

**An Analysis of Speech Acts in Bangladeshi Beverage
Advertisements and their Impacts on the Attitudes of Youth**



Eliza Chowdhury Raka

ID: 183013034

Department of English and Humanities

Summer 2022

**An Analysis of Speech Acts in Bangladeshi Beverage Advertisements
and their Impacts on the Attitudes of Youth**

A Thesis Submitted to
The Department of English and Humanities (DEH)
University of Liberal Arts Bangladesh (ULAB)

In Partial Fulfillment
of the Requirements for the Degree of
BA in English

Eliza Chowdhury Raka

ID: 183013034

Thesis Supervisor: Mohammad Mosiur Rahman
Senior Lecturer, Department of English and Humanities (DEH)
University of Liberal Arts Bangladesh (ULAB)

Summer 2022

CERTIFICATE OF APPROVAL

I hereby declare that this thesis is the result of the student's original work, sincere efforts, and dedication. All sources that are included in this study have been duly acknowledged. This thesis has been submitted with my approval.



Signature

Date: 10.09.2022

Mohammad Mosiur Rahman

Senior Lecturer

Department of English and Humanities (DEH)

University of Liberal Arts Bangladesh (ULAB)

DECLARATION

This thesis is a presentation of my original research work. Wherever contributions of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgment of collaborative research and discussions.



Signature

Date: 10.09.2022

Eliza Chowdhury Raka

ID: 183013034

Department of English and Humanities (DEH)

University of Liberal Arts Bangladesh (ULAB)

Dedication

I would like to dedicate this thesis to my parents, who left no stone unturned to support, encourage and guide me at every step of my life. Their sacrifices and efforts have always motivated me to educate myself and empowered me to unlock countless doors of success. I pray for their happiness, safety, and well-being.

Acknowledgments

I would like to express my deepest respect and heartfelt gratitude to my supervisor, Mr. Mohammad Mosiur Rahman, Senior Lecturer at DEH, ULAB, for his constant support, cooperation, and insightful suggestions. His guidance and directions enabled me to carry out my research effectively and efficiently.

My earnest appreciation and gratitude are due to the authority of the Department of English and Humanities for providing me with the opportunity to conduct this research.

Last but not the least, I would like to thank my parents, who have constantly inspired me to achieve my aims in life.

Table of Contents

Certificate of Approval	ii
Declaration	iii
Dedication	iv
Acknowledgments	v
Table of Contents	vi
Abstract	viii
Chapter 1: Introduction	9
1.1 Background of the Study	9
1.2 Problem Statement	11
1.3 Objective of the Study	12
1.4 Research Questions	12
1.5 Significance of the Study	12
1.6 Limitations	13
Chapter 2: Literature Review	14
2.1 Language of Advertisement	14
2.2 The Speech Act Theory	17

2.3 Prior Studies Related to Speech Acts in Advertisements -----	20
2.4 Prior Studies on Language of Advertisements in Bangladesh -----	23
Chapter 3: Methodology -----	26
3.1 The Object of the Study -----	26
3.2 Qualitative Content Analysis -----	26
3.3 Qualitative Data Analysis -----	27
3.4 Procedure of Data Collection and Analysis -----	27
Chapter 4: Findings and Analysis -----	29
4.1 The Data of Adverts -----	29
4.2 Textual Analysis -----	30
4.3 Interview Data Analysis -----	33
Chapter 5: Discussion and Conclusion -----	38
5.1 Introduction -----	38
5.2 Discussion of the Findings -----	38
5.3 Conclusion and Future Recommendations -----	41
References -----	43
Appendix -----	46

Abstract

The language of Advertisements has always been an appealing topic of research by various linguists around the world for their informal structure. This paper analyses adverts of beverages in Bangladesh under the speech act theory which is applied to grab the attention of the consumers. The research will discuss the pragmatics of the adverts in the context of language in action showing the analysis of meanings in order to focus on the persuading strategies being enhanced using speech acts. Previous related studies on advertisements focused on the speech act theories (see Chiluba, 2007; Windaryati, 2009) while Thinchon (2019) also mentioned linguistic strategies and business ideologies. The theoretical framework for the study is constructed with the Speech Act Theory of Austin (1962), Searle (1969), and Yule (1996) as the paper intends to interpret the language of the adverts in terms of persuasive techniques which is a common phenomenon of marketing communication. The primary data for this research includes five selected adverts of the beverages which were updated from 2016 to 2021. Qualitative content research was conducted in order to analyze the adverts. In addition, 10 participants of different private universities in Dhaka city of age 18 to 30 were selected for individual interviews in order to identify the impacts on their attitude towards the advertisement.

