

THE ROLE OF EXPLICATURES AND IMPLICATURES IN
ADVERTISING DISCOURSE: A COMPARATIVE STUDY BETWEEN
GIKUYU AND ENGLISH USING RELEVANCE THEORY.

BY
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DECLARATION

This thesis is my original work and has not been presented for a degree in any other university.

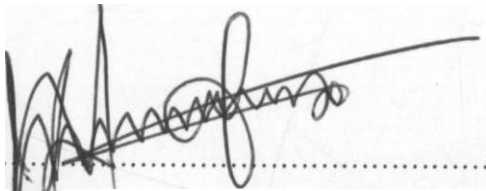
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The thesis has been submitted for examination with our approval as the university supervisors.

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A handwritten signature in black ink, appearing to read 'Mf Wekesa Maloba', is written over a horizontal dotted line. The signature is stylized and somewhat illegible.

Mf Wekesa Maloba

JY>

Date

DEDICATION

I would like to dedicate this work to the following people:

My parents Samuel Irungu and Mary Wanjiku Irungu for the foundation they gave me in education and their continued support.

My husband Muchiri Mukunga

My daughter and friend Sheila Wanjiru Muchiri.

My son and biggest supporter Victor Mukunga Muchiri.

God bless you all!

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ABSTRACT

This study is an analysis of the difference between Gikuyu and English advertising discourse. The argument of the study is based on some notions of Relevance theory namely explicatures and implicatures. The study will also examine other key notions of relevance theory that are related to advertising discourse.

The study has used three different types of advertising media namely: radio, television and print. Samples of advertisements in both Gikuyu and English will be analyzed with a view to identifying the explicatures and implicatures in each sample as well as determining whether relevance theory can be used to analyze of the discourse of advertising.

The texts studied indicate that both Gikuyu and English use explicatures and implicatures in advertising discourse, however, Gikuyu prefers to use implicatures while English prefers to use explicatures. The explicatures in the study are derived from reference assignment, disambiguation, ellipsis as well as semantically incomplete propositional forms. Implicatures on the other hand are derived from proverbs or metaphors, use of euphemisms, rhetorical questions and connotations of words.

The study also reveals that advertisers must learn their audience's way of thinking as well as other factors that motivate them, in relevance theoretic terms, an advertiser and his target audience must have a mutual cognitive environment in order to achieve optimal relevance.

The study is divided into five sections. The first section is devoted to a presentation of Relevance theory, advertising discourse and Hall's view of High context culture and Low context culture. The second chapter focuses on the applicability of Relevance Theory to advertising discourse. Chapter three deals with presentation of the data from both English and Gikuyu .Chapter four gives a comprehensive analysis of the data and the last chapter has the conclusion and recommendations.

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CHAPTER ONE

1.0. INTRODUCTION

This chapter provides a basis for the study. The chapter will examine the discourse of advertizing; it will have the statement of the problem, the objectives of the study, the hypotheses and the literature review. The key terms used in this study will be defined. It will also give a summary of Sperber and Wilson's Relevance Theory as well as Hall's theory of High context culture and Low context culture. The chapter will also include the method of collecting and analyzing the data.

.1 ADVERTISING DISCOURSE

Our world is influenced by publicity and marketing techniques, that is, argumentation and persuasion applied to any context. Advertisements range from billboards, radio, television clips, newspapers and magazines among others.

Advertising language has the single most objective of convincing its audience to buy or use a product or a service. It is a genre where the setting up of vivid context and discourse situations is often crucial to the achievement of the text producers' goals (Hidalgo 1997:53). There is a close relationship between advertising and literal writing in that, both discourse types create fictional worlds in order to pursue a communicative purpose. Adverts project imaginary situations or worlds. They attempt to create real life situations in order to invite the addressee to identify with the properties displayed in the ad as a way of persuading him/her to buy the product. Cook argues that the aim of senders is to push the product via the world of fiction and fantasy into the real world of the consumer (Cook 1992: 177). Indeed, the creative and manipulative use of language, the exploitation of ambiguity the indeterminacy and the appeal to personal and emotional experiences seem to bring advertising discourse close to literary discourse (Hidalgo 2003 : 4).

The need to capture the attention of the customer is the first premise in advertising. Publicity is costly so that the messages in adverts are usually short. This brevity is an advantage because it is easier for the consumer to accommodate short messages in the mental reservoir (Vivanco 2006).

.1.1. Linguistic choices, contexts and worlds

The notion of language choice is important in advertising. Choices are made at different linguistic levels, that is: lexical, morphological, phonological and even syntactic. These choices are significant in creating the different meanings which are processed contextually. The adequacy of a given message will depend on the relation between the linguistic choices made and the features of the context. Hidalgo (2003:16) defines context as follows:-

- i) The physical context
- ii) The knowledge brought in by the participants
- iii) The language itself
- iv) The social cultural context

An important feature of context is the knowledge that is brought into the situation by the participants since it determines the expectations of the participants with regard to the ongoing interaction.

Sperber & Wilson (1995: 45) argue that mutual knowledge is untenable and that it is not part of reality. They argue that people do not have mutual knowledge but rather, they have a mutual cognitive environment. A mutual cognitive environment provides all the information needed for communication and comprehension. When people communicate, the intention is to alter the cognitive environment of the addressee; that is what advertisers strive to do.

One of the most distinctive features of advertisements is its use of pronouns (Cook: 1992: 155). Adverts use all three persons that is, first, second and third persons. Personal

pronouns play a crucial role because they are deictic elements that is, they have a variable component of meaning which is assigned contextually. The "you" of advertisements refers both to characters in the fictional situation depicted in the advert and the multiple addressees. The "I" is both the manufacturer and the interlocutor in the fictional situation, often an expert or adviser. The "he" or "she" is the person who did not buy the product or in some cases a competing company. By use of direct address "you" a relationship of intimacy, trust and confidence is established as opposed to use of more distant third person referents.

The next section will examine advertisements as parasitic discourse.

.1.2 Parasitic Discourse

Advertisements exist through other discourses such as dialogues and culturally significant artifacts, either by attaching themselves to them (sometimes literary) or by co-occurring with them or by imitation (Cook 1992: 33) adds that:

"... ads make use of substance which is already being used for some other purpose including the substance wrappings of their own substance matter. They borrow so many features from other discourses and have really no identity of their own".

Adverts attach themselves to conversation. Conversational tone is present in much of advertising discourse even when the advertisement is apparently a monologue. This conversational feature has a way of directly involving the addressee in the discourse situation, appealing to his / her knowledge, interest and emotions.

Both dialogue and monologue are structured by assumptions about shared knowledge. Often this shared information seems so obvious to participants that they are not even aware of the assumptions they are using for interpretation. The physical, social and cultural assumptions are just some of the many types of assumptions which provide the

context for utterance interpretation (Blass 1990:31). Discourse and culture are inseparable, but whereas culture can be "merely" lived, discourse has to be organized- explicitly or implicitly (Ostman 2005: 196)

There is a strong assumption that people who address us are saying things which are coherent. We make sense even when there is none using the unstated cultural assumptions to fill in the gaps. Through ellipsis and assumptions of shared knowledge, ads create an atmosphere of intimacy and information (Cook 1992: 177).

Brown and Yule (1983: 254) assume that there is a way of analyzing discourse without reference to what the hearer does in understanding it. In analyzing discourse, there is need to trace the hearers path in understanding utterances. Following Sperber and Wilson (1995) speakers are constrained by the hearer's expectation of relevance and in particular optimal relevance. A speaker must conform to this expectation otherwise he will suffer the risk of being misunderstood. It is therefore the hearer's expectation of relevance which has to be the basis for discourse analysis.

1.1.3. Advertising Techniques

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There are various ways in which advertisers try to get the target audience to buy their product or use their service. Below are some of the techniques used by advertisers:

- i) They make the audience feel like everyone is buying this product.
- ii) They also make it seem like the product is so new and unique that you will be the first one to use it.
- iii) They also create a need that appeals to a person's need for shelter, love, self esteem or self actualization.
- iv) They use loaded words. They are aware of the power of positive words which is why they employ phrases such as 'new and improved' or 'natural' or 'herbal'.

- v) Perceived scarcity will generate demand, for example saying that offers are available for a limited time in order to encourage sales. (Internet source)

Statement of the Problem

This study offers an analysis of advertising discourse viewed through the lens of relevance theory. The study proposes that a part of what makes successful advertising can be explained using relevance theory notions of explicatures and implicatures. Relevance is one of the crucial determiners when measuring persuasiveness- the more relevant the more persuasive.

"Low context culture" and "high context culture" popularized by Hall (1976) are used to determine cultural differences in societies including differences in communication. He argues that people from high context culture in this study represented by the Gikuyu communicate implicitly while those from low context culture represented by English communicate explicitly.

Several studies have been conducted by different scholars to determine whether the world languages resonate with Hall's stereotypical classification. Among them include Schroeder (2010). She uses a relevance theoretic framework to compare verbal communication of a high context culture like that of Kenya and a low context culture like that of German. Her study is not pinned to any particular Kenyan language.

Vivanco (2006) has also compared the use of explicatures and implicatures in English and Spanish advertising. Although the two studies bare some similarities with the current study, they do not deal with other key concepts related to Sperber and Wilson's theory of relevance such as:

- 0 Ostensive inferential stimuli
- ii) Optimal relevance
- "0 Cognitive environment

- iv) Communicative intention
- v) Informative intention among other key issues in the theory.

In the light of the above issues, this current study will enlarge upon the previous studies by providing a comparative study in the use of explicatures and implicatures in the discourse of advertising from a relevance theory perspective. My problem statement is to determine whether Gikuyu language prefers to use implicatures and English prefers to use explicatures in advertising discourse.

.3 Objectives of the Study

- i) To find out whether English uses more explicatures than implicatures in advertising discourse.
- ii) To determine whether Gikuyu uses more implicatures than explicatures in advertising discourse.
- iii) To examine the proportion of explicatures and implicatures between the two languages.
- iv) To determine whether relevance theory is applicable in analyzing advertising discourse.

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.4 Hypotheses

- i) English uses more explicatures than implicatures in advertising discourse.
- ii) Gikuyu uses more implicatures than explicatures in advertising discourse.
- iii) The proportion of implicatures in the discourse of advertising in Gikuyu is higher compared to that of English.
- iv) Relevance theory can sufficiently be used to analyze advertising discourse in Gikuyu and English.

.5 Rationale of The Study

Sperber and Wilson's relevance theory is seen as a development of Grice (1975) **inferential** model of communication. Grice's model of communication was an alternative to the classical code model. Sperber and Wilson's contention is that only one of Grice's maxims is necessary: that is, the maxim of relevance. They argue that it is a universal tendency for human beings to maximize relevance, and that people will only attend to stimulus that is relevant to them.

In order to communicate effectively, it is necessary to have knowledge about language use and customs, that is, cultural knowledge. This study was motivated by the desire to establish whether indeed people from different cultures use different strategies to communicate.

It is hypothesized that some cultures prefer to use explicatures while others prefer to use implicatures. This study aims at establishing whether this is the case using English and Gikuyu languages. Advertisements were selected for the study because they have discourse features very close to everyday conversation. They provide clear examples of language in use. Secondly, they are readily available given the role that media plays in any society.

Even though persuasiveness appears to be universal in its emphasis upon emotional appeal and intellectual argument, the art of persuasion is not the same for all cultures. This study hopes to establish that advertisements reflect different pragmatic strategies particularly with regard to the use of explicatures and implicatures of Gikuyu and English speakers. We also believe that the findings of this study will be useful in other areas that require the right strategy in communication such as diplomatic negotiations, trade as well as teaching in mixed cultural groups.

The examples used by Sperber and Wilson (1995) are mainly concerned with situations in which communication occurs between trusting and equal partners. This study aims at

establishing that advertisements which are acts of ostensive behaviour fall within Sperber and Wilson's theory of relevance and that linguistic choices in advertising reflect **different** world views. The study is an attempt to apply the central notions of relevance theory to a different social situation: that of advertising.

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Scope and Limitation

The study is not concerned with how the Gikuyu world view differs from that of English but on how their assumptions of world views are used in utterance interpretation particularly advertising discourse.

The study also does not intend to provide a complete presentation of Relevance theory. It is limited to those processes of the theory that are related to implicatures and explicatures. High context culture and low context culture will be referred to in helping to clarify the choice of one mode of communication instead of the other by the two languages. The study is mainly interested in the explicit and implicit use of language in the two cultures.

This study will use advertisements from print, radio clips and television commercials.

However, Gikuyu advertisements will only include radio clips or slots since it was not possible to get television or print advertisements in Gikuyu. The Gikuyu magazines and newspapers available prefer to advertise in English.

Literature Review

Cook (1992) has given a comprehensive introduction to advertising discourse. He examines the language of contemporary advertising. Cook has explored the social functions of advertising and the effects on other people who receive adverts every day, and whose identity is partly constructed by them.

Muyuku Jacinta (2009) has looked at language mixing in the language of advertising in Kenya. She has paid special attention to code-switching and code mixing in commercial advertisements. Her work will be valuable in the study.

Ogola (2006) discusses the intercultural communication failures using Relevance Theory as a tool for her study. In particular, she looks at linguistic communication in relation to cultural context of the utterance and explores the concept of relevance and assumptions as stated in Relevance Theory. Ogola points out that different cultures have different representations of reality or world views which are closely related to language. These representations may be in the form of cultural stereotypes, images or attitudes and they lay a decisive role in determining the hearer's understanding of the speaker meaning (Ogola 2006: 13).

In an unpublished thesis Njeri (2007) makes a pragmatic exploration of the lexical euphemism to what is taboo in Gikuyu speech community which includes cultural inferences. The aim of her study is to establish whether the HIV/AIDS message is effectively and politely communicated given the rampant use of euphemisms. The data is analyzed using Brown and Levinson's (1987) politeness theory and Grice (1975) second theory of implicature. Her results reveal that euphemisms sometimes act as hindrances especially where the speaker and hearer belong to different social groups in terms of age, gender or occupation.

Schroeder (2010) has looked at "low context" culture and "high context" culture to describe cross cultural communication. She argues that certain cultural thinking processes like communitarism versus individualism, diffuse versus specific thinking, universalism versus particularism affect communication patterns. She further adds that these thinking patterns influence the use of implicatures or explicatures in communication. Her work will be valuable to this study since they bear some similarities.

Further a field, Hardin (2001) analyzes pragmatic ways in which Spanish is used to achieve persuasion in television advertising. The study contributes to the cross-linguistic

understanding of pragmatics and persuasion in Spanish. She uses variables such as speech acts, implicatures and Grice's Maxims. This current study will make reference to her work.

Blass (1990: 13) argues that it is never possible to share the background assumptions of another language and that the inference systems used in thinking and speaking may vary considerably from culture to culture. She argues that people from close knit communities share many assumptions about the world and that their conversations are more implicit than those of people from less homogenous cultures.

Her study shows that although there are enormous differences in cultural backgrounds the principles by which hearers use contextual information in interpreting utterances in discourse are universally the same. She demonstrates this by focusing on an unanalyzed language- Sissala. She uses Sperber and Wilson's relevance theory. This current study has referred extensively to her work.

Grice's theory of conversational implicatures was a development of the code model. Grice's main contribution to pragmatics was to show that individuals have the ability to recognize each other's intentions, and that communication can be achieved even in the absence of a code. The theory of conversational implicatures was developed from William James lectures of 1975 *In Logic and Conversation*. Grice's theory is an attempt to show how communication is achieved by the communicator providing evidence of her intentions and the audience is expected to infer her intentions from the evidence provided. He draws a distinction between what a speaker says and what a speaker implies, suggests, means or implicates. Grice's theory assumes that communicators try to meet certain general standards. Grice suggests that in communication, speakers aim to conform to certain general principles or maxims: the maxim of truthfulness, informativeness, relevance and clarity, and that hearers interpret utterances with these principles in mind. He also suggests that for effective communication to take place, there has to be co-operation between the hearer and speaker. This fundamental assumption is formulated as the co-operative principle (CP).

