

SPEECH ACTS IN THE WRITTEN LANGUAGE OF ADVERTISEMENTS: MCDONALD'S ADVERTISEMENTS AS A CASE STUDY

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ABSTRAK

Penelitian ini mengeksplorasi gagasan tindak tutur dalam iklan tertulis McDonald's. Ia menggunakan teori tindak tutur pragmatik yang sudah mapan sebagai kerangka kerjanya. Terlepas dari kenyataan bahwa periklanan telah dipelajari dari berbagai disiplin ilmu, pemahaman tentang periklanan yang efektif masih sulit dipahami. Penelitian ini bertujuan untuk mengungkap makna tersirat dalam iklan McDonald's melalui manipulasi teori tindak tutur sebagai alat analisis untuk mendapatkan wawasan penggunaan bahasa dalam bidang periklanan. Penelitian ini menggunakan analisis isi kualitatif dan analisis frekuensi kuantitatif. Hasil penelitian menunjukkan bahwa tindak tutur direktif, representatif, dan komisif sangat dominan, dengan kategori meminta, menyarankan, dan menjanjikan. Di sisi lain, tindak tutur ekspresif dan deklaratif lebih jarang ditemukan dalam data yang dianalisis. Tindak tutur ini secara kolektif meningkatkan kekuatan persuasif bahasa periklanan McDonald's. Namun ruang lingkup penelitian ini hanya terbatas pada isi tulisan saja, sehingga tidak mempertimbangkan unsur auditori dan visual. Keterbatasan ini menyoroti peluang untuk penelitian masa depan di bidang ini.

Kata kunci: Iklan McDonald's, tindak tutur, pragmatik

ABSTRACT

The current study explores the notion of speech acts in McDonald's written advertisements. It makes use of the well-established theory of speech acts in pragmatics as a framework. Despite the fact that advertising has been studied across a variety of disciplines, understanding effective advertising has remained elusive. This research aims to uncover implicit meanings in McDonald's advertisements through the manipulation of speech act theory as an analytical tool to gain insights into language use in the field of advertising. The study employs qualitative content analysis and quantitative frequency analysis. Results have revealed that directive, representative, and commissive speech acts are significantly predominant, with categories like requesting, suggesting, and promising. On the other hand, expressive and declarative speech acts are less frequent in the analyzed data. These speech acts collectively enhance the persuasive

force of McDonald's advertising language. However, the study's scope is limited to the written content, which means that it does not consider auditory and visual elements. This limitation highlights opportunities for future research in this area.

Keywords: *McDonald's advertisements, speech act, pragmatics*

A. INTRODUCTION AND THEORETICAL FRAMEWORK

This study is an attempt to find out the most frequently used speech act in the written language of McDonald's advertisements. The motivation which stands behind choosing this topic is personal and academic. The author has developed an interest in analyzing the linguistic structure of any textual data since his Master's degree four years ago. The author's thesis at the time was centered on critically and linguistically analyzing some samples of political speeches. Therefore, the researcher considers this study as an opportunity to progress academically and professionally (learning new research skills, expanding the author's knowledge about the subject matter, developing new research expertise and capabilities, and producing innovative ideas). Moreover, the rarity of such topics in the realm of research has always been a strong motive and incentive to embark on this particular study.

Advertising discourse in general and written advertising in particular have always been a subject of study which is investigated from various research perspectives. The notion of advertising, as an area of investigation, has drawn the attention of so many researchers from different backgrounds and disciplines. In today's world, it is nearly impossible to avoid being exposed to various forms of advertisements. The use of language in advertisements is designed to manipulate and direct people (customers) into consuming a particular commodity or service. It tends to arouse customers' emotions so as to increase the possibility of driving them to decide on purchasing the advertised service or product. Cook Guy ¹(1992) considers advertising as a type of discourse. Advertisers use many sophisticated rhetorical techniques to construct their discourse. The written language of advertising is typically characterized by its own linguistic features (lexical, morphological, syntactic, pragmatic, stylistic, and even sociolinguistic features). To limit the scope of this study, this particular research investigates the concept of speech acts in the written language of McDonald's advertisements. Speech act is a pragmatic concept which deals with how language functions in the context of users and situations, the meaning of an utterance is determined by what the speaker or writer intends to do with it. According to Austin (1962) and Searle (1969), any utterance or a written expression tends to perform some of the so-called speech acts (denouncing, promising, warning, threatening, requesting, commanding, directing...etc). Austin describes three levels in speech act theory: a locutionary act (the actual utterance of a given sentence/referential value), an illocutionary act (the