Key words: speech acts, beverages, language of advertisements

Chapter 1: Introduction

1.1 Background of the Study

Advertisements play a key role in informing potential customers about the usage and benefits of various products in an attractive manner. According to Dyer (1982:2), advertising acts as a medium for “drawing attention to something, notifying or informing somebody of something”. In order to notify a large group of people about a particular product, advertisements play a crucial role. This can be done by written posters, occupying a column in the newspaper, or by visual representations on television or social media in order to promote the features or services, the products will be providing to its consumers.

In order to influence people’s choices and demands, different strong communicative techniques are used by the marketing industries. The advertisements can target any specific group of people of a certain age, people of a specific class, or even of any particular race. Moreover, advertisements can reflect consumers’ decisions on the purchase of products.

‘Taglines’ or ‘slogans’ are one of the major tools to grab the attention of the targeted group of people. Slogans are a group of words that promise a reward in a dramatic way: easy to read, easy to say, and easy to remember (Haryani, 2009). The slogans are usually written in very short phrases or lines that convey a message about the product to the customers who seek their attention to get attracted to the products. For example, the slogan for Walmart is “Save money, Live better” which is very short and conveys the main message. Anyone would like to ‘save money’ as well as ‘live better’. In order to do so, the advertisers chose appealing words or words which focus much on people’s needs. The persuasive words used in the taglines or slogans help ignite a certain desire in the potential customers to purchase a product. Along with informing the

customers about the product, the slogans also manipulate or influence them to purchase it. In fact, the product demand highly depends on the quality of language used in the advertisements.

The taglines used in the advertisements with all the fancy and persuasive words can be analyzed from the linguistic point of view through the lens of speech act theory. Speech act theory is a subdivision of Pragmatics that shows how words in a sentence not only deliver information but also carry out actions. Here, action refers to orders, commands, promises, requests, or suggestions which are carried out verbally through words instead of performing physically. The advertisements that will be analyzed further in this paper, are mostly under directives and commissive speech acts. As mentioned in Yule's book (1996), directive speech acts include commands, orders, requests, and suggestions. For example, in the sentence "Bring that glass of juice here" the speaker wants the listener to perform the action that he/she is asking. Similarly, commissive acts include promises, threats, refusals, and pledges. For example, the sentence "I will finish my work by the end of this week" commits the listener to future action. These linguistic techniques polish the advertisements so that it seems more reliable to the customers.

This paper further discusses the adverts used for beverages in Bangladesh. Beverages are mainly drinks except for water which can include soft drinks, energy drinks, artificial colored and flavored drinks, and health drinks. Beverages are mostly consumed as a means of refreshment and as an alternative to water which tastes better due to the added sweetness and flavors in them. Drinking beverages nowadays is kind of a regular habit among most of the young people in our country which is a result of manipulation from advertisements.

1.2 Problem Statement

Speech act theory being an important branch in linguistics significantly enhances the quality of advertisements to grab customers' attention. Globally several kinds of studies have been carried out analyzing the speech act theory in different categories of advertisements. In Bangladesh, there are two studies concerning the linguistic techniques of advertisement. A study by Kabir (2018) was conducted on the morphological word formation of beverage names in Bangladesh. It was found that word formation is used to create the names of the beverages for making unique and productive names to influence the behavior of the targeted people. Similarly, another study by Khan (2020) was conducted on verbal and visual discursive techniques that are used in the fairness product advertisement in Bangladesh and it was found that the advertisements are well crafted with various phrases and words to grab the attention and trust of the customers. Bangladesh, being one of the countries of the Indian Subcontinent, a good number of women are interested to use fairness products to look fair or bright-skinned. As a result, the study by Khan (2020) emphasizes the impact on the ideologies of women due to the deceiving advertisements of fairness products. Similarly, this study will focus on beverages which are one of the most demanding products of recent times among the young generation. According to the statistics of CEIC (Census and Economic Information Center), Beverage production in Bangladesh has increased by 2,730.000 dozen from 1994 to 2022. Moreover, there is no study specifically in the context of speech act theory so this paper will be analyzing the advertisements in the context of speech act analysis unlike the paper of Kabbir (2018) that analyzed word formation in the context of morphological analysis of the names of beverages of our country. In order to fill up this research gap, this study aims at analyzing the beverage advertisements from 2016 to 2021 in Bangladesh in the context of speech act theory based on the theories of Searle

