion is defined as "*all linguistic behavior that attempts to either change the thinking or behavior of an audience, or to strengthen its beliefs*". (qtd. in Shabeeb 2019 30).

According to Hussein and Abttan persuasion is an "***art of effective interactions in which speakers make their opinion believable to the audience through introducing logic clues, triggering emotions and proving their own credibility***"(2018, 277).

Persuasion then is a process of communication that involves the existence of a communicative content which is presented by a speaker with the intention of having a persuasive effect on a listener's behavior.

1.3.3.2. Persuasion as a speech act

"***Persuading someone means performing an act by using some form of communication, i.e., Language***" (Altikriti 47)**.** Indeed, persuasion can be analyzed within the domain of speech act since the persuasion process involves the production of a communicative content (the locutionary act) with an intended function which is to persuade (illocutionary act) in order to cause an effect on the hearer (perlocutionary act). However, it is very important to distinguish between two types of persuasive acts. In other words, we should distinguish between the illocutionary act and the perlocutionary act of the process of persuasion. The first type stands for the intended communicative function of persuading as an illocutionary act. The second type stands for the effect of an illocutionary act such advising, persuading, or any other kind of speech act that has a persuasive impact, that is referred to as a perlocutionary act. However, in the second chapter of this paper, we are going to deal especially with the illocutionary act of persuasion in relation to Moroccan advertisements (not with persuasion as the effect of the phenomena of advertisement).

Subsequently, persuasion is a speech act that leads to the performance of an act by the hearer who understands the intention of the speaker. Searle (1969) also regards "***persuasion as a directive speech act in which the speaker intends to make the hearers perform some form of***

*action***"** (qtd. In Altikriti 2016, 52).However, Shabeeb (2019) states that Taufik (2014) puts forward the idea that not all persuasive acts are classified as directive speech acts; they may fall within other classes. Actually, they occur as directives only when they are direct speech acts whereas they may fall within other classes such as assertive or expressive…. when they are indirect speech acts.

1.4. Felicity conditions

1.4.1. Defining felicity conditions

According to Austin's speech act theory, to say something is to perform an action which cannot be judged as true or false. Instead of that, performative utterances are judged as being either happy/felicitous or unhappy/infelicitous. To say that an utterance is felicitous, the circumstances surrounding the utterance must be appropriate. Austin (1962) explains **" *… the uttering of the words of the so called performative, a good many other things have as a general rule to be right and to go right if we are to be said to have happily brought off our action … we call the doctrine of the things that can be and go wrong on the occasion of such utterances, the doctrine of the Infelicities***"**(14). Therefore, **felicity Conditions** may be defined as a set of necessary conditions for a performative to be satisfied. Austin (1962) states them as follows:

> *(A. I) There must exist an accepted conventional procedure having a certain conventional effect, that procedure to include the uttering of certain words by certain persons in certain circumstances, and further,*
>
> *(A. 2) the particular persons and circumstances in a given case must be appropriate for the invocation of the particular procedure invoked.*
>
> *(B. I) The procedure must be executed by all participants both correctly and*
>
> *(B. 2) completely.*
>
> *(I'. I) Where, as often, the procedure is designed for use by persons having certain thoughts or feelings, or for the inauguration of certain consequential conduct on the part of any participant, then a person participating in and so invoking the*

procedure must in fact have those thoughts or feelings, and the participants must intend so to conduct themselves, and further

(I'. 2) must actually so conduct themselves subsequently.(14-15)

Actually, the main function of felicity Conditions is to explain how performatives can go wrong in case some of the conditions are violated. Then the utterance is called unhappy, or infelicitous.

Searle (1969, 1979) as well has contributed in the development of felicity conditions. However, he believes that felicity conditions are not merely a set of conditions used to explain how utterances can go wrong, but they are also conditions which show how illocutionary acts are variable. To explain, here are two examples of different illocutionary acts that show how their felicity conditions are different:

➢ *The illocutionary act of ordering: "The preparatory conditions include that the speaker should be in a position of authority over the hearer, the sincerity condition is that the speaker wants the ordered act done, and the essential condition has to do with the fact that the speaker intends the utterance as an attempt to get the hearer to do the act" (Searle, 1969, 64)*
➢ *The illocutionary act of greeting: "There is no propositional content and no sincerity condition. The preparatory condition is that the speaker must have just encountered the hearer, and the essential rule is that the utterance counts as a courteous indication of recognition of the hearer" (Ibid, 64-5)*

What we can deduce from the examples is that the conditions needed for the felicity of one type of performative are not the same for all types of performatives. Additionally, some illocutionary acts do not require some conditions. For example, the illocutionary act of greeting does not require preparatory and sincerity conditions, unlike some other types of illocutionary acts.