¹ Cook, G. (1992). *"The Discourse of Advertising"*. Routledge, London and Newyork.

intention behind a given utterance or the result of the implied meaning/the performative function), and thirdly, if an utterance achieves certain effects (persuading, scaring, cheering up...etc), it is called the perlocutionary act (the perceived effect).

Speech act theory is one of the most prominent theories which have tried to explain how meaning functions in language. Language is typically used to perform certain speech acts intended by speakers and writers. For example, "I will be there at six", is not just speaking, it is performing the speech act of "promising"²(Yule, G, 2006, P: 133). There are direct and indirect speech acts, when an interrogative structure such as "Can you ride a bicycle?" is used with the function of a question, it is described as a direct speech act. When the interrogative structure such as "Can you pass me the salt?" is not associated with a question, but with a request, is described as an indirect speech act³(Yule, G, 2006, p: 134). There are mainly five speech acts which are performed by speakers or writers. These are the followings: representative acts which are about telling how things are, (describing events, processes, and states, asserting, claiming, reporting, suggesting...etc). Declarative acts, on the other hand, are about changing the state of affairs such as (christening, pronouncing, sentencing...etc). Directive acts, as the third category, are associated with the fact of encouraging actions, (commanding, requesting, pleading, inviting, directing...etc). Expressive acts, as the fourth type, are tied to the idea of expressing a psychological state (greeting, scolding, condoling, appreciating, congratulating, Apologizing...etc). Finally, commissive acts are about committing the speaker or the writer to a particular action, (betting, challenging, promising, threatening, offering, vowing, warning, daring...etc).

For speech acts to be performative, the speaker or the writer and the hearer or the reader must approve of certain assumptions about the intended speech act. These assumptions are named felicity conditions and are classified into three types: sincerity conditions, preparatory conditions and essential conditions. The essential condition refers to the fact that the speaker says what he or she says, that is both the speaker and the hearer consider the utterance to be performative. For example, if a student says, "I promise to do my homework" to a teacher, the two interlocutors view this utterance as a promise. If the student quotes himself or herself to a friend and says "I told my teacher I promise to do my homework," although the quote seems to be identical in its locutionary properties, it fails to perform the commissive act of promising because it has become a fragment of a representative act (reporting a promise). The sincerity condition, on the other hand, is about the fact that the speaker means what he or she says, the speaker and hearer consider the utterance as an intentional act. The common expression "in good faith" clarifies the main assumption about the sincerity condition. For instance, if a student says "I promise to do my homework" to a teacher, both of them regard that utterance as a promise and as a verbal contract alluding to the idea that the student desires to do his or her homework and owns the required capabilities to complete it. The preparatory condition, as the last category, is about the idea that the speaker

² Yule, G. (2006). *"The Study of Language"*. Cambridge University Press 1985, 1996.

³ Yule, G. (2006). *"The Study of Language"*. Cambridge University Press 1985, 1996.

can do what he or she says, that is both the speaker and the hearer accept the premise that it is situationally adequate for him or her to perform the given speech act. If these conditions are met in an utterance, it is considered felicitous, if not, it is infelicitous ⁴(<https://www.wtamu.edu/~mjacobson/SpActCats.htm>).