(1969) and Yule (1996) and identify the impacts on the attitude of the young people towards these beverage advertisements. In addition, the findings of this study add knowledge regarding the linguistic strategies, specifically, speech acts, in advertisements in the context of Bangladesh that were not mentioned in the research by Kabir (2018) and similar to the study of Khan (2020) that portrayed the impact of the fairness product advertisements on the women, this study will also enable to identify the impacts on the attitude of the young people towards the beverage advertisements. Moreover, by reading this paper, consumers will be aware of the deceiving adverts, and linguists around the globe will be encouraged to carry out further studies in this field.

1.3 Objective of the Study

To investigate and analyze the use of speech acts in the advertisements of beverages from 2016 to 2021 in Bangladesh and identify the impacts on the attitudes of the young generation (between 18 to 30 years of age) towards the beverage advertisements.

1.4 Research Questions

- 1) What types of speech acts are most frequently used in beverage advertisements?
- 2) What is the impact on the attitudes of young people towards those beverage advertisements?

1.5 Significance of the Study

This study adds knowledge to the existing study outcomes regarding the linguistic strategies followed in the advertisements and enables future researchers to explore the linguistic

strategies or specifically the significance of speech acts in other categories of different advertisements in the context of Bangladesh and other countries.

1.6 Limitations

This study only emphasized the directive and commissive speech acts used in the advertisements of beverages in Bangladesh. The study stays limited to these two speech acts and some specific beverages. Moreover, due to time limitations, the researcher was able to interview only 10 private university students in Dhaka city, Bangladesh, aged between 18 to 30 years old, to identify the impacts on the attitude of these young people toward the advertisements. In the future, I would like to conduct other research emphasizing the rest of the speech acts and focus on other forms of advertisements as well.

Chapter 2: Literature Review

The study aims to analyze the use of speech acts in the taglines of the advertisements of the beverages in Bangladesh from the year 2016 to 2021 and how they influence the young generation to consume the products. Several studies on speech acts and other linguistic techniques have been conducted previously but a limited number of studies were done on the beverage adverts of our country. This chapter discusses the existing studies on speech act analysis and other linguistic techniques of the language of advertisement to set a strong ground for this study. Most of the studies show the use of different speech acts in advertisements and slogans to enhance the quality of the advertisement and grab the attention of the customers.

2.1 Language of Advertisement

Language of advertisement both in written and spoken form is always a topic of criticism due to the use of colloquial language. However, such language style of the advertisements enhances the quality of the advertisement to make it more interesting to the consumers to grab their attention. The ‘style’ of a language mainly refers to how language is used by a given person, context, message, etc. (Rahmawati, 2019). It can also be described as an expression of both spoken and written advertisements, poems, songs, or novels. In modern times, advertisement is one of the most significant tools to increase consumerism. As a result, it is very crucial to create descriptive, appealing, and sensational advertisements to grab the attention of targeted audiences and persuade them towards purchasing the product. According to a study done by Gogoi (2020), advertisements gain success only when the language used in the advertisement can touch the feelings and emotions of the customers. As cited in the paper of Chiluiwa (2007), “the language is short, witty and precise and sometimes picturesque as well as warm, human and personal, and because of the need for brevity, the words are short and full of

personality” (Bovee and Arens, 1986: 45). Usually, the taglines of different products are simple, short and have the main message only. For example: “Connecting People” by Nokia, “Make Believe” by Sony, and “Think Different” by Apple.

As mentioned by Dyer in his book *Advertising as Communication* (1982), in order to serve the main intention of advertising which is to attract people towards the product with a short and specific message about the product, language is often distorted intentionally by using bizarre statements. He also mentioned that copywriters are well skilled in playing with words to distort their meanings in order to cause indirect manipulation. As a result, the rules of the language are often ignored so that the words can be used out of context and even come up with new meanings depending on the context of the advertisement. For example, Red Bull energy drink’s tagline is “Red Bull Gives You Wiiiings” where the word “Wings” is written as “Wiiiings” with three ‘i’s to emphasize the word so that the consumers feel that anything impossible can be done after having the drink. Kellogg’s Frosted Flakes had the tagline “They’re gr-r-reat!” where the word “great” is deliberately misspelled as “gr-r-reat!” in order to emphasize how good it tastes. In addition, Pizza Hut uses the tagline “No One Outpizzas The Hut ” where there is no word such as “Outpizza ” in the English dictionary but the tagline intends to say that no one can make better pizza than them.