Therefore, in addition to explaining how utterances can go wrong, Searle's felicity conditions also show how the performance of illocutionary forces differ from one type of performative to another. To quote Levinson's explanation, Searle's felicity conditions *"are not*

merely dimensions on which utterances can go wrong, but are actually jointly constitutive of the various illocutionary forces"(1983,238).Searle, then, divides felicity conditions into four main conditions: **Propositional content, preparatory condition, sincerity condition,** and **essential condition.**

However, Mey (1993) disagrees with both Austin's and Searle's versions of felicity conditions. He criticizes the view that we need different felicity conditions for different speech acts and points out that both Austin and Searle consider one sentence as one case principle. In other words, Austin and Searle deal with utterances somehow out of context. However, Mey maintains that we must determine the felicity condition of a type of performative depending on the context in which it is uttered. Mey says, *"In all probability, [Austin and Searle] would reject the inclusion of contextual factors among the criteria for categorizing speech acts…. However, from a pragmatic point of view there is no doubt that we should pay attention to such conditions when describing speech acts and, in general, people's use of language"* (171)

1.4.2. Felicity conditions of persuasive speech acts

Actually, to determine the felicity conditions of an illocutionary act, we must take the context of that particular speech act into consideration to define what are the conditions needed for its successful/ felicitous performance. Levinson (1983) illustrates that here: **"*to provide the felicity conditions for some illocutionary act is to specify exactly how the context has to be in order for a particular utterance of a sentence that is conventionally used to perform that type of act to actually perform it on an occasion of utterance.*"**(245)

Following Hussein and Abttan (2018) and based on Searle's classification of felicity conditions, the felicity conditions of persuasive speech act can be determined as follows:

1. Propositional Condition which is concerned with the content of the utterance that should have what evokes the audience's emotions or reasons, and attracts their attention towards an expected benefit from the speaker. Moreover, this content should refer to the speaker's ability to fulfill her/his promises, wishes, and plans.
2. Preparatory Condition in which the speaker has a reason to be confident that her/his audience would positively receive her/his utterance and interact with her/his in an appropriate situation.
3. Sincerity Condition is about the real intention of the speaker to affect her/his audience in different ways and make them adopt her/his own opinion
4. Essential Condition is associated with the audience's awareness of the recognized intention of the speaker to get their support, and of her/his commitment with them.(278)

Conclusion

This chapter attempts to give an overview about the relationship between advertisement and language. Indeed, language is an essential component in any advertisement. Hence, to study the influential and persuasive power of ads, we must study the way language is used, manipulated, and structured in ads. More precisely, the use of language in a particular context changes the language from mere structured linguistic elements to meaningful messages: those messages are means of communication.

For that matter, the pragmatic approach is adopted in the study of the communicative function of ads in the next chapter. Specifically, the study will be conducted within the framework of speech act theory as one of the central theories in pragmatics that is so effective to understand the real communicative function of produced utterances generally and of advertisements particularly.

Chapter Two:
The Influence of Language in Advertising

Methodology

For the sake of reaching the goals of this research paper, a set of ad samples has been randomly selected for the analysis. The criterion of this selection was mainly to provide ads pertaining to different domains that use different linguistic strategies with the aim of enriching the analysis.

Actually, the internet was the basic source for data collection. Most of the ads have been selected from website pages, electronic versions of magazines (e.g. Marjane's magazines), and captured pictures of billboard ads (e.g. google images). The internet was the best source to collect the data as it is rich of different ad examples from different sources such as newspapers, Facebook ads, billboards... etc. More importantly, the internet was the most accessible source to find both old and new ads.

The total number of the ads collected is thirty; however, only ten samples will be included and analyzed in this second chapter. The extracted samples are chosen from three different domains of advertisements: four samples of consumptive product ads, three samples of network connection services ads, and finally three samples of real estate ads. Indeed, the samples were carefully selected to include different styles of Moroccan ads and to have different analysis in order to be able draw a tentative conclusion about the Moroccan ads analyzed in this paper. Additionally, most of the extracted ad samples are purposely taken from ads that advertise for well-known, successful, influential companies in the world of Moroccan business (e.g. Inwi, Addoha, Knorr…).

Data analysis will be conducted on the light of Austin's (1962) and Searle's (1969-1979) speech act theory. The focus of the analysis will be mainly on the way advertisers express the illocutionary act of persuasion and mostly about the conditions that make an ad influential with a persuasive function.

The first difficulty encountered during the process of the data collection was to find examples of ads that are different in terms of the linguistic features used in order to have an exclusive view of how the persuasive act in Moroccan ads is performed.

Another challenge was that the interpretation of the pictures on the ads. The pictures were interesting because they added extra meaning to the ad. Together with the slogan, they convey more meaning than the slogan alone. In order to give the ad its full meaning, analysis of both the language used and the picture proved necessary. Indeed, it was challenging to recognize and interpret the semiotics used in an ads perhaps because they address their messages implicitly.

Finally, the translation of the slogans in the ads was sometimes difficult because some of them are formed of complex phrases and sentences. Rendering the exact same meaning from Moroccan Arabic to English was not easy given the different syntactic structures of the two languages and the specificity of the two cultures. The translation process was carefully revised for the sake of conveying as much as possible the exact intended messages of the utterances.