B. LITERATURE REVIEW

Advertisers commonly prefer to use certain speech acts over others⁵. They make recourse to speech acts of informing, directing, asserting, inviting, persuading and requesting the target customers to take action ⁶(Simon, Simona, Dejica-Cartis, Daniel, 2015, p: 238). According to Sukarini, N, W ⁷(2022), most of the intended meanings in food advertisements are implicitly delivered in the form of indirect commands. There are three types of speech acts which are highly pervasive in the language of advertisements: assertive, directive and expressive acts ⁸(Sukarini, N, W, 2022, p: 08). On the other hand, Naufalina, L, (2017) argues that representative and commissive acts are the most frequent types of speech acts which are used in the written language of food advertisements ⁹(Naufalina, L, 2017, p: 74). Juliwati, S, (2022) also argues that representative speech acts tend to be the most dominant type which is embedded in the selected data (the written language of McDonald's slogans and headlines of its advertisements). The second most frequent speech acts are the so-called expressive and directive acts. Most advertisements are inclined to portray feelings of happiness and pleasure and to direct consumers to take some kind of action (the action of purchasing the offered product (food)). Whereas, declarative and commissive acts, according to Juliwati, are ranked to be the least used types of speech acts ¹⁰(Juliwati, S, 2020, p:198). Maisaroh, AI, (2021) found out that assertive, directive, declarative and commissive speech acts are highly frequent illocutionary acts in McDonald's advertisements. Maisaroh also concluded

⁴ (<https://www.wtamu.edu/~mjacobson/SpActCats.htm>).

⁵ Chihwa, I. (2007). "A Speech Act Analysis of Written Adverts of Soft Drinks in Nigeria (2000-2006)". Babcock journal of mass communication, vol. 1.

⁶ Simon, Simona Dejica-Cartis, Daniel. (2015). "Speech Acts in Written Advertisements: Identification, Classification and Analysis". *Procedia - Social and Behavioral Sciences*, 234-239.

⁷ Sukarini, N, W. (2022). "Speech Acts in Written Advertisements". *Journal of language and linguistic studies*.

⁸ Sukarini, N, W. (2022). "Speech Acts in Written Advertisements". *Journal of language and linguistic studies*.

⁹ Naufalina, L. (2017). "A Speech Act Analysis of Bon Appétite Food Advertisements". Faculty of language and arts Yogyakarta state university.

¹⁰ Juliwati, S. (2020). "Speech Acts on McDonald's Slogans and/or Headlines in Written Advertisements". English department, faculty of languages and literature, Petra Christian University, Indonesia.

that the perlocutionary acts of informing, reminding and persuading the target customers, tend to be highly dominant and persistent ¹¹(Maisaroh, AI, 2021, p: 48).

In simple terms, an advertisement is mainly constituted of two main elements: a slogan and a headline. A slogan is a distinctive phrase which functions as a motto for a product or a service. While a headline is a phrase or a sentence which are used to describe a product or a service. It endeavors to encourage the target customers to consume the offered service or product. For example, McDonald's slogan is "Some fun, some food, it is all inside the happy meal". The headline of the same fast-food company is "Stop staring at me like I'm some piece of meat". Slogans and headlines in advertisements not only convey some given messages but are also performative of the so-called speech acts. Since this particular study investigates the concept of speech act, the author has focalized his lenses on analyzing the written language of McDonald's advertisements. McDonald's fast-food company is considered to be one of the most successful fast-food corporations in the world, thanks to its appropriate and effective advertising approach. The researcher seeks to analyze the intended speech acts in the collected data based on the application of J, L, Austin, and J, R Searle's theory of speech act. The researcher also considers the variable of context in order to properly correlate between what is uttered and what is understood.

Context is a very crucial factor for identifying the intended meaning behind utterances. It is the most fundamental element in pragmatics. It refers to those objects or entities which surround a specific event (a communicative event). It is a frame that surrounds a communicative event and provides resources for its appropriate interpretation. There are different kinds of the so-called context. One type is described as linguistic context, it is also known as co-text. The co-text of a word is the set of other words which are used in the same phrase or sentence. The surrounding co-text has a strong effect on what the receiver thinks the word probably means. The linguistic and physical context are important to understand the meaning of some words such as the word "bank". If someone sees the word "bank" on the wall of a building in a city, the physical context will influence how it is interpreted. There are some very common words in language that cannot be interpreted at all if the context is not known, especially the physical context of the speaker or writer, such as "there" and "here", "this" or "that"... (deixis) ¹²(Yule, G, 2006, p: 130). In sociolinguistics, social contexts were defined in terms of objective social variables, such as class, gender, age, and race. Context adds specificity to writing and directs the reader's attention to a particular thought; consequently, avoiding the fact of misinterpreting the intended message. The greatest thing about context is that it deepens receivers' understanding of the intended meaning so that true communication can take place. In general terms, this study attempts to answer the following questions: what are the most frequent types of illocutionary acts in