The most common type of sentences used for advertising is imperative sentences (sentences that express a direct command, request, instruction, or warning) such as “Just Do It” (Nike), “Broadcast Yourself” (Youtube), “Open Happiness” (Coca Cola), etc. Bovee and Arens (1982) have mentioned that “words do sell” as a result, advertisement language is usually constructed with unique words and brief sentences to trigger the customer’s attention so that they can easily say and remember. We remember different products through not only their brand

names but also slogans and catch-phrases, rhythm and rhyme, alliteration, snatches of song or verse, and of course endless repetition (Dyer, 1982).

Depending on the product, adverts contain colloquial languages, child languages, slang, and also pidgin. Moreover, words in advertisements are also used as symbols of the product or the company. “Different typographical and calligraphic techniques can also be used as signifiers so that language can signify the product directly by uniting language and product” (Dyer, 1982). Advert writers are aware that advert languages do not have any fixed meaning; rather, it is versatile and conveys emotions through words. In this case, the words should be chosen to represent the product along with conveying the emotions that will appeal to the customers. To be more precise, we can say that the advertisements focus more on the feelings and emotions of the customers than being linguistically logical and accurate. Dyer (1982) has also explained that advertisements have a major influence on our habits and lifestyles such as what we eat, wear, how we work and even our relaxation requirements are changing from time to time through the influence of different advertisements.

Names of the brands also depend on the category of the products such as “Fair and Lovely”, “Meril Beauty”, “Cute Cosmetics” etc gives us the idea that these are supposed to be the names of beauty product brands. Similarly, “Nescafe”, “Bru”, “Maccoffee” etc. are easily recognized as Instant Coffee brands. Moreover, adverts are often made with fragmented sentences mostly omitting the verbs and using one or more than one adjective to avoid detailed descriptions but deliver significance. For example, the tagline of BMW is “The Ultimate Driving Machine” and it does not have any verb but there is an adjective to define the product. Similarly, KFC uses the tagline “Finger Lickin’ Good” which is an adjective phrase to describe the brand.

Through this technique, the companies try to establish a strong assurance of their product and persuade the consumers to believe it.

Other literary devices that are commonly used by advertisers are metaphors, alliteration, personification, puns, rhymes, etc. The tagline of Mac Pro is “Beauty Outside, Beast Inside” ‘beauty’ implies the outer appearance and ‘beast’ implies the vast hard disk space inside. The tagline of Jaguar uses alliteration (repeated occurrence of the same letter or sound) which is “Don't dream it. Drive it”.

2.2 The Speech Act Theory

“We can do almost all kinds of work when we speak such as aspirating a consonant, constructing a relative clause, insulting a guest, or starting a war” (Horn & Ward, 2004). The meaning of an utterance depends on the speaker’s purpose of the utterance (Chiluwa, 2007). Speech Act Theory was first introduced by Austin (1962) in his book *How to Do Things with Words*. Here he mentioned that a written or spoken utterance can be considered as ‘performing acts’ such as establishing a fact or opinion, confirming or denying something, predicting, promising, warning, consoling, or thanking. Austin introduced three types of acts- 1) locutionary act, 2) illocutionary act, and 3) perlocutionary act.

According to Austin, the locutionary act includes sentences with particular meaning using grammar, phonology, and semantics of the language. However, illocutionary acts include performative sentences where ‘acts’ are done through utterances. Here the speaker utters a meaningful sentence with a specific purpose. We usually do not utter sentences or phrases without any purpose or intention. ‘Acts’ such as promises, commands, requests, threats, criticism, greetings, etc. are expressed through utterances which are called the illocutionary

speech act. The perlocutionary act is the effect caused upon the thoughts, feelings, or actions of the speaker, listener, or the other people around. The effects may include embarrassment, amusement, confusion, fear, etc.

Among the three types, the illocutionary speech act is the most interesting one as the speakers in this speech act, 'do things with words. The utterances that also 'perform actions', are called *performative utterances*. Austin has also mentioned the *constative utterances* which, unlike performatives, only describe the 'state of affairs. Performative verbs are used for performative utterances to perform an action. Examples of some performative verbs are- promise, ask, call, declare, permit, etc. these performative verbs help to make the performative utterance more explicit. Performative sentences not only convey information but also carry out actions through statements.