2.1. An overview of the use of language in advertising

As has been seen in the first chapter, advertisement is one of the means of communication that is used by advertisers to communicate with consumers. We have also seen that the main function of ads is usually to persuade people into buying or using products or services.

In studying the communicative function of advertisements, the pragmatic approach will be adopted because it takes context into consideration in the study of the language used in communication. In fact, usually written ads make use of pictures containing slogans (sentences) that indicate the intended message of the ad. In other words, written ads are made from two basic modes: language and picture. Although language is the most dominant and powerful tool in any ad, pictures are also necessary for understanding the intended message of ads. Actually, an advertisement's picture is regarded as a paralinguistic feature that helps advertisers to attract and hold the attention of people and make them read the language used in the ad. In the same sense, paralanguage is considered as part of the context that makes the intended message get to the reader easily. We cannot imagine understanding the message of an advertisement just by the use of language without a picture and vice versa. So in the analysis of advertisements, we shall take into consideration the whole speech situation that advertisers make use of to persuade consumers.

Furthermore, the communication of advertisers with consumers through an advertisement is actually the performance of a speech act, namely a persuasive speech act. However, the methods and styles followed in the process of persuasion differ from one ad to another. Therefore, in this second chapter, we are going to deal with how advertisers manage to perform the intended illocutionary act of persuasion within the framework of speech act theory.

2.2. Persuasive acts in written Moroccan advertisements

2.2.1. Pragmatic Analysis

Pragmatic analysis is concerned with the study of how language is used in a particular context. Talking about analyzing the language used in communication within a context changes language from mere linguistic signs (i.e. a set of words, phrases, or sentences) to a meaningful utterance. Thus, the central unity of pragmatic analysis is the **utterance**.

2.2.1.1. Advertisement samples of consumptive products

Sample 1. An extracted shampoo product advertisement from a Moroccan magazine.

1. " شكل جديد وتركيبة رائعة جربيه ! "

/ ʃakl dʒadi:d w tarki:ba ra:iʕa dʒarbi:h /

(a new form and a new composition, try it !)

The ad is made of a colorful paper containing four different types of shampoo products of the same mark. Each of the four types of shampoo offers a different benefit for consumers.

That is to say, the shampoo mark tries to satisfy the needs of a large group of people. Actually, the use of various colors with multiple types of the product is used both to hold the attention of people and to have them read the written utterance in the ad and, of course, buy it in the end.

The utterance is made of two nominative phrases combined with the coordinate conjunction 'and' ("a new form" and "a wonderful composition") which inform the reader about the new version of the product. The ad ends with in an imperative sentence ("try it") which invites the reader to try the product.

In this ad, the advertiser is implicitly trying to persuade people to buy the product. This means that there is no clear commitment from the advertiser that s/he wants to persuade the consumer to buy the product since there is no use of the verb 'persuade' in the utterance. Subsequently, the advertiser performs the persuasive act indirectly: the advertiser performs the intended illocutionary act of persuading via the performance of other illocutionary acts of informing ("a new form" and "a wonderful composition") and the illocutionary act of inviting ("try it"). In this view, the utterance is made of two parts: The first part consists the illocutionary act of informing which falls in the class of assertives, the second part consists of the illocutionary act of inviting; thus, it falls within the class of directives.

Furthermore, the persuasive function of this ad is also noticed in the happiness of the felicity conditions for a persuasive speech act. In fact, the ad advertises for a useful product which has recently turned out to be a popular product used by many. More importantly, the product has improved its quality to satisfy the clients more and to bring new ones. In communicating the intended message of the ad, the advertiser uses different techniques such as showing the different types of the product each with different benefits. To catch the attention of people, the advertising company pretends to endeavor to satisfy the needs and the tastes of all its customers. Hence,

everyone must try it, they are very likely to like it. Finally, the persuasive function of the ad is clearly recognized.

Sample 2. An oil product advertisement on a billboard

2. *"في قلبنا من زمان ولصحتنا ضمان"*
/ fi: qalbna: mn zma:n w lSaħtna Dama:n /
(In our hearts for a long time and is a guarantee to our health)

The ad is a promotion of an oil product. It includes the image of the product beside the picture of a famous Moroccan singer together with a slogan.

This ad is formed of two main phrases: A prepositional phrase and a noun phrase. The two main phrases are joined by a coordinating conjunction ([in our hearts[for a long time PP] PP] and [a guarantee [to our health PP] NP]). Both of the two main phrases function as subject complements of an anonymous subject. However, putting the phrases of the slogan within the

context of the written ad is no longer ambiguous. That is to say, depending on the context of the ad, (the image of the product and the artist) we can understand that the phrases refer to the product as a valuable and worthy product to be consumed for the good of our health.