¹¹ Maisaroh, AI. (2021). *"Speech Acts Analysis of McDonald and Wendy's Advertisement"*. English literature department, Adab and Humanities Faculty, State Islamic University, Sultan Thaha Saifuddin Jambi.

¹² Yule, G. (2006). *"The Study of Language"*. Cambridge University Press 1985, 1996.

the written language of McDonald's advertisements? And what perlocutionary acts, as results (effects) of illocutionary acts, are performed?

C. RESEARCH METHOD

A methodology is described as a set of rules and methods of how to carry out research (how to collect and analyze data). Research methods are defined as research tools that are used to conduct a particular research. This particular study uses content analysis as a qualitative tool for investigating the notion of speech act in the written language of McDonald's advertisements. Qualitative research allows researchers to obtain rich and detailed information on a given subject ¹³(Bryman and Bell, 2007). So many professionals in the field of research believe that language analysis, as the main concern of this study, depends on the researcher's opinions and subjective interpretations which are mainly based on his or her personal experience and knowledge of the world. Content analysis mainly revolves around the idea of making inferences and determining the existence of certain themes, concepts, and words (patterns) in a given qualitative data. Content analysis method can also be described as a system of processes for collecting and converting unstructured data into a structured form that allows researchers to draw conclusions about the features of a given issue. Various definitions are found in the academic literature; yet, they all agree upon the fact that content analysis is an appropriate research method which is geared towards analyzing the content and characteristics of a written language in a given domain. The qualitative methodology is relevant and compatible with the objectives of this study since it investigates words, ideas, and themes in the written language of McDonald's advertisements to determine the main speech acts which are inherent within McDonald's language. The main goal of this study is exploratory and not confirmatory, it endeavors to broaden our horizon about the main frequent speech acts in the written language of McDonald's advertisements. This study is not aimed at confirming a hypothesis by testing it empirically, which typically requires an objectivist approach. It, on the contrary, explores the notion of speech act in qualitative data (written texts). The embraced methodology is also practical in terms of time, knowledge, skills, and data access (data collection, sampling, and analysis). This study makes use of probability sampling techniques to collect data which will be analyzed to construct generalizable findings. Qualitative approaches tend to be representative of a larger population in a specific context ¹⁴(Gradcoach.com). The data which is gathered for this study is analyzed in an interpretive way. The aim of which is to generate valid information.

In this study, the author particularly uses a qualitative approach to analyze documents (the written language of McDonald's advertisements). The source of the

¹³ Emma, B and Alan, B. (2007). "The Ethics of Management Research: An Exploratory Content Analysis". *British Journal of Management*, 63-77.

¹⁴ (Gradcoach.com).

gathered data for this study is the internet. This study endeavors to find out specific patterns of speech acts in the collected qualitative data (written advertisements). The analysis of data is predicated on the theoretical foundation of speech act theory. This study aims at identifying the most frequently used illocutionary and perlocutionary acts in the selected data. Various studies have been conducted so as to fulfill the same purpose; however, revisiting this issue by using different research tools and approaches has become a necessity to ensure the validity and reliability of the constructed conclusions. This study is one among many, that endeavors to draw its own conclusions about the investigated issue of speech act in order to see whether or not those already constructed findings (results) are replicated. Therefore, it is another scientific attempt to solidify the previously constructed knowledge about the subject matter (speech acts in the written language of McDonald’s advertisements).