Related to this theory of Austin, Searle (1969) later on identified five different categories of illocutionary acts performed while people speak. The five illocutionary acts are 1) Representative, 2) Declarative, 3) Directive, 4) Expressive and 5) Commissive. Yule (1996) has explained each of these acts and how they are being used in different circumstances. According to the book of Yule:

1) Representative Acts are speech acts that state what the speaker believes something to be. This speech act includes facts, conclusions, assertions, or descriptions. For example, 'Day and night occur because the sun moves'. This statement is completely the belief or experience of the speaker that he/she is stating.

2) Declarative Acts are speech acts that can change the world through utterances. In this particular speech act, the speaker needs to have an institutional role or authoritative

power in a particular context to declare something properly. For example, when a priest declares marriage between two individuals or when the judge declares the death sentence of a criminal.

3) Expressive Acts are speech acts that express what the speaker feels. These include pleasure, pain, likes, dislikes, joy, or sorrow. For example, 'I am sorry if I have hurt you' here the speaker is expressing his/her guilt or regret.

4) Directive Acts are speech acts where the speaker makes someone else do something. Through this speech act, the speaker expresses what he/she wants. Commands, requests, orders, or suggestions are performed through this speech act and they can be both positive and negative. Yule also mentioned that speakers often use the directive speech act to persuade the listener to do something (p. 54). Jucker and Taavitsainen (2008), in their book *Speech Acts in the History of English*, mentioned that directive speech acts usually contain a verb that makes a request by the speaker and a task to perform for the listener (pp. 11-12). For example, 'Make me a cup of black coffee' here the speaker is uttering what he/she wants. Moreover, they discussed twenty other subcategories of directive speech acts which include: advising, admonishing, pleading, challenging, daring, demanding, dismissing, excusing, forbidding, requesting, instructing, inviting, ordering, permitting, recommending, suggesting, urging, asking, and warning (p. 88).

5) Commissive Acts are speech acts that the speakers use to commit some future action. This speech act expresses what the speaker intends to do in the future or assures the listener of some future action. These future intentions include promises, threats, refusals, or pledges and these actions can be done by the speaker alone or being a part of any

group or institution. For example, ‘I will return tomorrow’ in this statement the speaker commits to come back the next day which is a future action the speaker is assuring about. The listener does not have any role to play rather than believing in what the speaker says.

This research focuses on the use of directive and commissive speech acts in the adverts for beverages in Bangladesh from 2016 to 2021. This research attempts to analyze how both the stated speech acts are being used in the adverts and what effect is it causing among the young generation of age around 18 to 30. In particular, to what extent the use of these speech acts causes persuasion among the targeted consumers has been analyzed.

2.3 Prior Studies Related to Speech Acts in Advertisements

A number of studies were conducted on the linguistic techniques applied to the advertisements and specifically on the use of speech acts in the advertisements. Indirect persuasion through adverts has been a mandatory trend in this era of consumerism. In order to enhance the marketing strategies, the advertisements are well crafted with several linguistic techniques to persuade and attract people to purchase the products. Common techniques such as metaphor, alliteration, rhythm and rhyme, exaggeration, personification, and puns are used to make the advertisements more appealing. Analyzing advertisements through the lens of speech act theory has been a topic of interest among researchers.

Research under the title “A Speech Act Analysis of Written Adverts of Soft Drinks in Nigeria (2000-2006)”, Innocent Chiluwa focused on the analysis of the different speech acts used in the advertisements for soft drinks in Nigeria. His study shows that almost all soft drink adverts follow any of the five speech acts in order to create indirect persuasion. However, the most commonly used speech acts in Nigerian soft drinks adverts are the representative speech act and

directive speech act as these speech acts perform the act of requesting, appealing, inviting, claiming, reporting, asserting, and suggesting which can cause better persuasion among the customers. Similarly, another study done in Indonesia by Mohammad Ridho Alsri and Rusdi Noor Rosa (2013) with the title “Types of Illocutionary Acts Used in Slogan of Soft Drink Advertisements in Magazines” elaborately discussed the significance of speech acts in enhancing the quality of soft drink advertisement slogans. In this paper also, Alsri and Rosa found the use of representative speech acts in most of the slogans published in magazines.