Relevance Theory of Sperber and Wilson (1995) can be seen as a development of Grice's (1975) inferential model of communication which was an alternative to the code model of communication. In the code model of communication the intended message is encoded by the sender into a signal which would be received and decoded by the audience. Successful communication is guaranteed as long as both individuals are functioning correctly, each has an identical copy of the code and the signal is not destroyed or distorted in some way. The audience ends up with an identical copy of the message the communicator wanted to convey.

Relevance Theory is a departure from the code model. It is referred to as an inferential model. Its central claim is that the expectations of relevance raised by an utterance are precise enough and predictable enough to guide the hearer towards the speaker's meaning. The aim of the theory is to explain in cognitively realistic terms what these expectations of relevance amount to and how they might contribute to an empirically plausible account of comprehension (Horn & Ward 2004: 1).

Carston (2002) argues that the proposition expressed by an utterance is not fully determined by the meaning of the linguistic expression used to convey it. She draws a distinction between what is explicitly expressed by the speaker and the proposition she has implicated. She argues that the linguistic meaning (semantics) gives explicit context and the residue utterance meaning (pragmatically derived) is the implicit import (implicature) of the utterance. The results of Carston's claim is a study of how semantics and pragmatics conspire to enable humans to convey long and complex thoughts often through short and simple linguistic utterances. Her study will be valuable in the current study.

Moeschler (2004) investigates the misunderstandings caused by inter-cultural communication. He argues that inter-cultural communication is not made risky or complex because of ostensive inferential property but because speakers make false choices on the explicature/ implicature status of the intended meaning. He argues that the

explicit versus implicit nature of conveyed meaning is the key to the explanation of pragmatic misunderstandings. This current study will make reference to Moeschler study.

1.8 Definition of Key Terms

This section will focus on some basic concepts that are considered important in the study.

1.8.1. Advertising Discourse

Focuses on language and the concept of communication: who is communicating with whom and why? In what kind of society and situation and through what medium? It deals with the use of language and various methods and forms it employs to facilitate its function of persuasion.

1.8.2. Ostensive - Inferential Communication

For communication to be successful the speaker must first attract the attention of the audience and let them know that he wants to convey a message. In this connection, ostension can be described as "a request for attention" (Sperber and Wilson 1995: 155).

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1.8.3. Principle of Relevance

Every act of ostensive communication communicates a presumption of its own optimal relevance (Sperber and Wilson (1995:156)

1.8.4 Cognitive Environment

Cognitive environment of an individual is a set of facts *thai* are manifest to him. To be manifest, then is to be perceptible or inferable. These include all the facts that he is aware of and all those that he is capable of in his physical environment.

j.9 Theoretical Framework

Theoretically, this study falls within the field of pragmatics. It deals with utterances rather than sentences. We review Sperber and Wilson's Relevance Theory and Halls Theory of "high context culture" and "low context culture". The tenets of these two theories are outlined below.

1.9.1 Relevance Theory

Relevance theory is a cognitive pragmatics theory of human communication developed by Sperber and Wilson in their book *Relevance: Communication and Cognition* (1995). Many of the inadequacies of Grice's theory and any other model of communication provided Sperber and Wilson with information that was required to develop a theory of communication.

According to Relevance Theory, as a general tendency in a given situation, humans pay attention to phenomenon that is relevant to them. The most relevant representations are formed and processed in a context that maximizes their relevance. Filtering information that does not appear relevant to us is a typical mental activity oriented towards this relevance seeking procedure. Human beings tend to select from context only the information that might be useful for obtaining interesting conclusions. Given the amount of contextual information that humans are exposed to, they have developed a capacity for accessing just the right information that leads to interesting or relevant conclusions.

Relevance theory aims at explaining in cognitively realistic terms what these expectations of relevance lead to and how they contribute to comprehension.

Relevance theory has two fundamental principles (Sperber and Wilson, 1995: 260).

- i) **The Cognitive Principle of relevance which states that: Human cognition tends to be geared to the maximization of relevance.**
- ii) **Communicative Principle of relevance which states that every act of ostensive communication communicates a presumption of its own optimal relevance.**

The cognitive principle is biologically rooted and is applied to all kinds of processing that human beings have developed in order to interact fruitfully and be able to transfer thoughts to one another (Yus 2010: 681).

The communicative principle is also biologically rooted in humans. Whenever someone is addressed, the addressee undertakes an interpretive task which aims at selecting the most appropriate interpretation from the range of the interpretations the utterance or text has in the current context (Ibid).

Following the communicative principle of relevance, the presumption of optimal relevance is as follows:-

- i) The ostensive stimulus is relevant to an audience if it is worth the addressee's effort to process it.
- ii) If it is the most relevant one compatible with communicator's abilities and preference (Sperber & Wilson 1995: 270).

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use of verbal language in communication is an example of ostensive communication.

Successful communication demands a fulfillment of two intentions:

i) The informative intention

The intention to inform the audience of something

ii) The communicative intention

The intention to inform the audience of ones informative intention

Verbal communication unlike nonverbal communication satisfies the speaker's communicative intention. When someone speaks to us we infer immediately that the person is willing to communicate some information to us and therefore the communicative intention is immediately satisfied and we can focus our inferential activity on the message - the informative intention - the speaker intends to communicate (Yus 2010: 683).

Achieving maximal relevance involves selecting the best possible context in which to process an assumption. The context provides the best possible balance of effort against the effects to be achieved. Information is relevant to somebody if it interacts in a certain way with existing assumptions about the world: that is, if it has some contextual effects in some context that he has accessible. These contextual effects are of three types:

- i) Derivation of new assumptions (contextual implications).
- ii) Strengthening of existing assumptions by providing further evidence for them.
- iii) Contradiction or elimination of the existing assumptions.

There is a close relationship between relevance and contextual effects. The greater the contextual effects, the greater the relevance. Contextual effects are not the only crucial factors which contribute to relevance, there is the processing effort. Sperber and Wilson see the search for relevance as a **cost-benefit** system. By definition, the most accessible contexts are those that require least effort to retrieve or construct by the hearer from all the available assumptions and therefore will be investigated first. A speaker who wants to make sure that a certain context or contextual assumption is used must make sure that it is easily accessible otherwise the hearer may fail to retrieve it and may misunderstand the utterance or just find it irrelevant. An assumption is relevant to an individual to the extent that;

- i) The positive cognitive effects achieved when it is optimally processed are large.
- ii) The effort required to achieve this positive cognitive effects is small.

According to Sperber and Wilson, there is a specific procedure employed by the **comprehension** system in order to obtain optimal relevance.

Relevance-Theoretic comprehension procedure states:-

Follow the path of least effort in deriving cognitive effects:-

- i) Consider interpretations (reference assignment, disambiguation, implicatures in order of accessibility.
- ii) Stop when your expectation of relevance is satisfied.

(Schroeder class notes2011)

An assumption is relevant in a context if and only if it has some contextual effects in that context. For an utterance to be relevant, it must connect up with a context in some way. Selection of a context is determined by cost-benefit process; that is minimizing the processing effort and maximizing contextual effects.

According to Sperber and Wilson, if someone deliberately attracts another's attention in order to offer information, then the information is relevant enough, and it is rich enough in contextual effects and economical enough in terms of processing to be worth the attention of the hearer. Yus (2010: 683) summarizes the basic ideas of Relevance theory in four statements:

- i) Every utterance has a variety of possible interpretations all compatible with information that is linguistically encoded.
- ii) Not all these interpretations occur to the hearer simultaneously, some take more effort to think up.
- iii) Hearers are equipped with a single general criterion for evaluating interpretations.
- iv) This criterion is powerful enough to exclude all but one single interpretation so that, having found an interpretation that fits the criterion the hearer looks no further.

Hall's Theory of High Context Culture and Low Content Culture

"Low context culture and high context culture" popularized by Edward Hall are used to describe cultural differences between societies.

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"High context culture" refers to societies or groups where people have close connections over a long period of time. Many aspects of cultural behaviour including communication are not made explicit because the members know what to do and what to think from years of interaction with each other. Information about procedure is rarely communicated. The context is supposed to be the cue for behaviour.

"Low context culture" refers to societies where people tend to have many connections but of shorter duration or for some specific reason. In these societies, cultural behaviour and beliefs may need to be spelled out explicitly so that those coming into the cultural environment know how to behave. In low context culture, information is abundant. Procedures are explicitly explained and expectations are discussed frequently. Members use a very direct style of communication. They seek and absorb quantities of information and direct communication process. Errors are part of the risk one takes in getting good solid information. Members tend to be verbose and open and centre on personal data.

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Information levels are adequate for cultural performance even without experience or background knowledge in that particular cultural group (Dodd 1989: 69).

High context cultures can be difficult to enter for an outsider - you do not carry the context information internally. Low context cultures on the other hand are relatively easy to enter if you are an outsider because the environment contains much of the information you need to participate and because you form relationships fairly soon.

To understand what someone really means in a conversation and to avoid misunderstanding, it is important to realize "how" it was said. In high context systems, people expect from their interlocutor that he/ she knows what the message of the

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communication is. Members of low context culture on the other hand tend to be precise and provide just the required information and in case of silence, it has to be filled.

In high context culture, silence is seen as polite and does not have to be filled.

In advertising it is very important to consider the nature of cultures in order to cater effectively to the norms, tastes and preferences of the people of that specific culture.

In high context culture, communication is implicit; the speakers tend to use implicatures. Explanations are considered insulting, as if the speaker regards the listener as not knowledgeable or not socialized enough to understand. High context culture members use more indirect styles of communication and are more cautious since mistakes can cause shame or loss of face. Information is passed through private networks. Low context cultures have structured messages with technical details. Information is readily available, accessible and shared with others.

Schroeder (2010) argues that there is a tendency for "low context" cultures to prefer explicatures, and for "high context" cultures to use implicatures more widely, however, she adds that people from high context culture also use explicatures and those from "low context" culture use implicatures. She concludes that there is no clear cut correlation for the use of explicatures and implicatures for the high or low context cultures. Her conclusion is that communication moves on a continuum between explicatures and implicatures. The choice of explicatures or implicatures depends on parameters like relationships, situations and purpose of conversation as well as other social factors.

Based on the variable of familiarity, the move on the continuum in low context culture is from explicatures to implicatures while in high context cultures the move is from implicatures to explicatures. That means that the more familiar two participants become, the more explicitly or implicitly they communicate depending on the culture.

In high context culture, personal relationships rely on the concept of trust, that the hearer has enough information or background knowledge to figure out the message by himself

or herself. Obviously, the explicitness of the message has something to do with personal **relationship** between the communicators (Schroder 2010: 10-11).

From the above summaries of the two theories, it is clear that culture and context play a big role in communication. Speakers are constrained by the hearer's expectation of relevance and in particular optimal relevance. Discourse is structured in particular ways in order to meet the hearer's expectations of relevance. The conclusion is that, it is not possible to share the background assumptions of another culture and even the inference systems may vary considerably from culture to culture.

1.11 METHODOLOGY

1.11.1 Source

The English data I collected was from radio and T.V. clips, advertisements from newspapers, magazines and brochures by native speakers of English from UK and USA. Gikuyu data came from the three main radio stations Inooro, Coro and Kameme FM.

Library research and the internet also proved valuable in the study. They provided

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scholarly contribution on the applicability of relevance theory in advertisements.

1.11.2. Method

The researcher used various techniques to collect data including tape recording the radio and T.V. clips. Newspapers and magazines from UK and USA were purchased for purposes of getting data. This was because the researcher was interested in native speaker's intuition and not English advertisements made by Kenyan speakers of English. This was to eliminate the risk of transferring Kenyan cultural background into the English language which would not have yielded the right interpretation.

1.11.3. Data Analysis

The data was analyzed using Relevance Theory, Two main notions of Relevance Theory namely explicatures and implicatures were used.

1.12. Summary

This chapter forms the basis of the study. It has introduced the topic of study and has included the statement of the problem, objectives of the study, and the method used in collecting data.

The chapter has also given a summary of what other authors have said with regard to advertising discourse and given a brief highlight of the relationship between language use and cultural background based on Hall's theory of "high context culture and low context culture". It has also presented the main tenets of relevance theory which is the theoretical framework that will be used in the study.

CHAPTER TWO

RELEVANCE THEORY AND ADVERTISING DISCOURSE

INTRODUCTION

The aim of this chapter is to apply relevance theory to advertising discourse. The chapter will present some of the key notions of the theory and show how they relate to the discourse of advertising. These key notions include ostensive stimuli, contextual effects, cognitive environment, implicatures and explicatures.

Ostension refers to the act of drawing attention to something. A communicator who produces ostensive stimulus is trying to achieve two intentions:

- i) The informative intention
- ii) The communicative intention

In advertising, there is need to capture the attention of the audience in order to fulfill these two intentions. According to Sperber and Wilson (1995:156) "An act of ostensive communication is a presumption of its own optimal relevance."

The communicator in an advert believes that to the best of his knowledge, the stimulus he has communicated is relevant enough to be worth the audience's attention. As a result of constant selection pressure towards increasing efficiency, the human cognitive system has developed in such a way that our perceptual mechanisms tend automatically to pick potentially relevant stimuli, the mechanisms retrievals of our own memory activate what are potentially relevant assumptions and our own inferential mechanisms process them in the most active way. Our minds tend to pick what is the most relevant information.

The number of stimuli to which humans can pay attention to is amazingly high. The human mind has evolved in such a way that information that is not relevant is processed out at a pre-conscious level and cannot be recalled afterwards while the truly relevant stimuli stand out and are processed in a fully conscious way. Advertisers expect their ads

to stand out from competing advertising. Advertisers try to ensure that their audience will **pay attention** or will direct their cognitive resources towards the advert and subsequently **purchase the** product advertised.

Advertisements are a good example of ostensive stimuli since they are meant to call the **attention** of the viewer, reader or listener towards the underlying intention to communicate some information including the information on the advantage of buying the **product** associated with the advert. In order to be effective, the advertisements have to **create** expectations of relevance in the user otherwise their target audience will not buy the product or do whatever it is that is suggested by the advertisement. The assumption that an utterance is consistent with the principle of relevance is based on the hearer's recognition that it is an act of ostensive communication. It is an act of deliberate overt communication in which the speaker not only intends to convey a particular message but is also actively helping the hearer recognize this. In the speaker's point of view it is simply not worth engaging in such an act unless the audience pays attention to it.

Advertisements are intrusive and parasitic since they come when one is watching television, listening to a favourite programme on radio or when one is reading a newspaper or magazine. Attracting the attention of the audience is much more difficult than it is in normal conversation where the speaker always assumes that the hearer will pay attention. The ostensive stimulus used in advertising must therefore be attractive enough for the audience to pay attention to it. The choice of language among other things is therefore very important in capturing the attention of the audience.

Ostensive communication comes with a guarantee for relevance and the communicator must ensure that this is achieved. He should be able to persuade the audience to buy the product or use a service. The highest relevance of a stimulus is when the interest is high and the mental effort involved is low.

Contextual Effects

Relevance increases with contextual effects but decreases with every increase in the **amount** of processing effort that is needed to achieve these effects. Publicity is costly and therefore most messages are usually short. Short messages require little processing effort **and** yield greater effects. Deliberately communicated information must have adequate **contextual** effects. What counts as adequate depends on what one is doing at a given time. Apart from creating adequate contextual effects, an advert should not put the hearer through unjustifiable effort in achieving them. How does this work in advertisements?

Example I

Mary is watching her favourite television soap when it is interrupted by an advertisement introducing detergent X in the market. Mary is interested in this advert because she is disappointed by the detergent she is currently using. This new information has interacted with old information to yield contextual implication. This is one way of creating contextual effects.