D. RESULT AND DISCUSSION

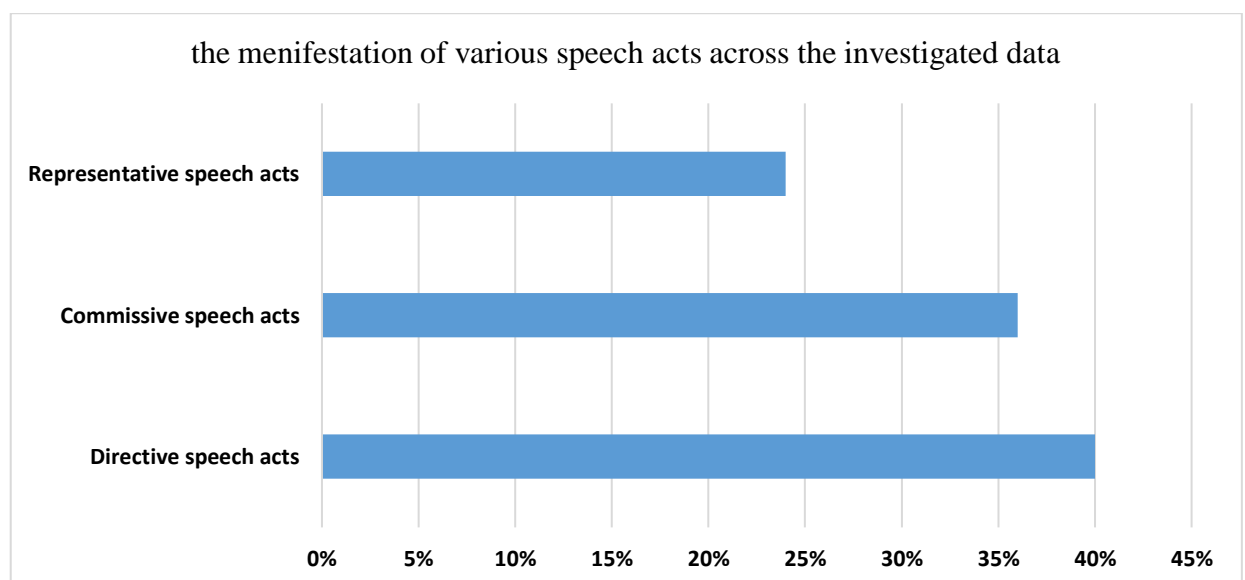
The corpus consists of 27 adverts which represent a great deal of data to be interpreted and analyzed in order to identify some frequent patterns (speech acts) in the written language of McDonald’s advertisements. The gathered data belongs to different time periods and is selected from various websites. It is collected to be qualitatively interpreted in the light of content analysis and in the light of Austin and Searle’s theoretical framework of speech act theory as it was described earlier.

4.1 The Data:

The presentation of the collected data is not introduced based on any specific order: (table 1)

| The gathered data |
|---|
| 1: Fuel up... feel good! |
| 2: The thing you want when you order salad. |
| 3: Monday to Thursday-the happiest days of the week. |
| 4: The big meal. It’s a great deal for dinner. |
| 5: Wholesome have some. |
| 6: Is a big MAC with bacon still a big MAC? |
| 7: Buy one big MAC; get a second big MAC for free? |
| 8: Choose your meal; big MAC or 10 pc Chicken McNuggets. |
| 9: Big Mac or McChicken and a medium Fountain drink for only \$4. |
| 10: Love the taste love the price. |
| 11: No one forgets the first Big Mac. |
| 12: Big discounts are waiting for you. |

| |
|--|
| 13: Stop staring at me like I'm some piece of meat. |
| 14: The new quarter pounder deluxe we love making things better, get hurry. |
| 15: Awesome. Write an email using one finger. Revel in the delay. |
| 16: So much flavor the bun called for backup 100% beef. |
| 17: You deserve a break today. So get up and get away to MCDONALD's. |
| 18: There is only one, Big Mac, a double layer of sear-sizzled 100% pure beef mingled with special sauce on a sesame seed bun and topped with melty American cheese, crisp lettuce, minced onions and tangy pickles. |
| 19: The big Mac? Not without Canadian beef farmers. |
| 20: I'm lovin' it. |
| 21: Nobody can do it like McDonald's can. |
| 22: This is the real reason MCDONALD'S food always looks so much better. |
| 23: Get fully charged. |
| 24: The same you buy the same you get. |
| 25: All kids deserve a healthy childhood. |
| 26: If you love the Big Mac, you will love this Big Mac. |
| 27: You can't run from us forever. |