Along with soft drinks and beverage advertisements, speech acts are applied to other food product advertisements as well. Strizhkova et al. (2018) in their paper “The Main Features of Speech Acts Usage in Food Advertising Discourse” compared the use of speech acts in English advertisements as well as their local advertisements in the Russian language of different food products. From this analysis, they found that most food product advertisements consist of representative and directive speech acts. They mentioned that this strategy is mainly maintained to draw customers’ attention by presenting the features of the products and influencing them to purchase the product. Moreover, Novianti and Maliyani (2018) in their study “An Analysis of Speech Act in Advertising of Child Milk on Television ” analyzed some selective child milk advertisements on television from the perspective of speech act theory. The most dominant speech acts were representatives and commissives as the products are for children of young age so the product should have assurity on their quality for the customers to rely upon and purchase.

Several researches were also conducted on other categories of advertisements except for beverages and food products where speech acts are used significantly to promote the products in an interesting way for different groups of customers. WIDYAKA (2014) conducted a study titled “Speech Acts Analysis in the Slogan of Car Advertisements in *JAWA POS* Newspaper” which

focused on the car advertisement slogans that used persuasive techniques through speech acts. In this study, it was found that the slogans applied both locutionary and illocutionary speech acts. The most significant forms of illocutionary speech acts were representatives, directives, and declaratives. However, the most frequently used illocutionary acts for car advertisement slogans were representatives. Similarly, Łacka-Badura (2014) in the paper titled “Realisation of Indirect Speech Acts in Online Job Advertisements” mentioned the presence of both, syntactic and semantic, and illocutionary acts within online job advertisements. According to the study, the majority of the adverts had representative acts in order to describe, state, assert and boast about the job vacancies and the institutions. These job advertisements along with creating persuasion through speech acts also maintains politeness in order to facilitate the recruitment process.

Some research was also performed on international advertisements in order to analyze them from the linguistic perspectives which included speech acts as well. One such research by Natnicha Bhoosahas (2019) from North Bangkok University emphasized the use of speech acts in international advertising slogans. The paper was titled “An Analysis of Speech Acts of International Advertising Slogans”. International slogans were analyzed from two perspectives, one on the type of speech acts used and the other on the similarities and differences of the speech acts. The impressions of the readers vary from each other due to the distinctive features of the speech acts in the slogans. Slogans from international advertisements of Pepsi, Coca-Cola, Burger King, Apple Computer, Pringles, Nescafe, etc. were analyzed in this paper. In addition, a study by Wise (2011) analyzed the adverts published in Spanish and English magazines. In his paper, Wise described the use of speech acts and also the role of politeness in magazine advertising. It was noticed that in the case of cosmetics and personal care products, promises were most frequently used in speech acts in both English and Spanish language. In addition, the

underlying illocutionary act of orders was presented as offers, invitations, and also appealing to the reader's attention rather than commanding. In order to establish a relationship with the readers, directive and commissive acts were used, and to maintain politeness strategies, all four speech acts of orders, suggestions, promises, and offers are used.

2.4 Prior Studies on Language of Advertisements in Bangladesh

So far in the literature review, we have seen that globally several studies were conducted on the language of advertisements and how it impacts the customers. More specifically, a number of studies have been carried out on speech act analysis of the advertisements to emphasize the indirect persuasion of the customers. Studies on speech acts were conducted based on the theoretical framework of the speech act theories of Searle (1969) and Yule (1996). Researches were done on a wide variety of advertisements for different products such as beverages, food products, cars, job vacancies, etc. different forms of advertisements were also focused on such as written newspaper adverts, magazine adverts, billboards, television, radio, etc.

However, there is no study in Bangladesh specifically on speech act analysis of beverage advertisements. Moreover, there are papers on the impacts of beverages on health and also on the demands of beverages among different age groups. Two crucial papers were written emphasizing the language of advertisements but not specifically on speech act analysis. Md. Rasel Kabir (2018) conducted a study titled "Names of Beverages in Advertisements in Bangladesh: A Morphological Analysis". The paper focused on morphological word formation such as blending, compounding, borrowing, coinage, initialization, acronym, clipping, back-formation, inflection, derivation, etc. for branding and promoting products, shops, and companies. Theories