Additionally, the information given about the product is meant to be given by the artist in the picture. The use of picture of this famous artist is not random; it is a very powerful persuasive tool that tells a lot to the consumers. Its use attracts the attention and interest of people more than the words themselves. We know that the fans of any celebrity want to know every single detail of their life and take them as their role model. The use of the picture of Samira Said gives the ad an additional meaning: it means that this artist who cares a lot about her self- image trusts the product and uses it. The implicature is that we can trust it too. The ad, then, has a direct and an indirect message to deliver.

Correspondingly, the persuasive function of the ad appears in its satisfaction of all the four felicity conditions of a persuasive speech act. That is shown by means of the content of the ad which encourages the readers to choose the healthy product especially that it is credited by a famous celebrity (**propositional condition**). Additionally, the advertiser promotes an important/vital household product (**preparatory condition**). The advertiser uses different methods as invoking words chosen to affect people's emotions and using the picture of a well-known singer in the Moroccan and the Arab world societies to contribute in the process of persuasion and hence satisfying the (**sincerity condition**). Finally, the intention of the advertiser is clearly recognized that s/he wants people to buy the product (**essential condition**)

In the context of the same ad, the advertiser doesn't use of the verb "persuade" in the utterance although the whole ad is all about persuasion. Moreover, the advertiser performs the illocutionary act of persuading indirectly by performing the illocutionary act of asserting. This

means that the ad is trying to persuade others to buy the product by asserting the proposition that the product is valuable and important for health. The intended illocutionary act of persuading then falls within the category of assertives speech acts.

Sample 3. A food flavor product advertisement on a flyer

3.

"بنة لذيذة بتوابل 100% طبيعية" (1

/bnna laði:ða bitawa:bil mja flmja Ṯabi:ʕija/

(A tasteful flavor with 100% natural spices)

"استفد من افضل العروض الاستثنائية" (2

/ʔistafid min afDal alʕuru:D ʕalʔistiθna:ʔija/

(Take advantage of the best exceptional offers).

Flyers are another medium of advertisement that are handed out everywhere in the street, put in the hands of people, and distributed on doorsteps… This chosen flyer sample promotes a food flavor product.

Actually, this ad may be divided into two parts including two pictures and two utterances. The first part contains the picture of a Moroccan soup "Harira" with a slogan made of a nominative phrase ("A tasteful flavor with 100% natural spices"). The latter slogan asserts the quality of the product as a natural tasteful one, which can give an extra delicious taste to our soup. The second part consists of a picture which shows the different types of the product that are supposed to satisfy the taste of different consumers. Besides, the image is accompanied by an utterance formed of an imperative sentence ("Take advantage of the exceptional offers"). The utterance in the second part within the context of the picture is an invitation for the readers of the flyer to benefit from the free product offers that they will get if they buy the product.

Concerning the process of persuasion followed in this ad, the advertiser actually tries to persuade people to buy the product through two steps: First, they assert that the product is tasteful and natural with no additives; and second, the advertiser goes on to invite people to benefit from the exceptional offers created for the good of consumers. In this context, the advertiser performs the persuasive function by performing the act of asserting (which is an assertive speech act) and the act of inviting (which is a directive speech act). Hence, the intended persuasive function is indirectly performed. Additionally, the ad doesn't explicitly show its illocutionary force of persuasion; which means there is no clear commitment that the ad wants to perform the act of persuasion.

Checking the felicity conditions of the advertisement proves its persuasive function. Actually, the ad is promoting a popular product that has recently been turned almost into a necessary product in the kitchen of many. Although the product has the advantage of giving our food an extra good taste, it is believed to contain some bad chemical additives that are harmful to health. Thus, the expression '100% natural' is mentioned intentionally in the ad to refute the "additives claim" and encourage consumers to buy it. The ad also tries to create some sense of urgency by mentioning the exceptional offers which are meant to enhance the persuasive function of the ad.

Another important feature of this ad is that it uses standard Arabic instead of Moroccan Arabic. This is used to indirectly imply that the product has a widespread popularity within many Arab societies, and not just in the Moroccan society, which certainly increases its influential persuasive power. The image of the Moroccan soup in an elegant image beside the product may also be considered as a paralinguistic feature that affects the feelings of the Moroccan consumers to buy the product. Hence, the communicative function is clearly recognized.

Sample 4. A couscous product advertisement on a billboard

"كسكسوداري... مايخطى داري".4

/kusksu: da:ri: ... ma:jxTa da:ri:/

(Darri Couscous... my home cannot be without it)

This slogan is made of a negative declarative sentence ("Couscous Dari … my home **cannot** be without it"), it asserts that the consumer cannot do without this product at home. In addition, the slogan contains the name of the Couscous product "Dari" which can be translated in English as "my home". The word /dari/ is very significant: it means that this product is exactly the same as any home-made product. This implicitly suggests that the producers make sure it is healthy, hygienic, delicious and nutritious. The fact that the ad uses the image of a famous Moroccan cook chef is also a means to encourage consumers to buy the product; it tells them that

if Chomicha, the world- wide famous cook trusts and uses our product, you have to do the same. In fact, the slogan is meant to be expressed by the chef Chomicha in which she asserts that she can never do without this product. The chef gives the product an additional value since she is an expert in the domain of cooking and is hence qualified to select the best alimentary products to her home. In other words, the use of the Chef's picture makes the product more valuable and credible. The advertiser uses multiple strategies to affect people's emotions; the choice of the image of a qualified chef with a smiling satisfied face from inside her kitchen with the product in her hands, and the use of a slogan written in a simple way are all persuasive technics meant to convince consumers to buy the product. All these technics make the ad attractive and persuasive.