4.2 The analysis:

The data has been categorized into the previously described types of speech acts:

4.2.1 *Directive speech acts* (table 2)

| <i>Directive speech acts</i> |
|--|
| 1: Fuel up... feel good! |
| 2: The thing you want when you order salad. |
| 3: Is a big MAC with bacon still a big MAC? |
| 4: Buy one big MAC; get a second big MAC free? |
| 5: Love the taste love the price. |
| 6: No one forgets the first Big Mac. |
| 7: The new quarter pounder deluxe we love making things better, get hurry. |
| 8: You deserve a break today. So get up and get away to MCDONALD’s. |
| 9: Get fully charged. |
| 10: You can’t run from us forever. |

Directive speech acts are simply those illocutionary acts where the speaker or the writer wants the hearer or the reader to do something. This act includes inviting, commanding, requesting and questioning. These directive speech act categories are deeply inherent in the language of food advertisements. In the following utterances of McDonald’s ads “Fuel up... feel good!”, “Get fully charged”, “Love the taste love the price”, “Buy one big MAC; get a second big MAC free?”, “The new quarter pounder deluxe we love making things better, get hurry” and “You deserve a break today. So get up and get away to MCDONALD’s”, the advertiser requests, commands and invites the target consumer to perform the action of consuming McDonald’s food. Directive speech acts in the written language of McDonald’s advertisements consist of the so-called “requestive performative verbs”. These verbs implicitly perform the function (act) of inviting and requesting customers to do something. Some utterances perform the direct speech act of requesting such as the use of imperative statements which start with the following verbs “buy”, “love” and “get”. Other utterances are intended to perform indirect speech acts such as the following interrogative statement “Is a big MAC with bacon still a big MAC?”, which is associated with the function of inviting customers to consume the offered product (food) and is not associated with the fact of being answered by customers. The same utterance attempts to invite customers to try and consume the newly offered type of the so-called big Mac. The utterance “Is a big MAC with bacon still a big MAC?” is a rhetorical question which is meant to perform the directive speech act of inviting customers to purchase the advertised Mac (big Mac). The same utterance is also much more attractive in the sense that it hooks the target customers’ attention to pause for a moment and to think of the implied meaning as long as it is not intended to elicit a direct response. The main function of which is to create an effect that is

triggered by engaging the target reader to think and eventually make a decision. It also tends to get the target consumer to agree with the proposed claim (assumption) within that rhetorical question.

Directive speech acts tend to appeal to the customers' desires and curiosity. They are persuasive especially if they are performed politely. They urge customers to take immediate action. Directive speech acts are the most dominant acts in the written language of McDonald's ads. They are intended to drive customers to take action. The most frequent categories of directive speech act in the written language of McDonald's advertisements are requesting and inviting. "Fuel up... feel good!" and "Get fully charged", as samples of data in the written language of McDonald's advertisements are indicative of certain implicit information. This information resides in the fact that McDonald's food is described by using terms which are typically associated with the realm of energy for the sake of analogy and expressivity. "Charged" and "fuel", are two lexical items that imply the strength and power that McDonald's food provides for its clients. The idea does not end at this point, it even extends to the dimension that there is an invisible message which is that McDonald's food is more energetic than other fast-food providers (companies). The two phrases are also formulated in an imperative manner that presupposes the assumption of superiority and supremacy of what is being advertised. The same utterances do also implicate that the offered food is calorie-rich which provides the human body with enough energy that lasts for a long time. The two given utterances are also associated with two categories of directive speech act, which are inviting and requesting the target customers to try the advertised food. The most popular statement in the written language of McDonald's advertisements is the sentence "I'm lovin' it" which is grammatically odd in terms of putting the verb "love" in the present continuous tense. Yet, the hidden message is about affirming the constant pleasure that people get from McDonald's food.