The advertiser adds that detergent X is a strong stain remover, is gentle on her hands and that it lasts longer than ordinary detergent. Intuitively, this new information is relevant because Mary is working on a tight budget and has a playful three year old son who loves playing in the mud, in addition her husband is a mechanic. This new information is relevant because it provides further evidence of an assumption that the detergent is good and useful. It has strengthened an existing assumption and the more assumptions it strengthens the greater the relevance.

This new information can also be relevant by contradicting or eliminating an existing assumption. Mary might assume that because detergent X can do all that the advertisement has said it can do, then it must be expensive and under her current circumstances, she cannot afford it. The advertiser overturns this by quoting the price of the detergent and Mary discovers that it is even cheaper than what she is currently using.

In relevance theoretic terms, when a contradiction is discovered, the weaker of the two assumptions is abandoned.

In the example above, Mary discovers that the detergent is affordable and this contradicts and eliminates her old assumptions. The more assumptions it eliminates and the stronger they are, the more relevant.

The three contextual effects are exploited by advertisers. They use persuasive language and are aware of the strategies and the linguistic devices that they should employ in order to reach their target audience. Practices of persuasion are not always the same in all cultures (Hardin 2001:194). The use of either explicatures or implicatures is determined by the language in question. The criterion of consistency with the principle of relevance plays a vital role in advertising. The advertiser must use the most relevant stimulus to communicate.

Relevance is comparative. Some information is more relevant than other information in the same context. Advertisers exploit a universal feature of human cognition: the search for and maximization of relevance which is biologically rooted in all human beings (Yus 2010: 681). Advertisers try to find a balance between their ability to draw the user's attention and the level of interference with the user's current task.

Mutual knowledge and Cognitive Environment

In order to make utterance interpretation, the context for interpretation has to be supplied. A context is a psychological construct, a subset of the hearer's assumptions about the world. These assumptions and not what actually happens in the real world are the aspects that affect the interpretation of advertisements. Malinoski coined the term "context of situation" he argues that:

Exactly as in the reality of spoken or written language, a word without linguistic context is a mere figment and stands for nothing by itself, so in reality of a spoken living tongue, the utterance has no meaning except in „

the "context of situation" Malinoski (1923:304) quoted in (Verchueren 1999:75)".

People from the same cultural group share a number of experiences, teachings and views. This is very important for advertisers because a speaker who intends an utterance to be interpreted in a particular way must also expect the hearer to supply the context which allows that interpretation to be recovered. If there is a mismatch in the context envisaged by the speaker and one that is used by the hearer, then this can lead to a misunderstanding. For effective communication to take place, there must be a notion of shared information.

The cognitive environment of an individual is also very important in advertising. "The cognitive environment of an individual is a set of facts that are manifest to him". According to Schroeder (class notes 2011) the cognitive environment includes not only his actual thoughts but all those that he is capable of thinking. For communication to be effective, the speaker and hearer should have a mutual cognitive environment. Human cognition is relevance oriented, and as a result, someone who knows an individual's cognitive environment can infer which assumptions he is actually likely to entertain (Sperber & Wilson 1995:46).

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Linguistic choice results into different world views. Mutual cognitive environment therefore helps the advertiser to build the correct mental world. The advertiser and the target audience must build a world in which "The propositions advanced are coherent and make sense". (Hidalgo 2006:3). The advertiser's aim is to modify the hearer's cognitive environment in some way.

Advertising and Communication

Advertisements serve communication purposes through the use of language. The function of advertising can be viewed as a basic way of marketing and communication. In relation to relevance theory adverts serve the two communicative intentions:

- i) The communicative intention aimed at selling the product
- ii) The informative intention that is, informing the prospective buyers of the availability of a product.

The role of advertising is to build awareness, inform and educate this is in line with relevance theory.

The language of advertising is constrained by a number of factors, one of the most immediately distinctive is space within which the advertiser must operate. It is therefore important to use the right strategy for optimal relevance in order to save both money and space.

Choice of style is something that no speaker or writer can avoid. In aiming at relevance, the speaker must make assumptions about the hearer's cognitive abilities and contextual resources which will be necessarily reflected in the way she communicates and in particular, in what she chooses to make explicit and what she chooses to leave implicit. Although Gikuyu and English have some common features because the language of advertising is universal, our belief is that each language has some specific features with regard to implicatures and explicatures in advertising.

The target audience determines the type of advertising strategy to be employed. Use of explicatures might be very appealing to one audience but a different audience might feel insulted. The composition of the audience forces the advertiser to use the correct strategy if he intends to make his advert worth processing. The advertiser has to use the language that will appeal to his target audience.

Explicatures Vs Implicatures

In relevance theoretic terms emphasis is laid upon inference rather than coding. However, thoughts have to be coded in order to be transmitted to other people. The information that speakers literally code is far more limited than what they intend to communicate with

their coded message. The utterance normally underdetermines the information that is **intended** and this gap between what is coded and what is intended is filled by inference. **According** to relevance theory, we cannot possibly code literally the thoughts that we **entertain**. For that reason, we do not engage in unnecessarily lengthy utterances so that what we say is less informative than what we intend to communicate. The assumptions communicated by a speaker fall into two classes, explicatures and implicatures. (Sperber & Wilson (1995:182) define the two terms as follows:

- i) An assumption communicated by an utterance U is explicit (hence an 'explicature') if and only if it is a development of a logical form encoded by U)
- ii) An assumption communicated by U which is not explicit is implicit (hence an implicature) Carston (2002:116)

.1. Explicatures

According to Sperber and Wilson an explicature is a combination of linguistically encoded and contextually inferred conceptual features (1995:182). These conceptual features can go on to provide input of contextual implications and other cognitive effects. The smaller the relative contribution of contextual features, the more explicit the explicature is (Ibid).

The explicature of an utterance is what is explicitly said as opposed to the implicature, what the speaker conveys implicitly. The hearer's task in recovering an explicature is to identify its propositional form. The right propositional form is the one that was intended by the speaker. Explicatures can be equated to what philosophers call the "literal" meaning of an utterance (Schroeder class notes on implicit and explicit: 4). Explicatures openly reveal the meaning they try to transmit.

The content of explicatures come from two distinct sources, the linguistic expression and the context. It is derived in two ways depending on the source:

- i) By linguistic decoding or
- ii) Pragmatic inference

Given the nature of the underdeterminacy thesis, no linguistic expression will achieve full explicitness. What makes one interpretation more or less explicit is the encyclopaedic information that a hearer has. Explicatures vary in their degree of explicitness. An example is given below to illustrate this:

Example 2

- i) The deadline for submission of the M.A. proposals in the Linguistics Department is 15th February.
- ii) The deadline for submission of the proposals in the Linguistics Department is mid February.
- iii) The deadline for submission of the proposals in the Linguistics Department is mid February or thereabout.

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An explicature is explicit to a greater or lesser degree. In the above examples (i) is more explicit than (ii) and (iii). The effort required to process 3(i) is not as much as is required to process the other two sentences and therefore it is consistent with the principle of relevance.

At every stage in the above process, the hearer should choose the solution involving the least effort and should abandon this if it fails to yield an interpretation consistent with the principal of relevance. Explicatures rely on certain processes in the mind that are used to enrich the underdetermined explicature. These are disambiguation, reference assignment, ellipsis and bridging.

The next section shows how the above concepts relate to advertising.

Disambiguation

When an utterance contains a polysemous word, one of its senses has to be selected according to contextual constraints in order to develop the proposition which is communicated explicitly (explicature). For example in an advert that says:

Example 3

Less bread, no jam (London transport) (Yus 2010: 689). The word bread in this advertisement has more than one meaning.

- i) Food
- ii) Colloquial meaning for money

This advert means that the company is offering something that is probably edible. This meaning is not relevant in the context. Food and transportation are not compatible, the reader therefore considers a second possible interpretation. "Less bread" colloquially means less money hence "no jam". The word jam also has two meanings

- i) Something used to spread on bread
- ii) Traffic congestion

What this advert means is that the London transport is offering a service which costs less and involves no traffic jams.

This is the interpretation that is relevant in this context.

The interpretation should be followed in order of accessibility and the hearer should stop when his expectation of relevance is satisfied. The homonym bread is disambiguated by the word "transport". The hearer is able to pick out the right interpretation from the context in which it has been used. The same word "transport" also helps to disambiguate the word "jam", with the right interpretation intended by the advertiser.

Reference assignment

In order to understand explicatures, it is important to understand the references of the referring expressions. According to Sperber and Wilson, hypotheses about the intended reference of referring expressions are not generally recoverable by decoding alone (Ibid: 187). Reference assignment is an expression which on some occasion of the utterance may be used to refer to people, objects or events. In relevance theoretic terms, this is not simply the identification of an object or event but involves retrieving or constructing a mental representation which uniquely identifies the intended referent. This representation is incorporated into the proposition expressed by the utterance (Blackmore 1992: 69). The choice of a particular referent depends on whether the speaker believes that the hearer has prior knowledge of the referent, whether it has been mentioned previously in the discourse or whether it is situated in the immediate surroundings of discourse participants.

A hearer presented with a referring expression should be able to access the right representation. In relevance theory, the speaker can trust the hearer to retrieve the required representation.

Advertisers try to create a fictional world. Referents are assigned their referential expressions. "You" in advertising discourse refers to the viewer, listener, reader or internet user. "We" refers to the advertiser or manufacturer or the company advertising. The he/she refers to anyone not using the product or it could also refer to the rival company. See the following example for reference assignment;

Example 4

Co-operative bank, we are you

'We' in the above advert refers to co-operative bank while 'you' refers to the audience.

Statements like the one above are used by companies as their linguistic logo and these represent the image that the company wants to portray.

4, Bridging

Sometimes a referring expression has to be bridged by assumptions which are not directly mentioned in the preceding utterance but which are constructed by a series of inferences on the basis of what the hearer knows or believes.

Example 5

Safaricom **the** better option.

In order to make the correct interpretation of the utterance, the hearer has to construct an assumption since it is required for the assignment of the reference "**the**" which is an essential part for comprehension. Thus, the assumption constructed by the hearer in the above utterance is that Safaricom is better than Airtel or all the other mobile phone providers.

.5. Semantically Incomplete Propositions

The recovery of missing components of the expressed propositions by enrichment is an important process of constructing the explicature of an utterance. Enrichment involves adding flesh to the sketch of the proposition. There are two forms of enrichment:

- i) Recovering missing elements in cases of ellipsis.
- ii) Resolving semantic incompleteness.

Contextual information helps to resolve what is seen as semantic incompleteness. The presence of semantically incomplete terms according to (Sperber and Wilson 1995:189) are an indication that an enrichment process is required.

In a sentence which contains an adverb like "too" the adverb is viewed as semantically incomplete. In this regard the "completion" process is obligatory since without it there is no propositional form, nothing can be understood as the explicit content of the utterance. Similarly, scalar adjectives such as "big" express incomplete meanings for example

Example 6

The house is too big.

There is need to find an enrichment that is consistent with the principle of relevance. The **hearer** needs to know the standard against which size is being measured otherwise the sentence will not be understood. "Big" is a gradable antonym the standard against which it is being measured is required. A house is "too big" for something. The hearer wants to know what the standard is and there is an infinite range of meanings:

- i) The house is too big for one person.
- ii) The house is too big to be constructed in six months.
- iii) The house is too big to be owned by a 25 year old.

"Big" without a scale of reference does not express a complete meaning. The presence of semantically incomplete terms shows that the schema needs some enrichment to yield an interpretation relevant enough to be consistent with the principle of relevance. The first accessible enrichment that is consistent with the principle of relevance is the one that is intended by the speaker. It is the hearer's task to choose the right interpretation for these semantically incomplete elements as part of recovering the propositional form of an utterance.

Advertisers use words that are semantically incomplete, for example, Safaricom's linguistic logo: Safaricom, the better option. The hearer needs to know what Safaricom is being compared to. What is it better than? The mutual cognitive environment between the advertiser and the audience helps to make the right interpretation.

Another example is given below.

Example 7

"Paracetamol is **better**"

There is a presumption of relevance in the above utterance. Better without a scale of standard is incomplete. The hearer needs to know what it is better than. The context helps to provide the right interpretation. Paracetamol is being compared to other pain killers, it is better than other pain killers.

. Ellipsis

This is another strategy used by advertisers. Ellipses are gaps that have to be filled by the **grammar** of a language. These gaps include omissions of verbs or some other **grammatical** words. In advertising ellipses help to serve two desirable effects: to save costs where words cost money and to avoid drawing attention to features of the message which do not serve the advertiser's interest (Cook 1992: 169).

Adverts are meant to sell a product or service and the advertiser tries to avoid persuasive utterances such as "buy our product" or "we recommend that". These components are understood by default (Cook 1992:171). Ellipses and also semantically incomplete utterances economize with words. They are associated with interaction in a situation which is mutually manifest to the addresser and addressee. They also indicate shared knowledge or in relevance theoretic terms, a mutual cognitive environment. They also indicate mutual interest and a trusting relationship. They are an indicator that the advertiser understands the cognitive environment of the target audience.

I will use an example from one of the adverts collected for this study to show how ellipses are used in advertising.

Everyone has a pair of jeans they used to look and feel gorgeous in. See if you can
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in just two weeks with Special K's free online personal plan.

Special K, love your jeans again within just two weeks.

The advertiser says "love your jeans again within just two weeks" Instead of saying that you can love your jeans within two weeks. The pronoun "you" is missing in this advert but the audience can fill in the missing part. Use of ellipses allows the use of minimal referring expressions in a context in which the referent is understood even in the absence of a noun phrase, in this case the pronoun "you".

Implicatures

Sperber and Wilson emphasize that it has to be the concern of a pragmatics theory to provide an explanation of how the hearer recovers not just any interpretation, but the one the speaker intended (Blass 1990: 67). The implicature of an utterance could be defined as "those contextual assumptions and implications which the hearer has to recover in **order** to satisfy himself that the speaker has observed the principle of relevance" (Sperber **and** Wilson 1995 :250).

Implicatures are built on previous assumptions drawn by the addressee about the transmission of ideas. Both sender and addressee must have a mutual cognitive environment. An implicature is a component of a speaker meaning that constitute an aspect of what is meant in a speaker's utterance without being a part of what is said.

Below are a few examples

Example 8

- i) Mary: Did you watch the royal wedding on Friday?
- ii) Sue: My TV broke down.

The answer in (ii) is not a direct answer to the question asked. However, the proposition expressed gives Mary access to her encyclopaedic information and a few strong implicatures about the royal wedding since it is hard to see how the utterance could achieve optimal relevance if these contextual implications are not recovered.

- iii) The royal wedding was shown on TV on Friday. .

The only way Sue could have watched the royal wedding was from her TV screen. Sues statement is processed in the context containing (iii) and the following contextual implication is derived.

- lv) Someone who's TV broke down could not have watched the royal wedding.

She draws the following conclusion,

v) Sue's did not watch the royal wedding. - implicated conclusion

Sue's answer is intentional, she was aiming at optimal relevance and expected Mary to supply (iv) and derive conclusion (v).

Sperber and Wilson distinguish two types of implicatures:

- a) **Implicated premises**
- b) **Implicated conclusions**

Implicated premises;

- i) The royal wedding was shown on TV on Friday.
- ii) Someone who's TV broke down could not have watched the royal wedding

Implicated conclusion;

Sue did not watch the royal wedding.

Both the implicated premises and the implicated conclusion must be supplied by the addressee. These two implicatures are consistent with the principle of relevance. Although Sue did not express them directly, they are expected by the speaker, to be provided by the addressee, Mary. However, not all implicatures are as determinate as (v) for which the speaker is responsible. Sperber and Wilson distinguish strong and weak implicatures.

They point out that:

Some implicatures are made so strongly manifest that the hearer can scarcely avoid recovering them. Others are made less strongly manifest. It is enough that the hearer should pay attention to some of these weaker implicatures for the relevance of the intended interpretation to become manifest. (Sperber and Wilson 1995: 197)

What inference (iv) did was give Mary access to her encyclopaedic information about what happened on TV on that Friday and Mary could add the following weak implicatures:

- i) People whose TVs have broken down could not have watched the news either.
- ii) Sue did not watch the news on Friday.
- iii) The news that the price of petrol had gone up again was in the news on Friday.
- iv) Sue is not aware that the price of petrol has gone up again.