In fact, the ad tries to convince people of the high quality and the importance of the product by the use of an implicit performative. More precisely, the process of persuasion is performed by the use of a negative statement that is used to explain that the product is so beneficial that the chef's home never runs out of it. The sentence doesn't make use of any direct clear persuasive verb. The message is transmitted smoothly through the picture of the chef that says more than words do and through the slogan. In this sense, the ad uses an indirect speech act: it has the illocutionary force of persuading through the use of a negative statement.

2.2.1.2. Advertisement samples of network connection services

Sample 5. The image of a network connection service advertisement on a website page.

5. "شارجي احسن العروض"

/ʃaːrdʒiː aħsaːn lʕuruːD/

(charge the best offers)

Nowadays, the use of network connection services has become very important for communication. The network connection services may include our use of internet mediums (e.g. social media platforms), making direct calls, messaging and so on. Although these kinds of services are needed, sometimes they cannot be accessible to everyone due to its high cost. For instance, young people are known to be the group of people most interested in such kind of communication services; however, they are often unable to afford the cost of the services.

The extracted ad comes as a promotion of such services making good offers in order to enable everyone, especially young people, to enjoy the network connection services. For that reason, the advertiser actively employs the picture of young boys in order to attract the attention of this group of people. The advertiser tries to address her/his targeted group by the use of the picture of two young boys having a good time enjoying the multiple network connection services provided by the company advertised for. It is an attempt to persuade young people to seize the opportunity of the offer to get happy too just as the pictured boys in the ad. More than that, the ad contains an utterance made of an imperative sentence (" charge the best offers") which may seem as an invitation to the reader of the ad to benefit from their services. However, putting the utterance in its real context, the ad is all about the performance of a persuasive act since it satisfies all the felicity conditions of a persuasive speech act.

In this view, the advertiser indirectly involves in the performance of the speech act of persuading. The advertiser manages the use of an imperative sentence as an invitation to direct people to the use of the service. In other words, the advertiser tries to manipulate the reader by making him believe that the offer is mostly made for the good of consumers. So, the advertiser performs the illocutionary act of persuading via the illocutionary act of inviting as it falls within the class of directive speech act.

Sample 6. A connection network service group advertisement on a billboard

6. ‟انا الكارطة لالاهم وبساعتين فابورفايتاهم"

/ana: lka:rTa lalahum wbsa:ʕti:n fa:bu:r fa:jta:hum/

(I am the best of all cards by offering two free connection hours)

This is another sample of network connection service ad that advertises for an network connection offer. The ad is made of the image of a phone card mark and a slogan which is formed of a declarative complex sentence ([I am the best of all cards] by [offering two free connection hours)

The sentence consists of two parts/ clauses each of them expresses a state of affair: The first part ("I am the best of all cards") states a proposition about the quality of the card as the best of its type in comparison with other network companies. The second part ("offering two free connection hours") states that it is the only networking company to offer its clients two internet connection hours for free; and thus, by its unique offer, it outdoes the other competing companies. The ad uses an indirect comparison; it never mentioned the name of the other competing companies, but the message is understood from the way the ad is formulated which is loaded with underlying messages that wait for the reader to get. The performative force of persuasion in this ad is indirectly performed via the performance of the act of assertion.

The persuasive function is noticed in that the ad is about the promotion of a useful service which is needed by everyone to communicate with others. Furthermore, the ad is making interesting extra offers for consumers of the phone card mark in order to attract new clients to make use of their services and dissuading them from trying other competing companies. The persuasive function is also noticed in the advertiser's creation of an influential slogan. This means that the slogan is written carefully to influence people by making it sound smooth. It carefully tries to select influential linguistic choices such as the words "the best", "offering ", and "free connection hours" to persuade the consumer into buying the product. This is how the ad communicates its persuasive function.

7. " اواه داروها ! "

/ʔawa:h daru:ha:/

(Ooh, they did it !)

Here is an extracted ad sample of a Moroccan network connection service group making an announcement for a new offer. The ad uses the picture of a famous Moroccan character known as 'Kabour' and an exclamatory sentence. Taking the sentence of the ad within its context, it is

meant to be expressed by the character. The sentence expresses the character's surprise at the announcement as a new beneficial offer for the clients of the network connection company.