The utterance "You can't run from us forever", forces the reader to embrace the idea that McDonald's food is an inevitable choice. The strength of the conveyed information resides in the fact that the target consumer must willingly or unwillingly be a client who consumes McDonald's food. The third proposition which is encapsulated in this short utterance is displaying the powerful gravity of McDonald's food. The kind of directive speech act which is embedded in this simple utterance is indirectly inviting clients to consume McDonald's food. The inherent implicature in this utterance suggests that McDonald's food is superior. To sum up this part, the written language of McDonald's advertisements tends to select certain specific utterances which are effective enough to deliver a plethora of information and direct customers to take the action of consuming the advertised food. In a nutshell, directive speech acts are much more frequent and pervasive in the written language of McDonald's ads as far as the above-analyzed data is concerned.

4.2.2 Representative speech acts (table 3)

| <i>Representative speech acts</i> |
|--|
| 1: This is the real reason MCDONALD'S food always looks so much better. |
| 2: There is only one, Big Mac, a double layer of sear-sizzled 100% pure beef mingled with special sauce on a sesame seed bun and topped with melty American cheese, crisp lettuce, minced onions and tangy pickles. |
| 3: All kids deserve a healthy childhood. |
| 4: If you love the Big Mac, you will love this Big Mac. |
| 5: No one forgets the first Big Mac. |
| 6: Nobody can do it like McDonald's can. |

Representative speech acts are typically tied to the idea of stating that a particular proposition is true. They are acts of asserting, reporting and inferring. Representative acts depict certain realities that normally go hand in hand with someone's system of belief. The most frequent categories or classes of representative speech act in the written language of McDonald's advertisements are suggesting and inferring (concluding). The statement "Nobody can do it like McDonald's can" has got an implicit suggestion of McDonald's supremacy, predominance and leadership in the field of superior fast-food production (no food is better than McDonald's). The advertiser, by using this utterance, tries to create the desire for the target customers to try the advertised food. The perlocutionary effect of the same utterance is to encourage consumers to take the action of consumption. The utterance "If you love the Big Mac, you will love this Big Mac", as a conditional statement (the speech act of inferring), requires the reader to draw a logical conclusion by himself or herself. This conclusion is about the fact that customers would undoubtedly enjoy McDonald's irresistible big Mac. The utterance "There is only one, Big Mac, a double layer of sear-sizzled 100% pure beef mingled with special sauce on a sesame seed bun and topped with melty American cheese, crisp lettuce, minced onions and tangy pickles" describes in detail the offered big Mac so as to familiarize the target customers with its qualities. The intended purpose is to create an image in consumers' minds in order to accelerate the process of making the purchasing decision. Detailed information typically gets readers engaged in thinking of that described entity. Whereas, general information tends to get readers less involved in thinking of a given thing. The perlocutionary effect of the previous utterance is to cause customers to think and eventually to act. "This is the real reason MCDONALD'S food always looks so much better" and "All kids deserve a healthy childhood", the two utterances suggest the superiority and excellence of McDonald's food compared to others. The reader is expected to easily

and immediately infer this proposition. The perlocutionary act of the two utterances above is urging, motivating and encouraging customers to perform the action of purchasing. As a final statement, concluding and suggesting, as representative speech acts, seem to be embedded and entrenched in the pragmatic dimension of the written language of McDonald’s advertisements as far as the analyzed data is concerned.

4.2.3 Commissive and expressive speech acts (table 4)

| <i>Commissive and expressive speech acts</i> |
|---|
| 1: Monday to Thursday-the happiest days of the week. |
| 2: The same you buy the same you get. |
| 3: Awesome. Write an email using one finger. Revel in the delay. |
| 4: Wholesome have some. |
| 5: Big discounts are waiting for you. |
| 6: The big meal. It’s a great deal for dinner. |
| 7: So much flavor the bun called for backup 100% beef. |
| 8: Love the taste love the price. |
| 9: The big Mac? Not without Canadian beef farmers. |