Depending on their mutual cognitive environment, Mary would derive more weaker implicatures like

- v) People whose TVs have broken down do not have money to repair or replace them.
- vi) Sue does not have money to repair or replace her television set.

These weak implicatures are not the inferences that the speaker intended the hearer to derive but they must not be regarded as unintended either. Sue's indirect answer not only demands an extra processing effort from the hearer but it also opens up a number of possibilities in interpretation which would not have been available had Sue simply said 'No'. She must have expected some of these possibilities to be fruitful enough to offset the extra processing effort involved. The truth of the weak implicatures is not guaranteed but there was no reason for Sue to mention that her TV broke down if she did not expect some of these weak implicatures to be derived by Mary. The weak implicatures are the responsibility of the hearer.

Implicatures play a very important role in advertising discourse. The advertiser expects his target audience to make some assumptions from the advertisement. The advertiser

makes certain assumptions about the context of the individuals who make up his target audience. The advertisers provide the target audience with certain premises for them to be able to derive the desired implicatures. The addressee can also derive implicatures that the advertiser did not intend. The strongest implicatures can be easily predicted, the weak ones cannot as they are the hearer's, viewer's or reader's own responsibility.

The following examples show how advertisers exploit implicatures.

Example 9

Mothers who care trust ribena.

The implicature that is derived from the utterance above is;

A mother who does not buy ribena does not care.

The use of the relative pronoun "who" is supposed to blackmail mothers into buying ribena for their children. What the advertiser implies is that you do not care for your children and that is why you do not buy them ribena. This implicature is used because the advertiser believes that it was going to yield certain contextual effects.

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Advertisers also use implicatures in form of questions. For instance;

Example 10

Why remain with a mobile phone provider that is always congested?

What the advertise means to say is:

You should not have a mobile phone provider that is always congested. The implication is that the mobile phone provider advertised is not congested.

Open statements demand less processing effort than implicatures but the advertiser is ready to pay the cost of implying rather than stating directly. The advantages accrued from the recourse to implicature are much higher compared to the cost of stating openly.

The advertiser is able to communicate certain contents while avoiding the responsibility of defending them openly. Advertisers resort to implicatures because they demand a certain degree of reasoning from the audience. The fact that the audience is invited to recover assumptions partly on their own responsibility is a further advantage since the advertiser can, if necessary deny that it was his intention to communicate such assumptions.

Geis (1982) quoted in Perez (2000) says that;

"It should be clear by now why the use of indirect means to convey claims is more attractive to advertisers (and other speakers as well): One does not have to defend such claims and consumers are less likely to defend against them than overtly made claims. There is another motivation for applying implicatures since they have to be "worked out" by the listener, the listener may find them to be more persuasive than asserted claims (Geis 1982: 50)".

Summary

This chapter clearly indicates that Sperber & Wilson's Relevance Theory (1995) can be applied in the analysis of advertising discourse. From this chapter we have concluded that the notions of explicature and implicature are used in advertising. We have shown that just like everyday language advertisements underdetermine their propositions and a process of free enrichment like reference assignment, disambiguation, bridging and other enrichment processes are always required in order to recover the explicature. We have also concluded that adverts use implicatures in their attempt to persuade the target audience to buy their products or use their services. Some companies prefer to use veiled messages or indirect messages (implicatures) to avoid antagonizing the competition.

Advertisements are acts of ostensive stimuli and the explicatures and implicatures used in advertising help to create additional contextual effects which are intended to endow the advertised product with positive associations. It is also clear that adverts like other utterances are consistent with the principle of relevance.

CHAPTER THREE

0. DATA PRESENTATION

1 INTRODUCTION

In this chapter, some of Sperber and Wilson's key concepts in their theory of relevance will be addressed. We will show that adverts are acts of ostensive inferential stimuli and as such, they automatically create a presumption of relevance (Sperber & Wilson 1995: 156).

The study also intends to prove that an advertiser expects the information that he intends to convey to be relevant and be worth the audience's attention. In order to meet this condition, an advert must have enough contextual effects and be processed at a low cost. The advertiser must therefore maintain a balance between contextual effects and processing effort for maximal relevance. The hearer also aims at maximal relevance and it is this fact that affects his cognitive behaviour. An advertised message will be relevant to the individual if one or more of the assumptions it makes manifest is relevant to him.

The chapter also aims at establishing whether correct interpretation of advertisements is determined by other factors besides the content in the advert.

The data in this study will include the following categories of advertisements:

- i) Print advertisements: these are persuasive messages from magazines and brochures. Effective print advertisements marry words and images to deliver their message to the audience. They interest the consumer in the product and create a desire to take action.
- h) Radio advertisements also known as radio clips or radio spot. This kind of advert is aural and engages only the sense of hearing. The task of the advertiser is to develop a message that will grab and keep the attention of the listener since he can easily be distracted by other noises. Radio promotions are a sub-category of

radio advertisements: the most effective and efficient means for radio outlets to promote programming and establish brand image is on-air promotional announcements using their own stations or channels. Through effective repetition, a successful promotion delivers an ambiguous message, often about a program, name, time and station,

- iii) Television advertisements, also known as television commercials have sight and sound dynamics. This integration of sound, pictures and motion leave strong impressions on viewers. A good television commercial rises above the clutter of competing messages on television to grab and hold the attention of viewers (Marsh et al 2009: 131).

The advertisements collected in the two languages will be examined in detail to determine whether they can be analyzed using relevance theory. Gikuyu adverts will include a translation into English language. Each advert will be followed by a brief analysis based on the theory.

3.2 GIKUYU ADVERTISEMENTS

The following are samples of advertisements in Gikuyu language, all are from radio .

Example 1

Source: Radio

Equity Bank

Friend: TanjTra atTri murata wakwa nyina wa Kamau kawaruarire tondu wahinyara uguo?

Kamau's mother: Hi wimwega wanjuria uguo, angi manyonanagTriria na iromo mageciria ndina na . . . No ndirT muruaru no kuma ndateo ni muthuri na akihikania ndimenyaga mbere kana thutha ni mathina kuingiha.

Friend: Ti wateo - waku nimwega nomucokanwo - wakwa akuire na ngitunyuo indo ciothe ni andu ao. NderTirwo njohoro ya FANIKISHA kuma Muiganania niyo Equity Bank na nTyoyandeithirie.

Kamau's mother: Ati woiga Njohoro ya FANIKISHA ya Equity Bank?

Friend: Ii ndoiga FANIKISHA. NderTirwo Njohoro iyo ya FANIKISHA ni atumia a kanitha witu aria mahotheire mbeca ngiambia kabiashara kanini ngiigaga mbeca na ruhonge rwa FANIKISHA rwa Equity Bank.

Kamau's mother: Wui ma, ngwika atia onaniT ndeithike na FANIKISHA.

Friend: Tura hau ta gutu. Ndumagare ta atumia aria angT wone mbere. Wikinyie ruhonge oruothe rwa Equity Bank magutarlrie uhoro na kinyi wa FANIKISHA. Na woima kuo uke anyone nguteithie na gtcunji.

Kamau's mother: Guthiagwo rT na rT thiToro riu?

Friend: WTbange ni ngugutwara.

JIUNGE NA FANIKISHA UWEZE KUFANIKISHA MAISHA YAKO

Gloss

t

Friend: Tell me my friend, Kamau's mother, why have you grown so thin? Are you sick?

Mama Kamau: You are a friend indeed since you care about my well being. Others point at me with their lips because they think I have, I have . . . but I am not sick. Ever since my husband left me and married another woman, I cannot tell my front from my back, I have myriad problems.

Friend: Did you say he left you, I think you are in a better position than I am, there are chances for reconciliation. Mine died and after that my in-laws took everything that we jointly owned. Someone informed me about FANIKISHA account from the equalizer that is, Equity Bank, that is what helped me.

Mama Kamau: Did you say a FANIKISHA account from Equity Bank?

Friend: Yes, I said FANIKISHA. I was told about FANIKISHA by women from our church who contributed some money and gave me to start a small business I later opened a FANIKISHA account at Equity Bank.

Mama Kamau: Oh my! What should I do to benefit from FANIKISHA?

Friend: Remain static like an ear. Why don't you go out like other women to "see ahead?" Go to any branch of Equity Bank and you will be furnished with the necessary details about FANIKISHA. Talk to me when you come back, I will give you some money to start you off.

Mama Kamau: When can I go? Can I go right away.

Friend: Organize yourself first, I will take you.
JOIN FANIKISHA IN ORDER TO SUCCEED IN YOUR LIFE.

This is an advertisement by one of the most popular financial institutions in Kenya and especially among the Gikuyu community. In Gikuyu, the bank is referred to as "muiganania" which means equalizer. The message is that they treat everyone the same way or the bank would want everyone to be equal and that is why it lends money to people from all walks of life.

The advert touches on issues that affect women in this community. This community has single mothers, divorcees, widows as well as married women who want to be financially empowered. This is the group that the advertisement is targeting. The advertisement has adequate contextual effects and will attract women from all walks of life.

"Njohoro" in Gikuyu means borrowed money. "Njohoro" also has a connotative meaning of freeing someone from something. The money is therefore implicated to free the woman from whatever difficult situation she could be in. The money that Equity will

lend her will free her from economic hardships and give her financial independence. Although the money is a loan, it will give the woman her freedom.

The word "njohoro" is bound to attract the attention of the listener since it is rarely used in everyday conversation, most people use the English word loan; "runi" in Gikuyu. The other word that has been used in this advertisement is "fanikisha". It is a Kiswahili word meaning enable one to succeed. Language mixing is a very common phenomenon in advertising in Kenya especially by financial institutions. The word "fanikisha" stands out from its context since it is borrowed from a different language. It will attract the attention of the hearer as well. The fact that it is not in Gikuyu makes it memorable.

The women in this advertisement have been depicted in a way that reflects their changing place in society. The stereotypical character traits attributed to women have been shifted from weak and dependent to strong and autonomous exemplified by the woman who gives Kamau's mother the news about Fanikisha account. The advertiser's informative intention is to be more positive to women customers and change their cognitive environment. This is an empathy campaign directly targeting women and issues affecting them and it therefore yields optimal relevance. The message in this advertisement implies that the bank can fill the void left by a husband. Women do not have to be dependent on their husbands since they can get money from Equity Bank.

Example 2

Source: radio

Advert

Safaricom nTmaragwitlra thimu ya mwanya Tria Tthondeketwo na umenyo wa gikTro kia iguru TkThuthTra technology Tretwo android. Android nT software ya kambuni ya google iria Tratwara ukinyamria ngathT TngT tondu nTukwamukTra kuuma internet inT maundu maria ukuhuthira na njTra itiganite ta facebook, twitter, beebo, Pandora, open table, weather bug, flixster na ingT nyingT. NingT wlna thimu ino - no uhote kumihuthira una ukwenda kuringana na mabataro maku. Thimu ino ya Android irahuthira software ya gikTro kia iguru kuuma kambuni ya google. Safaricom mena thimu mwanya mwanya cia

android kwa muhiano mena - Huawei U8220 na no 26,999/=, Vodafone V845 ni 14,999/= . Wega wa thimu ici m atT no uhote kwamukiria maundu mwanya mwanya maria ubatarainie - no mahutanltie na mutaratara wa Android. Gachirithia ukinyanTria waku na kwTgiTra thimu ya Android - imwe na ya mwanya kuuma safaricom.

Gloss

Safaricom is calling you for a very special phone that has been manufactured using very high technology called Android. Android is software from google which allows you to do anything on your phone like facebook, twitter, beebo, Pandora, open table, weather bag, flixtster and many others.

Again with this phone, you can do anything you want depending on your needs. This Android phone is using very high technology from goggle company.

Safaricom has different android phones like Huawei U8220 at only Ksh.26,999 and Vodafone V845 at only Ksh. 14,999.

The good thing with these phones is that you can receive all the information that is related to android.

Be technologically savvy by acquiring an android phone from safaricom.

Within a given culture, there are smaller segments whose beliefs, values, norms, patterns and behaviour are set apart from the cultural mainstream (Belch: 2001). This Safaricom advertisement that is introducing a new phone in the market is targeting this sub-culture. This particular sub-culture is based on age. These people are young and technologically savvy. They are important to the advertiser because of their number, purchasing power and distinct purchasing patterns. In Gikuyu language, they are referred to as the "dot com" generation. These are the only people who can understand the technological terms used in this advertisement.

The target audience spends a lot of time on the internet and is interested in social networking this information is therefore relevant to them. The new phone in the market

is good. The assumption that this is a good phone is further strengthened by the fact that it uses google software, is cheaper than a laptop and has similar functions to any computer. The information about the different models available and the price increases contextual effects; this is relevant information to that target group and the information is worth processing.

The language used in this advert is explicit. The advertiser has only included the information that he considers relevant to the consumer. In order to satisfy the presumption of relevance, the advertiser should make the advertisement as easy to follow as possible within the limits of her abilities and preference. This advertisement meets those conditions.

Example 3

Source: Radio

Hotel Mariposa

NT uthumbukite ugTetha handu hahoreru, hatarT inegene ungikTra micemano, mohiki, mburi, mathiko kana cemina? Horera! Ndina kThonia. Hotel Mariposa TfTa TfT Tea Room Riva Rori iguru wa Co-operative Bank nT makuharinirie hall nyingi biu na gutiri manhi. Irio ciao nT cia kTrathi cihuragTrwo Nyairobi ya kianda yothe na rooms ciao nTtheru biu. Parking nT njega na hena ugitiTri murumu. NT Hotel Mariposa TfTa TfT Tea Room Riva Rori iguru wa Coop Bank. Uhoro makTria thimu citu nT 0729-001 777 Kana 020 - 809 9 888.

Gloss

Have you had trouble looking for a quiet, comfortable place for weddings, meetings, 'goat eating', funeral arrangements or seminars? Relax! I have the panacea.

Hotel Mariposa which is in Tea Room above Co-operative Bank River Road has prepared several halls for you and they are free of charge. Their food is prepared under very high standards and they normally feed the whole of lower Nairobi. Their rooms are very clean and there is ample secure parking.

It is Hotel Mariposa which is in Tea Room (building) above Co-operative Bank River Road. For more information call us on 0729-001 777 or 020 - 809 9 888

The advertisement says that Hotel Mariposa has a panacea to all the problems related to venues for meetings of all kinds. The fact that the halls are free will capture the attention of the audience. The advertiser and the listener have a mutual cognitive environment. The advertiser knows that among the Gikuyu, no meeting can be held without eating or drinking and that is where the catch is, the price of the food will make up for the free hall. A hyperbole is used when the listeners are told that "our food can feed the "whole" of lower Nairobi"; to mean that they have a lot of food.

A telephone number is given at the end to facilitate further communication. All these contextual effects make the advert relevant to the hearer. The advertiser addresses the listener directly; he uses the pronoun "you". This is supposed to reduce the psychological distance between the speaker and the hearer. This advertisement addresses people who want to hold meetings, those celebrating their marriages, executives who want to hold seminars and ordinary citizens who want to socialize. This information is worth processing. The word "goat" in Gikuyu context means much more than the animal. The hearer and the speaker have mutual knowledge of the proposition it expresses.

"Goat eating" is a special activity among men for peer grouping to celebrate an event or simply for socializing. The men eat roast meat "nyama choma", drink beer and discuss social issues. This is an occasion when men just let their hair down and simply enjoy themselves. Occasionally, a man will invite members of his peer group for goat eating to help him raise funds to finance a wedding or pay a hospital bill. The mention of goat is enough to enable the hearer to come up with the right interpretation that the hotel sells alcoholic drinks. Goat eating and beer drinking among Kikuyu men go hand in hand.