For the sake of performing a successful persuasive advertisement, the advertiser uses different techniques and methods. First, the advertiser uses the image of a well-known comic character 'Kabour'; this strategy is regarded as an influential tool in the process of persuasion; it is a semiotic feature that aims to attract the attention of people to read the announcement. Second, the advertiser uses an exclamatory sentence that tells the consumers that the comedian thinks that this exceptional offer is simply unbelievable to attract the attention of consumers: the offer presents an amazing and beneficial service to the clients. All the mentioned conditions make the message of the ad clearly recognized. Therefore, the persuasive function of this ad is successfully performed.

Indeed, to express the ad in an exclamatory sentence is to perform a speech act of wondering. However, the performed speech act is the act of persuading. This shows that the ad communicates its persuasive communicative function in an indirect way. The ad performs the illocutionary force of persuasion via the illocutionary force of wondering i.e. making an expressive utterance. For this reason, the ad is regarded as an expressive speech act.

2.2.1.3. Samples of real estate advertisement

Sample 8. A real estate advertisement on a website page.

8.

"علاش باقي مزير مع الكراء؟ "(1

/ʕlaːʃ baːqiː mzjar mʕa lkraː/

(Why are you still stressed out about the rent)

"شرا،اقل من ثمن لكرا"(2

/ʃraː aqal mn θaman lkraː/

(The price of purchasing is cheaper than the price of renting)

Few decades ago, a family used to be composed of the nuclear family and the extended family. However, the contemporary circumstances of life oblige people to live separately. People have started to look for owning a place to live in which is often difficult given the price of the houses and the difficult financial situation of young people, most of whom have just started a

career and are still struggling with a low income. Sometimes, people spend their whole life dreaming and fighting to get their own home. Subsequently, many enterprises seize the opportunity and create some real estate businesses that promise to make these people's dream come true.

The extracted sample ad above promotes such real estate businesses. The ad is made of the picture of a young couple who looks so stressed out because of the cost of the rent that seems to incur a big cut in their income. The advertiser uses an interrogative sentence ("Why are you still stressed out about the rent") that inquires about the reasons these young people are still suffering from this problem while they have a solution. This solution is, of course, offered by the ad. It is skillfully expressed in the second utterance ("The price of purchasing is cheaper than the price of renting"). The indirect message is that this real estate company offers you the possibility of owning a house with easy affordable conditions: instead of having to pay an expensive rent monthly, you can pay cheaper monthly installments but the advantage is that when all the installments are paid you own the house or apartment. The use of the second utterance may be considered as an attempt to manipulate the reason and the feelings of the persuadees. This means that the advertiser's assertion that the purchase of a house is cheaper than the cost of renting is mentioned in order not to give any excuse for not making use of the offer and buying a house from the enterprise. Indeed, the intended meaning of the asserted offer that they can pay the enterprise for the price of the purchase of their house is not explicitly delivered; the literal meaning of the second utterance somehow may deceive the ad's reader.

Therefore, the communicative function of this ad has a persuasive function since it respects all the four type of felicity conditions for a persuasive speech act: the content of the ad /the offer of the ad can evoke the feelings of people (**propositional condition**), the advertiser is confident that the ad will be welcomed by a large group of people who are stressed out because of the costs

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of the rent (**preparatory condition**), the use of the utterances with the picture of a young couple is meant to affect the targeted group (**sincerity condition**), and the ad clearly shows its intention that the ad promotes houses/apartments for sale(**essential condition**).

The advertiser tries to communicate the message of the ad in an implicit way without the use of any persuasive verb. Furthermore, the advertiser tries to perform the persuasive act by including different types of illocutionary acts: First, the advertiser uses the illocutionary act of inquiring (a directive speech act) to attract the attention of people. Second, s/he goes on to include an illocutionary act of asserting in a declarative sentence (an assertive speech act) to reply to the first illocutionary act of inquiring. Thus, the two types of speech acts are employed to perform the intended persuasive speech act in an indirect way.

Sample 9. Apartments for sale advertisement extracted from Facebook ads.

9."الموقع اللي كنحلم بيه والثمن لنقدر عليه"

/lmuwqiʕ lli: kanħlim bi:h w θaman lli: nqdar ʕlih/

(The location that I dream of and the price that I can afford)

From the included picture of a building consisting of many apartments beside the slogan, the ad advertises for economical housing apartments.

The slogan is written in a complex compound declarative sentence containing two complex sentences. The sentences use the active voice and the first person singular "I", Each sentence asserts a proposition. Pragmatically speaking, the two sentences are utterances that explicitly perform the speech act of asserting. The two utterances assert the belief of the writer that the enterprise offers apartments in a good location for a very affordable price. The advertiser here tries to play with words to stimulate the interest of people by evoking expressions such as "I dream" and "I can afford". More than that, the advertiser highlights the first sentence that consists the assertion ("the location I dream of") by using a larger font than that used in the second sentence. Actually, everyone dreams to live in a good place but sometimes the financial ability of people doesn't allow them to achieve the dream. So, the ad's offer comes to achieve the dream of many.