Commissive speech acts tend to commit the writer or speaker to an action in the future. In the following utterances, “Love the taste love the price”, “The big meal. It’s a great deal for dinner”, “The same you buy the same you get”, “Big discounts are waiting for you” and “Wholesome have some”, the advertiser commits himself or herself to the propositions which are expressed in those utterances. All of these propositions seem to be aiming at performing the perlocutionary act of encouraging and motivating customers to consume the offered product (food). It is conventionally believed that commissive speech acts are inclined to increase the persuasive power of a given discourse. They are highly convincing especially if the sincerity condition is met. The advertiser, by using those utterances in the written language of McDonald’s adverts, endeavors to give a promise to customers that their trial of McDonald’s food would be as special, delicious, and unlamented as they expect it. Making promises is pretty ensuring and reliable when it comes to persuasion. A promise is quite persuasive since it commits the speaker or the writer to take part in that lived experience. It maximizes the force of believing a certain assumption. “Monday to Thursday-the happiest days of the week” and “The big Mac? Not without Canadian beef farmers”, the two expressive speech acts in the previous utterances exhibit a certain attitude and feeling toward McDonald’s food. The two given utterances express the idea that McDonald’s food

generates happiness and maximizes the well-being of its consumers. The expressed information in those utterances tends to conform with the premise that McDonald's food is greatly special of its kind.

E. CONCLUSION

This study has demonstrated that the written language of McDonald's advertisements tends to be persuasive through the implementation of various forms of speech acts which are ultimately intended to direct, orient, and drive customers to take the action of consumption. The language of advertisements, in general, and the language of McDonald's adverts, in particular, are meticulously designed to serve well-defined purposes of marketing. Both the visual and the written aspects of McDonald's language are meant to promote the advertised food and are driven by one dominant factor which is creating an intelligible and plausible discourse capable of maximizing and optimizing consumers' understanding of the intended message. The language of advertising has always been an information-rich area, especially for researchers who want to advance their understanding of the linguistic nature of the language of McDonald's advertisements. Various studies have been carried out to investigate the notion of meaning (speech act) in the previously analyzed data (language) of McDonald's advertisements. The author of this study has consulted different investigations and has concluded that the findings of each research do vary to a certain degree. Some studies have confirmed that directive and representative speech acts are the most dominant and frequent acts compared to commissive, declarative and expressive acts. Other analyses have found the opposite, that is to say, commissive, declarative and expressive speech acts tend to take over the biggest share of the pragmatic make-up of McDonald's language as opposed to directive and representative speech acts. It is widely believed that the investigation of the same subject matter in social science at different time periods could generate different findings as a result of several variables such as new approaches, methods and advances in the field. The examination of the notion of speech act in the written language of McDonald's advertisements by using a qualitative approach combined with content analysis, as a research tool, and speech act theory, as a theoretical framework, is regarded as a scientific attempt to answer the questions of this research. Austin and Searle's theory of speech act, as a theoretical framework, is adopted in this study as an analytical approach to the gathered data. This particular study has shown that directive, representative, and commissive speech acts tend to be much more frequent in the written language of McDonald's advertisements. These speech acts are repeated at a different rate in the previously analyzed data. They are expressed in various categories such as requesting and inviting as directive speech acts, suggesting and concluding as representative speech acts, and promising as a commissive speech act. On the other hand, this research has also shown that expressive and declarative speech acts are minimized compared to the previously stated ones (representative, directive and commissive acts). As a final statement, all of these types of speech acts are combined to increase the persuasive force of the language of McDonald's written advertising discourse. The main implication of this particular study is to advance people's understanding of the so-called language use in the field of advertisement.

The findings of this study are significant in the sense that they play a part in constituting solid academic knowledge about the investigated issue. The conclusions of which are replicated as far as some of the previously considered studies are concerned (reliability standard). One of the major limitations of this study is that only the written language of McDonald's advertisements is investigated and other aspects such as sounds and visual presentations are not examined. The present study could also be threatened by another possible limitation of bias (subjectivity) since the researcher's knowledge and interpretation play a vital role in data analysis. Therefore, the phenomenon of bias can unintentionally occur, it could occur at any phase of the research process such as during data collection or data analysis. The fact of shedding light on these limitations makes research more authentic, credible and worthwhile. It also paves the way for further research that will reconsider those stated constraints to produce more rigorous studies in the future.

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