Example 4

Source: Radio

Car advertisement

Ni urenda kugura kana kwendia ngari yaku. Makutano Car Express nituragura ngari mithemba ya Toyota na Mitsubishi. UngTenda kugura ngari nene kana nini wTkinyie makutano Car Express. Ngari citu cirT uigmnku mwega na thogora witu mucaTire muhuko waku. Na no urihe kahoraokahora. Okuo nT turendia engine cia ngari cia kuma Japan.Tukoragwo Nairobi West kung'ethera T-mall. Uhoro makiria wikinyie wabici-ini citu.

Do you want to buy or to sell a car? Makutano Car Express is buying Toyota and Mitsubishi vehicles. If you want to buy a big car or a small one, come to Makutano Car Express. Our cars are in good condition and the prices are pocket friendly. You can pay in installments. We are also selling engines from Japan. We are located at Nairobi West, opposite T-Mall. For more information visit our offices.

The advertisement targets the middle class in this community, the people who would want to buy cars but cannot afford new ones. The cars advertised are second hand. They are sold in a middle class area to attract the clientele in that area. This kind of clientele does not have a lot of money. This fact is strengthened by the addition of the information that customers are given the option of paying in installments. The advertisement mentions the fact that the cars are reasonably priced but the words used mean much more than cheap. The price of the cars has been personified it has been made to behave like a human being with feelings. The advertiser says:

".. .thogora witu mucalre muhuko waku".

Our prices are sympathetic to your pocket.

The hearer is supposed to recover the implicature that the seller has thought with extreme care about the prices of the cars. In other words, the price is pocket friendly. This interpretation will be reached with the expectation that it is optimally relevant.

The advertiser has personalized the message. He is addressing consumers as individuals by using the pronoun "you". The advertisement contains only what is deemed the most relevant information for the hearer to process in order to achieve optimal relevance.

Example 5

Source: Radio

Presidential Pardon

Asha Mgala una uTkaine ta mama Vestline niakuhariirie Presidential Pardon, thinema ya gugucanjamura TfTa TthakTirwo irimaim cia Pakistan nT athaki a thinema a Kenya, Nigeria na Tanzania. Juma mothi mweri 21/08/2010 makaruguria thinema ino kuna kuna kuuria Turraco Village Juja. Ikeno igaterebwo nt: Kihenjo , Allan Aron , Jimmy Gait, Nganga Lito, John Demathew , Big Kim , Wa Muthoni. MC nT Mugaka. Ino family fun day - kuingira n! 400/= mundu mugima na mwana nT 100/=. Presidential pardon n! ya githungu na gTthweri.

Gloss

Asha Mgala who is also referred to as Mama Vestline has prepared a film titled Presidential Pardon which will really thrill you. This film was shot in the mountains of Pakistan and has Kenyan, Nigerian and Tanzanian actors. On Saturday the 21/8/2010, she will launch this film at Turraco Village Juja. The entertainers will be Kihenjo, Allan Aron, Jimmy Gait, Nga'nga Lito, John Demathew, Big Kim and Wa Muthoni. The MC will be Mugaka. Here is a family fun day. Entrance is Ksh.400/= adults and ksh. 100/= children. Presidential Pardon is in English and Kiswahili.

The message in this advertisement is targeting people with minimal education. This is because the film has been translated into Kiswahili from English. What normally happen in movies of this type is that the characters in the movies speak English which is normally translated into a different language that the audience understands. The movie or

film that is being advertised targets people who do not speak English but understand Kiswahili. These are the kind of people likely to be excited by such movies. These movies are referred to as "action packed movies". They have very little to offer in terms of content and aesthetics.

The venue of the launch and the charges are an indicator that the advertisement is targeting low income earners: a rural, semi-literate audience that wishes to be thrilled. These are the kind of people who require the film to be translated into Kiswahili so that it can make sense to them. In this particular advertisement, most of the information has been explicitly encoded, the rest of the information requires inference and an understanding of the cognitive environment of the target audience. All these are central for optimal relevance.

Example 6

Source: Radio

Fair Dating Services

Hihi nT urenda mundu? NdugatangTke ring! tondu Fair Dating Services mmaragwiciria. Tuma SMS ya kiugo MWENDWA kuri 3637 wlgTre na mwendwa ugukumenyerera. Tuma kiugo MWENDWA kuri 3637 wlgTre na mundu una ugukuninra ihoru kaimana. 3637 tukuninTre thina wa ihoru kaimana. Tuma MWENDWA kuri 3637 orlu, wTgnre mwendwa.

Gloss

Are you looking for someone? Look no further because fair dating services are thinking about you. Send an SMS with the word Partner to 3637 to get yourself a partner who will take care of you. Send the word partner to 3637 to get yourself a partner who will take care of your loneliness completely. 3637 we have completely taken care of your loneliness. Send partner to 3637 right now to acquire a partner.

In relevance theoretic terms, any act of ostensive stimuli creates a presumption of optimal relevance. The advertisement aims at giving information that has as many contextual effects as possible for the least cost in processing. The message in this advertisement is

very brief therefore making it easy to process. The advertiser has given a telephone number that is easy to memorize and the message that the hearer is supposed to send, the word "mwendwa" partner. This information has been repeated four times in the advertisement. The advertiser implies that this is the most important information that the hearer is supposed to remember. The speaker in this advertisement is helping the hearer to recover the contextual effects of the message by repeating the message to reinforce it.

The advertisement begins with a question,
"Ihihi murenda mundu?"

Are you looking for someone?

The question is not optimally relevant in its own right but it contributes to the relevance of the subsequent utterance by ensuring that the contextual assumptions are accessible for its interpretation. The question is relevant as an interpretation of the answer the advertiser believes is relevant to the hearer. "Mundu" means someone. In this context it has been used to mean someone of the opposite sex, a person with whom one can have a romantic relationship. The Gikuyu language does not allow the explicit use of certain words which are considered taboo like reference to a lover. In addition, advertising for dating services is a novel idea in the culture hence the use of the euphemism "mundu". It has been used to:

- i) Lock out a certain age group, specifically children who might be listening to the radio.
- ii) Avoid scandalizing the older people, those who will understand the message.

The advertiser has used the second person reflexive-"yourself". This enables him to personalize the message and address the hearer directly, implying that the advertisement is in her best interest. The advertisement has exploited the target audience's fear of loneliness and need for companionship.

Example 7

Source: Radio

Soko

Muciari wimwega? Ndeto njega ni njuku na T hakuT nawe. Mutu wa ngima wa soko rfu wT hakuT nawe. Thogora wa mutu wa soko nTmubaT rTre. Enyera nduka ya hakuT naawe wTyonere utiganu wa thogora wa mutu uyu na mitu Tria ingT. Mutu wa soko uroneka na gTthimi kTa kiro igT rT, ithano na mTrongo kenda. Uka wone wagT rTru wagu. Ngima ya soko, utakenda kumTaga gwaku.

How are you parent? Good news has been brought near you. Soko maize flour now is near you. The price of Soko maize flour is reasonable. Run to the shop near you and see the difference between our maize flour and other brands. Soko maize flour is available in a 2 kilogram packet, 5 kilograms and 90 kilograms. Come and see its goodness. *Ugali* made from Soko maize flour is irresistible!

Ugali in Kenya is a staple food. Due to the high cost of living in the country, the citizens would be interested in any brand of maize flour that will save them a few shillings. The target audience is a mother, housewife, woman "muciari" -singular for parent. Ideally, women in Gikuyu culture are the ones who buy food.

The advertisement has used explicatures. The advertiser draws the attention of the hearer by greeting her first. The product that is being advertised is new in the market and the advertiser wants to alter the cognitive environment of the hearer by making her change her preference to this new product. On hearing this advertisement, the consumer might assume that this new product is good. This assumption is strengthened by additional information that it is cheaper than the other brands of maize flour in the market and that it tastes good. The advertiser shares a cognitive environment with the consumer. He is aware of the fact that the price of food in the country is on an all time high hence the relevance of this advertisement.

Example 8

Source: Radio

Kameme Advert

Kuma Jumamothi m kuririmbura nyimbo. Kuma Gicuka tukaringa Rware okuo kinya Meru, n! Kameme Kayu ka Muungu.

NT wega nT gututua ceceni hotani. Mwago wa Kayu ka Muungu wote kimera gikT. Kaihu gacanga cangi gatigaga kwao gugithinjwo tutithamlte, na kwirirwo ti kuheo. Ciehanda thaa Mugwanja tukarora KTrinyaga tukamwambararia. Kameme Kayu ka Muungu tuhimbiragia othe kuma ciana na athuri na atumia.

Gloss

From Saturday it's time to play your songs. From Nairobi (Gicuka) we cross rivers and valleys to Nyeri (Rware) Kameme voice of the people. Thank you for making us the winning station. All the joy of the voice of the people this season. The Mongoose that likes loitering left his place and did not know that they were slaughtering. We have not moved away (or shifted) and a promise is not a fulfillment. At 1 O'clock we face Mt. Kenya and worship Him (God).

Kameme the voice of the people we embrace all from children, men and women.

This radio promotion aims at building a positive image of the company, Kameme FM. The management of the radio station is aware of the importance of a positive image because this will translate to positive results. The message is intended to persuade the hearer to remain loyal, and for those who are not, it is aimed at making them change their preference to this particular station. This advert highlights its competitive edge over its competition. The advertisement is also aimed at helping the listener know the name of the program, the time of day it is broadcast and remind him/her the station in which it is broadcast.

In this advertisement, the advertiser has used two proverbs which are metaphorical:

- i) Kaihu gacangacangi gatigaga kwao gugithinjwo

The mongoose that likes loitering leaves its home ignorant of the fact that an animal is being slaughtered.

What this proverb implicates is that:

If the members of the mongoose family are slaughtering an animal, they intend to eat the meat.

This FM station has good programs, ideas or information that it wishes to share with the listeners. (Implicated premise)

This is created by the idea of slaughtering an animal, probably a goat which is a delicacy in the culture.

If the mongoose that is restless, impatient and likes loitering is not at home, then he will not eat the meat.

If the listener tunes to other radio stations then he/she will miss out on the great things offered by the station. (Implicated conclusion)

In Gikuyu culture, missing an opportunity to eat meat is a very unfortunate state of affairs. In the context in which it is used the information or the programmes or ideas from this radio station are very important to the listeners and it would be in the best interest of the listener to tune to this radio station.

ii) KwTrirwo ti kuheo

A promise is not a fulfillment.

These other radio stations may promise great things but they may not deliver on their promise. This proverb is supposed to strengthen the above interpretation.

These two metaphors do not literally represent the thoughts of the speaker and therefore do not require literal interpretations. A metaphorical utterance resembles a thought to the extent that it shares the logical and contextual implications of that thought. By using metaphors, the speaker is speaking indirectly thereby increasing contextual effects. The metaphors encourage the hearer to look for a range of contextual implications not shared

or equally strengthened by a direct answer and assume that within this range, there are some the speaker intends to strongly implicate and others that are weakly implicated.

Proverb (i) has a range of other weakly implicated assumptions which are applicable. The fact that the metaphor is used before the advertiser says that they have not "shifted" or "moved away" prompts the hearer to look beyond the immediate context. Someone who has a deep acquaintance with the Gikuyu FM stations will be able to construe the criticism in this metaphor that the other Gikuyu FM stations do not deliver on their promise. These are some of the weak implicatures that the advertiser wants the hearer to construct. The speaker does not want to be held responsible for the interpretation of the proverb.

The two proverbs are relevant enough to be worth processing by the hearer. The effort required to process them is rewarded by a wide array of very weak implicatures which the hearer is encouraged to explore. These two proverbs/metaphors are consistent with the principle of relevance. All that the hearer is required to do is compute them in order of accessibility until he gets those implications which are relevant to him.

ENGLISH ADVERTISEMENTS

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Below are samples of English advertisements. They include print advertisements, TV and radio clips.

Print advertisements

Example 9

Source: Safaricom brochure

All about the IDEOS

- Powered by Google's Android Operating System
- 3GHSDPA
- Wi-Fi enabled - acts as a hotspot through which other devices can connect to the net.
- 3 megapixel camera and video camera
- 528 MHz processor and 1GB of memory

- High resolution touch-screen
- MMS, Push Email and IM (G-Talk)
- FM Radio player

The IDEOS also comes with a host of in-built applications:

- Google Maps - Find out where you are and where you're going.
- Facebook - Instant access to everyone's favourite site.
- YouTube - find and share your favourite videos from your phone. Gmail, Yahoo and Hotmail enabled - your mails come straight to your phone, as soon as they are sent.
- IM with G-Talk - Chat chat chat till you can't chat no more!

All about Android

Android is the world's most popular smart phone operating system - it is designed and produced by Google.

- The Android operating system allows programmers to develop applications (known universally as 'Apps) designed to run on Android handsets like the IDEOS.
- There are currently over 60,00 different Apps available for Android handsets (go to 'Android Market' in the IDEOS menu) which allows you to do anything with your phone from keeping your accounts, to tuning a guitar, to photoshopping a picture, to finding a bible quote, to translating a word into Japanese.
- Android is driving the global smart phone revolution. The IDEOS is, by a long way, the most affordable, quality, android smartphone available in Kenya.

The advertisement targets the youth market between the age of 18 and 35 years or anyone who is technologically savvy. Most of the people in this age bracket spend a lot of time on the internet. This is an age group that is interested in social networking therefore the message will achieve optimal relevance. The advertisement has the right ingredients to capture the attention of this kind of audience. The advertiser and the target group have a mutual cognitive environment about the latest technology therefore he does not need to explain some of the features for instance:

- 3 mega pixel
- 3G HSDPA
- 528 MHz processor and 1GB of memory
- High resolution touch-screen
- MMS, Push Email and IM (G-Talk)
- FM Radio player

This information is in the consumer's encyclopaedic memory. However, there are those features that the advertiser has decided to explain using explicatures by linking them with sentences explaining how each feature works. For instance:

- Google Maps- find out where you are and where you are going.
- Facebook- instant access to everyone's favourite site.

He continues in the same vein when talking about Android. However, when describing what the phone can do, he uses implicatures. He says that the phone "allows you to do anything with your phone, from keeping your accounts to tuning a guitar..." The infinitive "to" has been used repeatedly which implies that what the Android phone can do cannot be enumerated. It can even translate "a word into Japanese". The implication is that if it can translate a word into Japanese then it can translate it into any other language. What the advertisement implies is that the number of things the phone can do is infinite.

The message in this brochure is lengthy meaning it will take a lot of effort to process. The processing effort is necessary to make the message in the advert relevant. All the information that is given in this advertisement is worth the reader's attention. The reader needs to know whether the phone that is being advertised is worth his money and whether indeed it is better than the other smart phones in the market as explicitly stated in the advertisement. The advertisement has used the pronoun "you" to personalize the message. All those undefined lexical terms, acronyms and numbers suggest the proven and beneficial nature of the phone to "you". They imply shared knowledge between the advertiser and the target audience.

Example 10

A FIRM HOLD ON THE FUTURE

WEALTH. WHAT'S IT TO YOU?

When tomorrow is taken care of, it's so much easier to enjoy today. At Barclays Wealth we concentrate our high levels of expertise on helping you achieve the goals you have for your children. That way, you're free to seize every precious moment of the present. Call +44 (0) 141 352 3952* or visit barclayswealth.com/global

Source: Newsweek: *The Wrath of Mahmoud Abbas* (May 2011)

The advertisement targets people who have some money to spare for the future and need someone to manage their wealth for them. The advertisement is looking into the future. It wants to create a sense of security for parents who may be concerned about the uncertainties of tomorrow.

"WEALTH. WHAT'S IT TO YOU?"

The sub-headline is explicit and it is meant to grab the attention of the reader. It is a rhetorical question made up of two sentences, one of which is a one word sentence.

This headline is supposed to stimulate dialogue in which the advertiser goes on to highlight the advantages of Barclays Wealth and what it means to the consumer. The advertiser is presuming that the reader already has wealth which needs to be managed and the bank can do that for him/her. The words that are used are positive, showing the bank's competence in handling the target consumer's wealth. The bank is creating a positive image for itself.