The process of persuasion in this ad is performed by introducing the slogan in a declarative statement. That is to say, expressing the slogan in a declarative statement is meant to emphasize the certainty that the advertising company offers the purchase of a home in the location of the consumers' dream and for a price they can afford. Thus, the direct act performed in this ad is an act of assertion to perform the indirect intended act of persuasion.

Sample 10. Building lots advertisement on a billboard.

10.

1) "كلا يلغي بلغاه... والمليح عند **الضحى** تلقاه"

/kula jlɣi: blɣa:h wlmliħ ʕind **Duha** tlqa:h/

(Everyone says what they want; but the best can be found only at **Addoha**)

2) "بقع ارضية لبناء فيلات"

/buqaʕ ʔardija libina:ʔ ʑapud vi:la:t/

(Lots for building villas)

The ad advertises building lots. In fact, the ad is made of a picture, a slogan and a statement. The latter is made of a nominative phrase ("lots for building villas") which has an informative function about the type of a real estate that the company promotes. The contained slogan is made from a declarative compound sentence consisting of two complex sentences. More importantly,

the ad is made of a picture that consists of the image of a woman with a smiling face and a lot of hands handing out flyers advertising building lots. However, the woman seems very confident she had already made the best choice.

The first part of the slogan ("Everyone says what they want") implies that the woman on the picture doesn't care about all the other offers, she doesn't trust their enterprises. Furthermore, she asserts in the second part of the slogan ("the best can be found only at Addoha"), the only company she can trust because it has the best offers of all. Indeed, the advertiser tries to communicate the persuasive function of the ad by adopting many techniques. The chosen image of the smiling confident woman surrounded by many hands making offers to which she doesn't seem to be the least interested is an invitation to the other people who are in the same situation looking for the best company to choose Addoha. The ad may be also considered as an indirect comparison with the competing companies.

Therefore, all the mentioned conditions make the persuasive function of the ad felicitously performed: The content of the ad may attract the interest of many people who want the best (**propositional content**). The advertiser believes that the targeted audience of the ad (i.e. people who are looking for a building lot) will highly interact with the ad and buy a lot to build their dream villa (**preparatory condition**). The smiling self-confident face of the woman in addition to the assertive slogan written in Moroccan Arabic are purposely employed to persuade anyone still confused that the best choice must be the one the woman made (**sincerity condition**). Finally, the offer of the ad clearly shows the intention of the advertiser that he wants everyone to trust the company and benefit from its offer (**essential condition**).

In fact, the illocutionary act of persuasion in this ad is not explicitly performed. The advertiser communicates its intended function without the use of any persuasive verb.

Furthermore, the act is performed by the use of the illocutionary act of assertion (which falls within the class of assertive speech acts). Hence, the ad is indirectly performed.

2.2.2. Findings and illustrations

In the previous section, ten samples of different types of advertisements have been analyzed. Many findings and conclusions have been drawn about the way advertisers generally communicate their commercial purposes to persuade people to buy or use a product or a service. The following table sums up the findings of the ten samples.

Table 1. Findings and illustrations of the way the chosen ad samples perform the illocutionary act of persuading

Sample number	Utterance	Primary/explicit performative	Type of the illocutionary act	Classification	Directness
1-	"شكل جديد وتركيبة رائعة " (A new form, and a new composition,	Primary	Illocutionary act of informing	Assertive	Indirect
	"جربيه " try it !)	Primary	Illocutionary act of inviting	Directive	Indirect
2	"في قلبنا من زمان ولصحتنا ضمان" (in our hearts for a long time and is a guarantee to our health)	Primary	Illocutionary act of asserting	Assertive	Indirect

3	"بنة لذيذة بتوابل 100% طبيعية" (A tasteful flavor with 100% natural spices)	Primary	Illocutionary act of asserting	Assertive	Indirect
	"استفد من افضل العروض الاستثنائية" (Take advantage of the best exceptional offers).	Primary	Illocutionary act of inviting	Directive	Indirect
4	"كسكسوداري... مايخطى داري" (Dari Couscous... my home cannot be without it)	Primary	Illocutionary act of asserting	Assertive	Indirect
5	"شارجي احسن العروض" (charge the best offers)	Primary	Illocutionary act of inviting	Directive	Indirect
6	"انا الكارطة لالاهم وبساعتين فابورفايتاهم" (I am the best of all cards by offering two free connection hours)	Primary	Illocutionary act of asserting	Assertive	Indirect
7	" اواه داروها ! " (Ooh, they did it!)	Primary	Illocutionary act of wondering	Expressive	Indirect
8	"علاش باقي مزيرمع الكرا"	Primary	Illocutionary act of inquiring	Directives	Indirect