"At Barclay's wealth we concentrate our high levels of expertise..."

Although the other banks are not mentioned, what this message implies is that they do not have the qualities that Barclays has; they are insufficient, they do not have the capacity to manage the consumer's wealth. "Tomorrow" in this advertisement stands for the future and "today" is present. The main headline is explicit- the advertiser makes it clear that the information he intends to give has to do with securing the future.

A FIRM HOLD ON THE FUTURE

The advertisement has personalized the message to the consumer. The rhetorical question speaks directly to the consumer and it is supposed to provoke him/her into processing the information given. The advertiser has given a telephone number at the end to facilitate further communication. The main message of the advert consists of three very short sentences which have all the information that the reader requires to consider it worth his attention.

Example 11

Source: House Beautiful (May 2011:107)

De-crease your ironing

Bosch activesteam technology-practically crease free laundry straight from the drum. Our latest **Bosch Exxcel tumble dryer** with Active Steam technology gives you two new programmes to care for your laundry. SteamDry leaves your clothes practically crease free, reducing the time you spend ironing. Steam Refresh gently surface cleans and refreshes more delicate garments so they can be worn more often between dry cleaning. Two more ideas from Bosch to make your life easier.

For your brochure call **0844 92 9023** or visit www.bosch-home.co.uk

»

The target audience of this advertisement is a woman. Women are the ones who have to juggle their careers, the needs of their families and housework which include laundry. They need more time in their hands than their current lifestyles afford them and the product advertised, if purchased, will do just that. It will reduce the amount of ironing the woman/ mother/wife has to do and give her time to attend to other things or rest. The machine will set her free to do other things.

The advertiser has used an unusual word to grab the attention of the audience/reader. The advertiser has played around with the word decrease to mean:

- i) that the machine will remove creases from her laundry
- ii) that the ironing required will be reduced

The two interpretations are intended by the advertiser. The pun is also memorable which means the processing effort required is minimal. The word de-crease is intentionally ambiguous and as an explicature it needs an enrichment process. In the case of this advertisement, two meanings are simultaneously communicated. They both yield contextual effects and compliment each other. They contain the benefits of the washing machine .

The word "drum" used in this advertisement also needs to be disambiguated. The reader can disambiguate this from the context. It refers to something shaped like a drum that is part of the machine. The advertiser has also used other explicatures, there is a lot of reference to the use of the pronoun "you" and "your". "You" in this advert refers to the potential user of the washing machine. The advertiser is making a direct appeal to the woman. She is addressed as if she is present and that the advertiser is really interested in making her life easier. This unique product is made just for her. This is a strategy by the advertiser, it makes the reader feel good about herself and by association about the product advertised.

Advertisers also use presuppositions of prior action: that this is not the first time that the company is coming up with good ideas. This is exemplified by the use of the following words

"two more ideas from Bosch to make your life easier"

Future action is also taken for granted by telling the reader

"For your brochure call..."

He is assuming that the reader agrees with the message and that the product will actually solve the consumer's problems, for that reason, she will call.

Example 12

Source: Your Home (May 2011:56)

Wall Perfect

Perfect walls & ceilings made easy!

She used to write back home ...

now she tweets,

she used to pay the bills at the post office ...

now she's home banking

she used to paint with brush and roller . . .

now it's Wall Perfect time.

Wall *Perfect*

brush and roller?

So yesterday.

The advertisement has combined both explicatures and implicatures. The advert compares what the "she" of the advertisement used to do in the past with what she does currently. The advertisement is clearly advertising a gadget used for painting that the company believes is better than paint and brush, but it includes other things that are completely unrelated such as "home banking" and "tweet". What the advertisement implicates is that what "she" is doing now is more convenient, time saving and fashionable than what she used to do in the past. What she is doing currently can be done in the comfort of her home. All this contextual effects are explicit. It is only at the end of the advertisement that the implicature opens up.

The advertiser has used parallelism, that is, a set of similar grammatical structures so that when they are read aloud, they are rhythmic which makes them memorable. All these things minimize the processing effort. The language that has been used resonates with that of the target audience, a generation that is interested in instant gratification.

This advertisement is a very aggressive persuasive strategy. There is a presumption that the consumer is trendy or fashionable. What the advertisement seems to be telling^the

consumer is that if he or she wants to remain trendy, then he/she should use wall perfect. The advertiser concludes by saying that brush and roller are "so yesterday" which implies that they are outdated, old fashioned and should be discarded.

Example 13

Source: *Reader's Digest* (March 2005:117-118)

The cleanest production car on the Planet

Celebrating twenty-five years of eco-friendly marketing, Toyota is launching Prius in South Africa. This new vehicle has already made its mark among the environmentally conscious and reinforces Toyota's unrivalled technology advantage in mass produced, low emission, fuel efficient cars.

As a responsible and environmentally aware corporation, Toyota has applied vast research and development resources to the protection of the global environment by careful application of eco-friendly technologies and production practices. Now, for the first time ever, South African motorists have the opportunity to participate in the Unique eco-friendly and exciting motoring experience offered by the Prius.

The Toyota Prius design team responded to the challenge of developing an advanced, environmentally friendly vehicle embracing futuristic technologies, the design also meeting contemporary motoring expectations for a vehicle in this size class with added advantage of a significant reduction in fuel usage.

The Prius uses stored electrical energy for initial acceleration up to 45km/hour at which point the hybrid system seamlessly adds the petrol engine element to the drive. The hybrid synergy drive provides optimum performance in every way, with world-beating fuel consumption and dramatically reduced emissions and a commitment to minimal environmental impact throughout the vehicle's lifecycle.

Toyota's commitment to responsible, eco-friendly manufacturing is maintained throughout the lifecycle of the vehicle and beyond. From the materials used in

production, through driving, maintenance and finally, disposal, the **Prius** has reduced CO2 emissions by an astonishing 35%! The **Prius** has a recyclability potential of approximately 90%.

Toyota **Prius** brings the future to reality in an elegant, eco-friendly solution, providing an exceptional balance between energy efficiency, performance, interior space, features and safety.

If you would like to know more about the **Prius** and Toyota's deep global commitment to the environment, please find us on www.toyota.co.za

The advertiser has used explicatures to outline the advantages of the Prius as an eco-friendly vehicle. He even proudly says that Toyota is "celebrating 25 years of eco-friendly marketing." The advertisement gives facts and figures about the performance of the car. All these advantages of the car are contextual effects that make the information relevant. The message in the advertisement is quite long requiring greater processing effort but it increases contextual effects necessary to help the consumer make an informed decision.

With the world going "green" and escalating fuel prices globally, this is a very relevant advert among the environmentally conscious people. The advertiser is exploiting the cognitive environment of the consumer who is concerned about the reduction of carbon emission in the environment. Everything about the car has been explicitly given by the advertiser.

The entire advert is about features that the Prius has. The advertiser is addressing himself to anyone who is interested in environmental conservation. The advert has avoided the pronoun 'you'. "You" is used at the end of the advertisement and it is in brackets. The message in this advertisement is formal and the advertiser is trying to create some distance by not using the personal pronoun 'you'. This advertisement has used explicatures.

Example 14

Source: T.V. Advert

SKIPPY PEANUT BUTTER

(Timmy a boy aged between 3 and 4 years, is walking with his mother towards her friends in a park. He sees a man selling cotton candy and expresses his interest.)

Timmy: Wow! Cotton candy!

Mother: No more sweets for you Timmy. (as she turns towards her friends) I am trying to cut back on the sugar they eat.

Friend 1: Oh! Oh! Me too.

Friend 2: Well, for less sugar, switch from your peanut butter to nutritious skippy.

Friend 1: Come on, you mean skippy has less sugar than my brand?

Friend 2: Right. Only creamy skippy has half the added sugars of all the leading natural brands. In fact, no peanut butter is better for kids than skippy.

Mother: Sounds great to me.

Timmy: I like the taste mum.

Friend 2: See, for good nutrition, it is hard to beat skippy.

Timmy's mother is concerned about the amount of sugar her children are consuming and so is her friend. The advertiser understands the cognitive environment of these consumers. Obesity worries seem to generate a lot of interest from consumers, especially mothers. Excessive consumption of sugar is associated with obesity and consumers who are weight conscious will do anything to reduce unnecessary consumption of sugar.

The advertiser wants to persuade the consumers by telling them that the product is nutritious because it doesn't have as much sugar as other brands of peanut butter. The consumer draws the conclusion that "skippy" is good. This assumption is strengthened by Timmy saying that it tastes good. These contextual effects make the advertisement optimally relevant.

The advertisement is in dialogue form which makes it easy to process since children can identify with the boy in the advertisement. To ease the processing effort, the advertiser has created a situation that children can relate to- a picnic in a park and has integrated the ad with the activity that the child is involved in. It is also based on the natural feelings of the child, the child will go for a brand that appeals to him.

Although the message is directed at mothers whose responsibility it is to make decisions on what foods to buy their children, it targets children. In this culture, children influence their parents' decisions on what products to buy and since parents want to satisfy their children and stop the complaining, they always purchase the products the children want. The advertiser has exploited this nag potential to pass the message across.

The advertisement has a lot of explicatures. There is need to assign a referent to a referring expression used by Timmy's mother "they'

i) I am trying to cut back on the sugar **they** eat.

"They" in this case refers to her children. From her utterance, it is clear that Timmy is not her only child.

The conversation has very many vague or incomplete terms for instance, Timmy's mother's friend says

ii) " Oh! Oh! me too"

That sentence is clearly incomplete, it is an ellipsis and needs to be enriched. What she means to say is that

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"I am also trying to cut back on the amount of sugar my children eat."

However, her statement is understood by those around her. Her presumption of relevance has been communicated and it is consistent with the principle of relevance. Timmy's mother has also used an incomplete sentence.

iii) "Sounds good to me."

She omits the pronoun "it" but her meaning is understood and her utterance is relevant in the context. Similarly, her friend promoting skippy peanut butter uses explicatures. She explicitly promotes the product when she says that

"there is no peanut butter better for kids than skippy."

She openly criticizes other brands of peanut butter, saying that they do not have the nutritional value of skippy. The message in this advert tries to reroute the viewer's cognitive process in a certain direction. It does not allow the consumer a chance to make up her own mind about the product.

Example 15

Television

Kellogs

Everyone has a pair of jeans they used to look and feel gorgeous in. See if you can in just two weeks with Special K's free online personal plan.

Special K, love your jeans again, within just two weeks.

This television commercial is by Kellogs, a company reknown for making breakfast cereals. It targets women, they are more concerned about losing weight than men. In its visual text, this television commercial implies that being slim means being happier, sexy, lovable and confident. The advertiser understands the cognitive environment of women in this culture. The advertiser is aware that women will take any means, however aggressive in order to lose weight. The advertiser is exploiting women's most personal feelings: her desire to loose weight and look gorgeous again. This message will therefore be worth processing by the target audience. The advertiser has also maintained a clear balance between the costs and benefits of processing this message. It is very brief requiring very little cognitive effort. The most important information that the consumer is supposed to remember is the name of the product which is quite easy "Special K" and then go online. What makes this message relevant to a potential customer is the fact that it appeals to the consumer's hopes and desires that she can lose weight and look gorgeous again in her jeans in just two weeks.

These are the implications of the 'Special K' advertisement; they are the contextual effects that will prompt the viewer to develop interest in the product:

- i) If the consumer uses 'Special K' for two weeks she will lose weight.
- ii) If she loses weight, then she will fit in her jeans again.
- iii) This will make her look and feel gorgeous again.
- iv) This look will make her confident to face the world.
- v) Special K is worth buying.

The advertiser says "everyone". This is an indeterminate referring expression which includes the viewer. The advertiser goes on to address the consumer personally, showing her that it is in her best interest to take the personal plan. The advertiser is presuming that the viewer has also put on weight and needs to lose it. "See if you can again" the last sentence has an ellipsis. It has some grammatical missing elements.

"Love your jeans again"

instead of

"You can love your jeans again"

Example 16

"

Source: Radio

Dettol advert

Fact: Some bacterias are almost indestructible, they can even survive in lather so think how easily the bacteria in your kitchen could survive. Most spray cleaners do half the job so they can leave bacteria behind.

New dettol Complete Clean cuts through grease better than the leading cleaners and kills 99.9% of bacteria, giving your surfaces a complete clean every time. For the dirt you can see and the germs you can't use, **dettol complete clean.**

The advertisement targets housewives. It is exploiting their fear of germs or dirt. The fear appeal in this advertisement will evoke an emotional response and arouse the housewife

to take steps to remove the threat. This message will attract the attention of the audience and they are more likely to continue processing threat related information thereby increasing chances of buying the product.

This advertisement gives the severity of the threat "some bacteria are almost indestructible" and strengthens this by adding that "they can even survive in lather". It also gives the possibility of its occurrence, "it could easily survive in your kitchen". The advertiser ends up by telling the consumer how easily it can be dealt with "new dettol complete clean"

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The advertiser openly compares this product to others in the market which do 'half the job'. The advantages of the product and the name of the product are explicit: "New dettol complete clean". The advertisement shows that there is a clear difference between the new product and the other products in the market: it does a complete/thorough job. In other words, it completes the job. Other detergents do not cut through the grease and do not kill germs. Their job is superficial.

Summary

Advertisements are acts of ostensive inferential stimuli. The advertisers in all the advertisements we have sampled want the audience to recognize that they intend to communicate some information and that the information is worth processing.

The advertisements sampled in this chapter vary in a number of parameters. Some of them are very long while others are very brief. The contents of the advertisements are also different. There are advertisements on food, recreation, technology among others. The advertisements are from different media. They include television commercials, radio clips or slots and print advertisements.

Advertisers intend that their audience believe that they have achieved optimal relevance by processing the advert. What counts as optimal relevance varies according to a hearer's processing abilities or intellectual awareness, his social status, age, sex or even culture.

The findings of this chapter have also revealed that in order to achieve optimal relevance, advertisers need to understand not only the language of the target audience but also possess some knowledge of other non-linguistic properties that play a big role in the way they communicate and also the way the advertisement is interpreted by the audience. Advertisers and their audience must share a common framework of beliefs and assumptions. They should have a mutual cognitive environment for effective communication to take place. This is because correct interpretation of an advertisement depends on a hearer's linguistic knowledge as well as his/her cognitive environment.

From the data presented in this chapter it has been noted that advertisers have used a variety of linguistic devices to communicate. These include metaphors, ambiguity, rhetorical questions, parallelism and also dialogue. The advertisements also vary in their degree of formality ranging from very formal to very informal. This is done by the advertisers to produce an advert that is optimally relevant. The degree of formality dictates the strategy the advertiser uses, that is whether to use explicatures or implicatures. The more formal the message, the more explicit.

Some of the advertisements have used explicatures only while others have combined explicatures and implicatures. Advertisements are like all other forms of communication and the advertisers are taken to have created a presumption of relevance. In the samples in this study, the processing efforts of viewers, readers or listeners have been rewarded by contextual effects. All the advertisements sampled in this chapter are consistent with the principle of relevance.

CHAPTER FOUR

DATA ANALYSIS

In this chapter, the data presented in the previous chapter will be analyzed. The main focus of the study is advertising discourse of radio, television and print media. While visual images and gestures are important in advertising, visual aspects will be mentioned only for contextual information. The focus is on linguistic and not social or cultural aspects of commercials. However, social and cultural implications play a big role in determining the decision of what an advertiser should make explicit and what to leave implicit.

The chapter will include an examination of how the notions of explicature and implicature are encoded in the data. The relative frequency of explicatures and implicatures in the study will be determined. The tendency of the two languages will also be determined. The chapter will also examine media category, compare products advertised in the two cultures the category of audience as well as use of personal pronouns in all the adverts.

Category of media used

The table below gives a comparison of media categories used in Gikuyu and English advertising.

Table 1: Category of Media

	Gikuyu	%	English	%
Print	0	0	5	62.5
Television	0	0	2	25
Radio	8	100	1	12.5
Total	8	100	8	100

The above table reflects a difference in media used. In Gikuyu language 100% of the advertisements are from radio. English however, has a wider range of sources with 12.5% from radio, 25% from television and print media provides 62.5%.

In this study, Gikuyu does not have any advertisements in print media or television. All the data from this language is from radio. This is because the literacy levels of this community are quite low. A large number of people cannot read and will therefore not respond to print advertisements. For those who are literate, they would rather read advertisements in Kiswahili or English. Kenya is a multi-ethnic community and there is no television station that is licensed to transmit in a language other than Kiswahili or English so getting television advertisements in Gikuyu was impossible.

Comparison of Products Advertised

The table below compares the products advertised by language

Table 2: Category of Product Advertised

Product/ Service	Gikuyu	%	English	%
Food	1	12.5	1	12.5
Vehicles	1	12.5	1	12.5
Mobile phones	1	12.5	1	12.5
Financial institutions	1	12.5	1	12.5
Relationships	1	12.5		
Utility service	1	12.5		
Company promotion	1	12.5		
Recreation	1	12.5		
Weight loss			1	12.5
household appliances			1	12.5
Detergent			1	12.5
Do It yourself equipment			1	12.5
	8	100%	8	100%

The findings of this table show that only 50% of advertisements have a similarity in preference of products. The preferences in the adverts indicate what each culture considers important. Advertisements on food, motor vehicles, mobile phones and financial institutions are found in the two cultures. That shows that these areas matter in both cultures. However, the messages of the advertisers in the two cultures are different. The advertisements of vehicles focus on different aspects. The Gikuyu advertiser is selling second hand vehicles and the main message to the consumer is the price of the vehicle and the fact that the consumer has the option to pay in installments. The English advertisement on the other hand is launching a new car in a new market, the focus of the advertiser is the quality of the car and what it will do for the environment. The focus is futuristic. The two cultures are very many miles apart as far as technology is concerned. In a typical Gikuyu environment, the message of the Prius would be considered irrelevant.

The two advertisements on mobile phones also differ in several respects. It is clear that the Gikuyu advertisement is a translation from the English one. Basically, the advertisements are selling the same product and detailing the same characteristics, however, there is a problem with translation. The Gikuyu advert does not capture all the details. Some concepts cannot be translated into a meaningful way into Gikuyu without recourse to detail which would increase the processing effort and render the advert irrelevant. The two advertisements differ in their complexities. The English advertisement is longer, detailed and more comprehensive. The English advert has an appeal to the technological sophistication of the audience. The Gikuyu one loses a lot of meaning because of the inadequacy of the language to describe the technological terms. The two languages are technologically not on the same level.

The advertising messages in the two advertisements are also different. They are characterized by different social, economic and technological environments. The Gikuyu advert focuses on the model and price of the phone. Only the information that the Gikuyu language could transmit is given to the listener, the rest of the information requires more processing effort and would be considered irrelevant by the audience. The information

given in the Gikuyu advertisement is the most relevant that the advertiser is willing and able to produce.

The advertisements on financial institutions also focus on different aspects. The English advertisement is directed towards both men and women. (The advert has a picture of a mother holding her daughter's hand and encouraging her to run ahead). The Equity advertisement is encouraging women to open a "fanikisha" bank account. The woman in this advertisement does not even have money to open a bank account, her first installment will come from her friend. The advertiser in the English advertisement assumes that the woman already has money. She even has surplus and requires someone to manage it for her.

The other advertisements in English focus on weight loss, household appliances, and detergents and do it yourself equipment. Some of these products would be considered a luxury in the Gikuyu market and the advertisements would not be worth processing. They would not achieve optimal relevance. An advertisement on weight loss in a Gikuyu context is irrelevant. This is because women in this community, especially married women are expected to put on weight, a reflection that their husbands are taking good care of them.

Comparison of audience category

The following table shows a comparison of the audience addressed.

Table 3: Category of Audience

Audience category	Gikuyu	%	English	%
Women	2	25	4	50
Men & women	5	62.5	3	37.5
Young adults	1	12.5	1	12.5
Total	8	100	8	100

Table 3 gives a comparison of the category of audience in the two cultures. 50% of the advertisements in English are directed to women while in Gikuyu 62.5% are directed towards both men and women. Clearly, the advertisers understand the purchasing abilities of their audience and as far as Gikuyu market is concerned, women are not economically endowed. The advertisements have considered the income levels. Women in these Gikuyu advertisements are considered by default.

Although this falls outside the scope of this study it is worth noting that the advertisements directed to women in both cultures still perpetuate the stereotype roles of women. The advertisements confine the woman to housework. The English woman cuts the image of a busy working wife and mother but the bulk of the housework is on her shoulders. That is why she needs gadgets to make her work easier. She may be a successful working woman but the prized catch is her husband/children, she comes second. The Gikuyu advertisement portrays women as dependent on their husbands. They are not intellectually endowed and require a lot of convincing before making any decision for example the Equity advert (example 1).

Personal Reference in Gikuyu and English

Advertisers want to communicate interest to the target audience. Advertisers attempt friendly, personal messages as opposed to formal and impersonal ones. Each advert will be examined for the presence or absence of a personal reference. We shall examine first person singular and plural, second person, and third person singular and plural. The data will include 2nd person possessive and reflexives.

The table below shows personal reference to first, second and third person possessive as well as reflexive.

Table 4: Personal Reference

Person	Frequency	%
1 st person	5	32.25
2 nd person	15	93.75
3 rd person	1	6.25
Possessive	5	32.25
Reflexive	1	6.25

The data reveals that the second person reference is the only reference that occurs in the majority of the advertisements (93.75%), actually 15 out of the 16 advertisements use the pronoun "you". A few adverts make reference to the product as though it is already in the hands of the consumer (32.25%) They use the pronoun "your". Most advertisers avoid third person reference. Only one of the advertisements has made reference to third person singular "she". The use of pronoun "you" shows that it is widely employed regardless of language or audience. Advertisers attempt to identify emotionally with their audience. They want to show solidarity and friendliness. Most advertisements use the second person pronoun "you." This is meant to reduce the psychological distance between them and the target audience.

Advertisements that have no personal reference achieve distance between the advertiser and the audience. Some of these messages are formal like the advertisement on the Prius (example 13). This advertisement seems to be suggesting that the reader should respect the message that is being presented. When the advertiser makes reference to the third person pronoun "she", it is because in the context of use, she is considered fashionable or dynamic (example 12). Generally, when advertisements refer to the third person, it is because "she/he does not use the product advertised.

In the English data there is one advertisement in which a child endorses a product. Gikuyu advertisements do not have any advertisement involving children. This is because

children in the Gikuyu culture have no say about the products their parents purchase. Children are only supposed to be seen, not heard. They are passive consumers.

4.5. Explicatures

The processing effort is supposed to assist a listener's search for optimal relevance. To arrive at optimal relevance, an advertiser may make an efficient, overt attempt to secure his audience's attention and make it mutually manifest that his intention is communicated that the advertiser intended the information overtly communicated. That the advertiser intends to use an explicature. These explicatures are either single words or sentences.

The following processes are involved in deriving explicatures: reference assignment, disambiguation and ellipsis.

4.5.1. Reference assignment

The pronouns that are used by the advertiser refer to a person either in the advertisement or outside the advertisement.

i) All but one advertisements have made reference to "you". The "you" has exophoric reference with its realization in the external situational context of the ad and it is understood to define the addressee. The use of "you" seems to make a sincere invitation to the addressee to purchase a product. "You" in the advertisements sampled is meant to make the consumer feel as though he and the speaker are on familiar terms. Advertisers attempt friendly personal messages.

For example, the Kellogs advert, example 15

Everyone has a pair of jeans they used to look and feel gorgeous in...

See, **you** can again.

ii) Advertisements also make use of the first person singular or plural "I" and 'we'.

Reference to the first person "I" or "we" is the advertiser or promoter of the message. They use first person singular or plural in trying to establish a relationship with "you", the addressee.

Example 3

ndlna kihonia

I have the panacea.

Hotel Mariposa is telling its customers that they have a solution to all their venue problems. The "I" in this advert is meant to refer to the management of the hotel.

Example 8

niwega mgututua ceceni hotani

thank you for making us the winning station.

"Us" in this advert refers to Kameme FM station.

Example 10

At Barclays Wealth, we concentrate...

"We" in this advertisement refers to Barclays bank.

iv) There are adverts sampled that refer to the third person singular or plural.

Example 14

She used to write back home...

now she tweets.

She used to go to the post office

now she home banks..

What is implied in this advertisement is that the "she" should be copied because she is fashionable. However, in advertising, the use of third person generally refers to the person who is not using the product advertised.

Example 16

Some bacteria are almost indestructible, "they" can survive even in lather.

Use of 'they' in this advertisement is anaphoric refers to the bacteria mentioned earlier.

Example 14

I am trying to cut back on the sugar "they" eat.

In this case, the meaning is derived from previous discourse "they here is taken to mean all the children that the woman has.

.5.2. Ellipsis

These are omissions of verbs or any other grammatical words. The recipient connects by filling in the missing words. To fill in the gap the consumer must know the rules of the grammar. Enrichment comes from the context in which the utterance is made, below are a few examples.

i) Example 1

Kamau's mum: ndina na . . . No ndiri muruaru no kuma ndateo ni muthuri na akihikania ndimenyaga mbere kana thutha ni mathina kuingiha.

Kamau's mum: I have, I have . . . I am not sick but since my husband left me and married another woman, I cannot tell my front from my back, I have myriad problems.

ii) Example 14

"Me too"

What the speaker means to say is that, I am also trying to cut back on the sugar my children are eating.

iii) "sounds great to me"

That sounds great to me.

iv) The promoter says, "see, for good nutrition, it's hard to beat skippy"

to mean

You can see for yourself, for good nutrition it's hard to beat skippy.

The information that has been omitted in this utterance is "you" and "for yourself" but the speaker trusts the hearer to fill in the gap. These ellipses allow for brevity of information. The gaps that are left out can be filled by the grammar of the language and from previous discourse.

5.3. Disambiguation

In order to grab the attention of the audience, the advertiser sometimes uses wordplay which creates ambiguity.

Example: 11

De-crease your ironing

The word "de-crease" has been used in an unusual way to create two different meanings: to reduce the amount of ironing and to leave clothes crease free. Both interpretations are intended by the advertiser.

i

The word de-crease is eye-catching and can thus sustain an audience's attention for a longer period of time than ordinary language. It creates a multiplicity of meaning which is interesting to the reader.

Bosch active steam technology crease free[»] practically straight from the **drum**.

The **drum** in this context is a homonym which means an instrument that is shaped like a drum or a musical instrument. It is disambiguated by the context in which it has been used. "Drum" in this context is part of the laundry machine that has the shape of a drum.

Example 14

You mean skippy has less sugar than my ordinary **brand**?

Brand means all other varieties of peanut butter from different companies, other than the one being promoted. What the advertisement means is that "skippy" is in a class of its own.

5.4. Explicatures as statements of facts

Advertisers also attempt to draw the attention of the audience using simple words or complete sentences which are explicitly realized. All technological information is in this category. These include the Toyota advertisement on the prius (example 13) the mobile phone adverts(example 2 in Gikuyu and 9 in English)Other examples include:

Example 4

nimakuhariirie hall nyigi biu na gutiri marihi

They have prepared several halls for you at no cost on your part.

Example 14

only skippy has half the sugar of leading national brands.

The advertisement openly states that the other brands of peanut butter have too much sugar and therefore are not good for the children.

Example 16

Dettol advertisement

Fact: some bacteria are almost indestructible, they can even survive in lather.

Most spray cleaners do half the job, so they can leave the bacteria behind.

t

Lexical words have been used to indicate that the product is new. "New dettol complete clean"

S.5 Explicatures as greetings and invitations

Greetings in advertisements are an imitation of personal conversation with the audience.

i) Example7

muciari wT mweга?

How are you parent?

4.5.6. Explicatures as personal instructions

Advertisers give telephone numbers, websites or directions to offices as overt ways of asking the consumer to make a follow up. In the Equity bank advertisement (example 1), the woman is advised to visit any branch of Equity bank for more information. Although the audience is not involved in the conversation, it is a suggestion to them to do the same.

"Go to any branch of Equity Bank"

The Barclays bank advertisement (example 10) gives a telephone number and a suggestion to visit the website. The Kellogs advertisement (example 15) refers the audience to the Special K's free online personal plan.

4.5.7. Repetition

Repetition is used to indicate that the message being repeated is the most important. It is used to reinforce the message and distract the reader from considering what little information they are receiving. In example 6, the telephone number is repeated 4 times.

4.5.8. Hyperboles

Hyperboles also yield explicatures. See the following example.

Example 4

Irio citu cihuragtrwo Nyairobi ya kianda yothe.

Our food is enough to feed the whole of lower Nairobi

The claim made in this utterance is literally impossible. Nobody can feed the whole of lower Nairobi, but the advertiser wants to say that we have plenty of food.

4.6. Implicatures

Implicatures in the data involve meaning that must be derived from the context of the advertisement and the hearer must draw inferences of the communicative intentions of

the advertiser. Implicatures in the data rely on the cognitive environment of the addressee and his/her encyclopaedic entries and suggestions that the consumer needs a product. Implicatures are stimulated by particular words and syntactic structures. They allow advertisers to communicate ideas beyond what is literally stated. They are based on connotations, metaphors and proverbs.

6.1 Connotations

One way to open up for the processing of strong and weak implicatures is to use connotations of particular words. For instance, the Equity Bank advertisement (Example I) has used the word "njohoro" which is an unusual word and requires reinterpretation in the context. It takes a more connotative meaning from the usual meaning. The formal meaning of "njohoro" is borrowed money. But in this context, it has a connotative meaning; that it will help the consumer to triumph over all her financial problems and release her from her financial burdens.

The word "njohoro" whose resolution sets in motion a rich network of associations may even strengthen existing conceptual linkages in her memory. These will include the concept that with the "njohoro" her children's school fees will be taken care of and that she can even start a small business. Other things that come to mind are the fact that she does not need her husband anymore and generally her needs for personal achievement will be met. The reinterpretation of the word increases the number of associative pathways stored in memory.

"Njohoro" does not sound as bad as the Gikuyu word for borrowing "ngombo". The advertisement reduces the negative connotations that borrowing has in Gikuyu culture. Normally in Gikuyu culture, one approaches a close friend or relative to give her "a njohoro". The implications of this advertisement are that the bank is offering a helping hand to release the woman from her difficulties. It is more of a friend to her than her husband who left her.

The savings account that is giving her the loan is called "Fanikisha", this is a Kiswahili word which means make your dreams come true. This strengthens the implication that the "njohoro" is not a bad thing after all.

The bank in Gikuyu is referred to as "muiganania" which means equalizer meaning that it will make her equal to other people who are better endowed than she is. These and many other words in the Gikuyu data have been used in ways in which the meanings can only be understood from the context of use and background information.

4.6.2. Proverbs/metaphors

Proverbs and metaphors open up rich implicatures. See the following examples:

Example 8

kaihu gacangacangi gatigire kwao gugithinjwo

The mongoose that likes loitering left his home ignorant of the fact that they were slaughtering.

Kwirirwo ti kuheo

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A promise is not a fulfillment. In other words, do not count your chickens before they are hatched.

What the advertiser means is that the other stations do not deliver on their promise. A hearer will follow a path of least effort in processing the metaphor until the intended meaning of the speaker is reached. This metaphor opens up strong and weak implicatures. The advertiser resorts to use of a metaphor or proverb in order to avoid direct criticism of the competition. The strong implicature is that the FM station has good things to offer its listeners. The weak implicatures that this proverb opens up such as the fact that the competition does not deliver on their promises are the listener's responsibility but all the weak implicatures are intended by the advertiser and that is why the communication is indirect.