	(why are you still stressed out about the rent.)				
	"شرا، اقل من ثمن لكرا" (The price of purchasing is cheaper than the price of renting)	Primary	Illocutionary act of asserting	Assertive	Indirect
9	"الموقع اللي كنحلم بيه والثمن لنقدرعليه " (The location that I dream of and the price that I can afford)	Primary	Illocutionary act of asserting	Assertive	Indirect
10	"كلا يلغي بلغاه...والمليح عند الضحى تلقاه" (Everyone says what they want; but the best can be found only at **Addoha**)	Primary	Illocutionary act of asserting	Assertive	Indirect
	"بقع ارضية لبناء فيلات" (Lots for building villas)	Primary	Illocutionary act of asserting	Assertive	Indirect

Conclusion

The language used in the chosen advertisement samples is different. The ads come in the structure of a simple, a compound, or a complex sentence and in some other cases, they are made of phrases. These sentences and the phrases come in different forms: interrogative,

exclamatory and mostly declarative sentences... etc. Pragmatically speaking, the utterances in the ads perform different types of speech act; they can come in the form of the illocutionary act of wondering, inviting, informing, inquiring, and often of asserting. However, all of the ads have the function of persuasion which is never directly performed. That is to say, the literal reading of an ad never shows its real intended illocutionary act. The persuasive illocutionary force in the ads is proved only by checking the felicity conditions that assert that the illocutionary act of persuasion in the ads are felicitously performed. In all the studied ads, the notion of persuasion is never explicitly observed: the persuasive performance of the ads always comes in the form of primary performatives.

Conclusion

In the first chapter of the present paper, it has been demonstrated that advertisement is a special means of communication; it is a well-organized science of communication used by advertisers to communicate with consumers and persuade them to buy their products. Advertisers usually make use of multiple strategies to attract the attention of people and make them read the written pieces of language included in an ad. Actually, the communicative functions of advertisements are multiple: they can be used to warn, to inform, to amuse, and so on; but the most widespread function is to persuade. More precisely, most of the existing ads are created for commercial purposes: the main purpose behind any commercial advertisement is to influence people logically and emotionally, to affect their behavior, and ultimately to make them buy a product or use a service. All these persuasive technics aim to enhance the material benefits of the owners of the advertising companies.

In this paper, a pragmatic approach is adopted to study the communicative function of advertisements since the approach accounts for the study of the use of language as communication. Specifically, Speech Act Theory has been taken as a framework for this study. That is to say, to understand the communicative function of an utterance is to understand the speech act that it performs because the theory looks at any used form of language/ communication as the performance of actions.

In the second chapter of this paper, ten samples of Moroccan advertisements were chosen for analysis. In order to reach the aim of the research, we tried to analyze the notion of

persuasion in Moroccan advertisements as an illocutionary act (i.e. persuasion as a function of the phenomenon of advertisement not as its effect i.e. perlocutionary effect). Besides, the study was also concerned with **the influential power of advertisements**.

The pragmatic analysis was done through the analysis of the sentences and slogans of the ad samples. The analysis provides us with different findings and conclusions.

First of all, the notion of persuasion is never mentioned in advertisements: the persuasive function of advertisements is always implicitly formulated. This means that ads never include a persuasive verb i.e. the illocutionary force of persuasion is always indirectly performed by the use of other illocutionary forces. In other words, the literary reading of all the analyzed ads have other illocutionary forces like inviting, wondering, inquiring, and mostly asserting, but it is never persuading. The persuasive speech act of the ads is proved only by the happiness of the felicity conditions of a persuasive speech act that the ads perform indirectly mostly via the illocutionary force of asserting. Hence, most of ads fall within the class of assertives.

The second major conclusion that has been drawn from the analysis is that the influential power of any advertisement is derived from its respect of the felicity conditions. The ten samples are purposely selected as samples that advertise some of the most influential and successful companies in the world of Moroccan business. From the collected data, it is proved that the performance of the persuasive illocutionary force of the all ad samples is successful because it respects the felicity conditions relevant to the performance of a persuasive speech act. More precisely, the content of the all selected ads evokes the audience's emotions or reasons, and attracts their attention towards an expected benefit for the advertiser.(satisfying the **propositional condition**). Moreover, the advertisers are always confident that their

audience will positively receive their advertisement and will buy the product due to its benefits (satisfying the **preparatory condition**).

The use of colors, attractive pictures to the targeted group, and famous celebrities such as Choumicha, Samira Said, Hassan Elfad, Hamza Elfilali .... are all persuasive tools to affect the readers, to win their trust and hence to persuade them (satisfying the **sincerity condition**). Finally, all the previous conditions make the intention of the advertiser clear which is that they want consumers to buy their products or use their services (satisfying the **essential condition**).

Finally, the research has tried to achieve its aims and answer the main questions asked about the way advertisers perform the illocutionary act of persuasion in Moroccan advertisements and about the influential power of persuasion in an ad. However, there are still a lot of other interesting questions about advertisements which have not been addressed in this paper and which can be interesting to cover. Indeed, it might be a so fascinating topic to study the notion of persuasion in advertisement as a perlocutionary act. In other words, the notion of persuasion in advertisement and its effects on consumers can be an interesting topic for future researchers.

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