4.6.3 Implicatures and parallelism

Advertisers also use parallelism to create implicatures. Example 12

She used to pay the bill at the post office...

now she's home banking.

She used to paint with a brush and roller...

now it's wall perfect time.

The fact that the advertisement is not explicitly framed invites the listeners to process it differently. This is implicit persuasion. The advertiser has used parallelism which is significant in this advertisement. The advertisement has compared concepts that are completely unrelated. The transference of the significance is not completed in the advertisement but requires the consumer to make the connection and open up the implicature. The meaning of the advertisement does not exist until the consumer completes the transference himself. The consumer draws a parallel between what used to happen and what happens now and realizes that the product advertised here is trendy and convenient just like the other comparisons made earlier. The woman in this culture is portrayed as progressive. She is interested in equipment and gadgets that are efficient, convenient to use and time saving so as to afford her time to do other things.

4.6.4 Rhetorical Questions

The hallmark of a rhetorical question is that it is used to create an effect by engaging the listeners and making them think. It is not intended to elicit a reply. A few examples are given below

Example 4

ni uthumbukite ugietha handu hahoreru, hatari inegene ungikirika
micemano, mohiki, mburi, mathiko kana cemina?

Have you had trouble looking for a quiet, comfortable place for weddings,
meetings, "goat eating", funeral arrangements or seminars?

The advertiser here is creating an imaginary dialogue with his audience. The answers to these particular questions are positive details about the product advertised. The answers given after the question affirm hotel Mariposa's goodness as a venue for all sorts of meetings.

Example 10

WEALTH. WHAT IS IT TO YOU?

The rhetorical question in this advertisement is an unmentioned implicated premise. The answer to the rhetorical question is the implicated conclusion. The Barclays bank in this advertisement does not expect an answer from the audience. The aim is to pass information to the audience implicitly.

.5 Presuppositions of future action

The advertiser presupposes that the audience shares the views about the advantages of the product and would be interested in purchasing the product or using the service.

Example 6

Ino family fun day!

Here is a family fun day

After giving the names of the people who will be entertaining the audience the advertiser assumes that the audience will consider taking the whole family out.

Example 12

The advertiser is addressing the woman as though the washing machine is already in her possession. She has used the pronoun "you" and "your." The washing machine is so good that the housewife or working mother would want to own it.

Implicatures versus Explicatures in English and Gikuyu Advertisements

The results in this chapter indicate that there are cultural differences in the way people communicate in advertisements. Although the same emotions are basic to all humanity, the degree to which these emotions are expressed publicly varies. The expression of the message in advertising is very different between Gikuyu and English.

All the advertisements in Gikuyu are from the Gikuyu FM radio stations. These marketers specialize in broadcasting to a small number of people in Kenya, the only people who speak Gikuyu. Both English and Gikuyu advertisers realize that they must rely on the cognitive environment of the target audience in order to sell their products. They also realize that they cannot ignore the traditions, attitudes and even taboos of the target audience. The advertisers in the two cultures are aware that they need to create the right strategy if they intend to achieve optimal relevance. An advertiser therefore, must not only know the language in which he or she uses to advertise but must also know the nuances, idioms and subtleties of the language. Understanding advertisements is not just a cognitive event, it is also a social-cultural event. Language users interpret an advertisement not only from what is said but they also use their social context to make an interpretation.

The findings of this study indicate that understanding cultural differences is essential in producing successful advertisements. From the findings of this study, it is clear that both English and Gikuyu languages use explicatures and implicatures in advertising discourse. The advertisements collected in this study have examples of the use of explicatures and implicatures in the two languages. The decision to use either explicatures or implicatures is determined by a number of factors, among them the target audience, the content of the advertisement, and the degree of formality employed by the advertiser. The more formal the message the more explicitly it is conveyed, for example, the Android Advertisement in Gikuyu (example 2) and the English version of the same advertisement (example 9). The advertisement of the Prius (example 13) is very formal, it does not even make

reference to the second person "you" until the end of the message and even then "you" is encoded in square brackets. These three advertisements have technological information which is always explicit and formal regardless of the language.

The findings also indicate that the use of either explicatures or implicatures is determined by the psychological distance that the advertiser intends to put between himself and his target audience. Almost all the advertisements in the data refer to the exophoric "you". This is an indication that the advertiser is personalizing the message and intends to address the consumer as an individual. Where there is an assumption that there is not much distance between the advertiser and his target audience, the tendency is to use implicatures for instance the Kameme promotion (example 8) as well as examples (11) and (12). The advertiser trusts that the hearer can infer the intended meanings of the advertisement using the shared background assumptions between him and the hearer. Most of the advertisements in Gikuyu rely on this shared knowledge. Implicatures in the two languages are derived from indirect communication based on meanings of particular words and phrases and in most cases, the hearer has to work out the meaning of the advertisement from its context.

The consumer is expected to integrate the information derived from the utterance with information stored in memory to come up with the correct interpretation of the advertisement. The processing of information derived from advertisements is affected by cultural knowledge. In Gikuyu language which is classified as a high context culture language in this study, communication tends to use more implicatures than explicatures. The advertisers at times avoid open criticism and resort to proverbs and metaphors, for instance, the Kameme FM promotion (example 8).

In English, however, the advertisers risk being explicit. They openly make suggestions and raise more personal matters like how unfortunate it is for a woman not to fit in her jeans (example 15) or what danger one would be putting herself and her family in because of the status of her kitchen (example 16). The advertisers also openly compare the products they are advertising to those of the competition. "No peanut butter in the

market can beat Skippy" (example 14). There is also more evidence of use of ellipses in the English data than there is in the Gikuyu data.

Explicatures in Gikuyu advertising discourse are employed when the product advertised is new and therefore the language does not have adequate concepts or technological language to meaningfully persuade the audience. For example, the Android advertisement (example 2) or fair dating services (example 4) which is a novel idea in the culture. However, there is no clear cut boundary of what strategy should be employed in either of the languages. The two languages can use one or the other, or even both in an advertisement. The findings of this study only indicate the tendency.

We can therefore conclude that, Gikuyu advertising discourse has a tendency to use implicatures. The proportion of implicatures in Gikuyu advertising discourse is much higher compared to that of English advertising discourse. English on the other hand tends to use explicatures in its advertising discourse. The proportion of explicatures in English advertising discourse is higher than that in Gikuyu advertisements.

8 Summary

This chapter has given a detailed analysis of the data presented in chapter three. It has examined several variables that come into play in advertisements. Some of the variables include category of product advertised, category of audience and reference to first, second or third persons. The findings reveal that most advertisers use the pronoun 'you' regardless of the language or media. It is also clear from the analysis that context plays a big role in advertising discourse; it determines not only what to advertise but also whether the advertiser should use explicatures or implicatures to achieve optimal relevance. A comparative analysis using the notions of explicatures and implicatures has indicated that Gikuyu uses more implicatures than explicatures in the discourse of advertising while English uses more explicatures than implicatures compared to Gikuyu.

This chapter proves the third hypothesis that the proportion of implicatures in the discourse of advertising is higher in Gikuyu compared to English and the proportion of explicatures in English advertising is higher than that of Gikuyu.

CHAPTER FIVE

5.0. CONCLUSION AND RECOMMENDATIONS

5.1 CONCLUSION

This study has tried to demonstrate that Relevance Theory can explain many of the characteristics of advertising discourse. The study has four hypotheses which it set out to prove or disprove.

The first hypothesis is that English prefers to use explicatures than implicatures in advertising. After analyzing the data, this hypothesis was proved. The samples in this study revealed that most of the advertisements in English use explicatures derived from disambiguation, reference assignment, and semantically incomplete terms. Similarly, there are more ellipses used in English samples than there are in Gikuyu.

Secondly, most of the English advertisements are direct, that means they use explicatures. English advertisers take the risk of making suggestions and they also point at personal issues about their target audience such as the need to lose weight. The advertisers also openly criticize products made by their competition. The samples in English data included technological information which can only be presented explicitly to avoid misunderstandings. The implicatures found in the English data are derived from rhetorical questions and parallelism requiring the consumer to work out the implicature for himself/herself.

The Gikuyu advertisements use more implicatures than explicatures. There are certain linguistic devices that have been used in Gikuyu advertisements to yield implicatures. Some of these devices include rhetorical questions, metaphors, proverbs and connotations of words. Gikuyu advertisers prefer a more indirect way of communication with their target audience for example, the Kameme advertisement (Example 8) prefers to use proverbs which are metaphorical as a way of criticizing the other Gikuyu FM Stations.

The advertiser does not want to explicitly say that the other FM Stations do not deliver on their promises; recourse to proverbs is preferred. Another example is the Equity advert (example 1). The advertiser resorts to connotative words like 'Njohoro' which does not sound as bad as 'ngombo' (but which has the same meaning) as a way of persuading his target audience to save with the bank in order to get loans.

The explicatures found in Gikuyu data include mainly information on technology or novel ideas in the culture such as dating services. The analyses of Gikuyu advertisements reveal that Gikuyu uses more implicatures than explicatures in advertising. The second hypothesis of the study is thus proved.

The results of this study also indicate that both Gikuyu and English use explicatures and implicatures in advertising discourse. Some advertisements have used explicatures only while others have combined explicatures and implicatures. However, the proportion of explicatures to implicatures in the two languages is different. Gikuyu exhibit more implicatures than English in its advertising discourse. English, on the other hand, prefers to use explicatures and in the samples analyzed, the proportion of explicatures in the English data is higher than that of Gikuyu samples.

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The findings of this study have further revealed that in order to communicate effectively, an advertiser should know the language as well as the nuances, idioms and subtleties of his target audience. The advertiser and his target audience should have a mutual cognitive environment.

Cultural differences affect the decision of what products to advertise and the content of the advertisement. They also determine what strategy the advertiser should use. Advertisers choose what to make explicit and what they should leave implicit. Technological information in the two languages is transmitted using explicatures.

The fourth hypothesis states that Relevance Theory can be used to analyze the discourse of advertising. All the advertisements in this data are acts of ostensive stimuli. They

deliberately attract the attention of the audience. Most of the advertisements sampled in this study present the consumer with adequate contextual effects at a low cost of processing. For those that require more processing effort the consumer is rewarded with adequate contextual effects.

All the advertisements sampled are consistent with the principle of relevance. The question of optimal relevance in the advertisements is determined by gender, age, language, context and even media used. The role of cognitive environment in advertising discourse has also been accounted for. It plays a major role in the way advertisements are processed by the target audience and it also determines the strategy to be used by the advertiser.

The fact that Relevance Theory has been used to analyze both Gikuyu and English advertisements is an indication that advertising language is universal. The advertisers choose the proportion of explicatures and implicatures to use in the advertisements. The findings of this study are reflective of Gikuyu and English advertising discourse. They resonate with Hall's theory that high context culture languages prefer to use implicatures while low context culture languages prefer to use explicatures in communication.

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.2 Recommendations

The results of this study have revealed that relevance theory has adequately been used to analyze the discourse of advertising of Gikuyu and English. Future researchers can examine whether the theory is applicable in other genres such as music, both secular and gospel or in the analysis of political language especially in Kenya.

It has also emerged from the advertisements sampled in the two languages that advertisers perpetuate the stereotypical roles of women in society. A woman's role in society regardless of the culture is to take care of the family. A sociolinguistic perspective would be an interesting area of study to show the portrayal of women in advertisements.

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APPENDICES

ENGLISH PRINT MEDIA

- 3G HSOPA
- **WiFi** enabled - **acts as a hotspot through which other devices can**
- S28 MHz processor and 1GB of memory
- High resolution touch-screen
- MMS, Push Email and IM (GTalk)
- **FM radio** player

The IDEOS also comes with a host of **in-built applications**:

- Google Maps - Find out where you are & where **you're going**.
- Facebook - Instant access to everyone's favourite site.
- YouTube - find and share your favourite videos from your phone.
- Gmail, Yahoo and Hotmail enabled - your mails come **straight to your** phone, **as** soon as they are sent.
- IM with G-Talk Chat chat chat till you can't chat no more!

x / H - J L ' 1 O ;

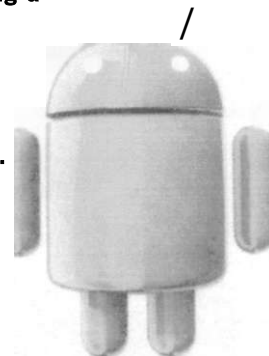
» Android is the **world's** most popular smartphone operating system. It is **designed** and produced by Google.

Of course, the Android system allows programmers to develop user-

handsets like the IDEOS

• There are currently over 60,000 different Apps available for Android ... **phone- from keeping your account to listening to a guitar, to photoshopping a picture to finding a**

• **Android is driving the global smart phone revolution. The IDEOS is, by a long way, the most popular, affordable, quality, Android smartphone available in Kenya**



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As a responsible and environmentally aware corporation, Toyota has applied vast research and development resources to the protection of the global environment by careful application of eco-friendly technologies and production practices. Now, for the first time ever, South African motorists have the opportunity to participate in the unique eco-friendly and exciting motoring experience offered by the **Prius**.

The Toyota **Prius** design team has responded to the challenge of producing an advanced, environmentally friendly vehicle embracing futuristic technologies, the design also meeting contemporary motoring expectations for a vehicle in this size class with the added advantage of a significant reduction in fuel usage.

prius

Simply, the Prius is by far the cleanest production car on the planet.

the most eco-friendly vehicle and the most advanced car

Prius

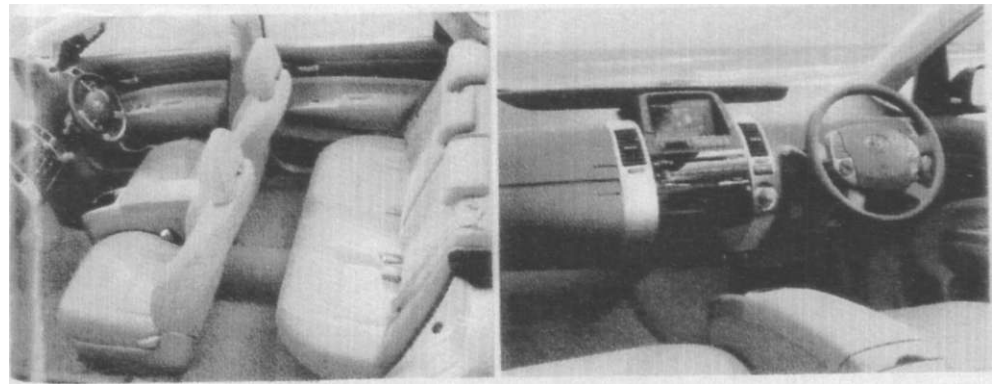
Prius

Prius

on sale ;

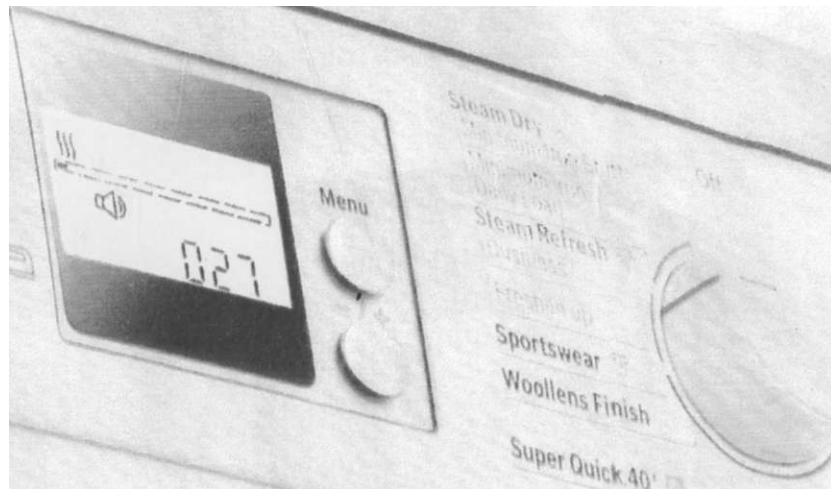
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