of word-formation by Bauer (1983), Fromkin et. al. (2010), and Wisniewski (2007) were mainly followed throughout the paper as a theoretical framework. This morphological strategy of the word formation process is applied to create the names of the beverages for making unique and productive names to influence the behavior of the target people according to the way the advertisers want. In addition, Shushmita Hossain Khan (2020) conducted another research titled “A MULTIMODAL ANALYSIS OF BANGLADESHI FAIRNESS PRODUCT ADVERTISEMENTS ”. In this paper, Khan analyzed the verbal and visual discursive techniques that are used in fairness product advertisements in Bangladesh and how women are influenced by these advertisements. Through the visual analysis, Khan found that advertisement makers used several semiotic elements like color, font, gaze, shooting angle, word selection, and music to convey their messages and create the viewer’s perception. Similarly, from the thematic analysis of the verbal in the advertisements, she found that the advertisements are well crafted with various phrases and words to grab the attention and trust of the customers.

Both the above-mentioned papers emphasized a few aspects of advertisement language and the influencing strategies that are followed to impress customers. However, these papers did not analyze the advertisement language from the perspective of speech act theory. Therefore, based on these studies and the study done by Chilwa (2007) in Nigeria on the advertisement of soft drinks, this study aims to analyze the adverts of the beverages in Bangladesh from 2016 to 2021 through the lens of speech act theory in order to point out the indirect persuasion and the impact on the attitude of the young generation of age 18 to 30 of private universities in Dhaka city towards these advertisements. The findings of this study add knowledge regarding the most frequently used speech acts in the adverts of the beverages in our country based on the theories by Searle (1969) and Yule (1996) and also validate the existing studies that have mentioned that

linguistic strategies create indirect persuasion which impacts the customers but also enhances the marketing effectiveness.

Chapter 3: Methodology

This chapter is divided into four sections: the object of the study, qualitative content analysis, qualitative data analysis, and procedure of data collection and analysis.

3.1 The Object of the Study

This research aims to analyze the use of directive and commissive speech acts in the adverts for beverages in Bangladesh and identify the attitude of the young generation consumers towards the advertisements. As regular consumption of beverages is now considered to be a trend among the young generation, the study tends to emphasize direct persuasion through the use of directive and commissive speech acts through qualitative analysis. According to Suryana (2010), qualitative research is interpretative research or artistic research because the research process is more artistic in nature (p.35). The speech acts on the adverts are analyzed based on the theories of Austin (1962), Searle (1969), and Yule (1996). The five most consumed beverages have been selected depending on their functionality and their occurrences in mass media, billboards, outdoor advertising, flyers, and posters. Adverts from the year 2016 to 2021 are taken in order to focus on the recent emphasis of the directive and commissive speech acts to promote and influence consumers to purchase the beverages.

3.2 Qualitative Content Analysis

This research has analyzed the use of directive and commissive speech acts in the advertisements of beverages in Bangladesh from 2016 to 2021. Five popular beverages were selected depending on their prominent occurrences in mass media and other forms of advertisements. The selected beverages are ‘Mountain Dew’, ‘Pran Litchi Drink’, ‘7UP’, ‘Pepsi’,

and ‘Sprite’. Updated adverts for these beverages were collected from the year 2016 to 2021 so that the most recent strategies of using the speech acts can be focused on. Each of these adverts was textually analyzed in the context of the directive and commissive speech act theory by Searle (1969) and Yule (1996). Through this detailed qualitative content analysis, the researcher got a proper understanding of the application of directive and commissive speech acts in the advertising strategy to make the product more appealing to the customers.

3.3 Qualitative Data Analysis

This research not only analyzes the use of directive and commissive speech acts in the advertisements of beverages in Bangladesh but also identifies the impact on the attitude of the young generation towards these advertisements. In order to identify the attitude, a group of private university students of Dhaka city aged 18 to 30 was interviewed regarding the advertisements and their consumption of the beverages. This qualitative interview was conducted only within the age group of 18 to 30 and within Dhaka city, because this group of university students are more likely to spend quite a good amount of time with friends and engage in gossip in roadside stalls and different food corners so they are more likely to consume the beverages more frequently than others. Data collected from these interviews were analyzed qualitatively to identify the themes that show the impacts on their attitude.

3.4 Procedure of Data Collection and Analysis

To investigate and analyze the use of speech acts in the advertisements of beverages from 2016 to 2021 in Bangladesh and identify the impact on the attitude of the young generation of age 18 to 30 in private universities of Dhaka city towards the advertisements, data has been collected in two categories.

Firstly, to analyze the use of the directive and commissive speech act, adverts for five beverages were selected and each of them was textually analyzed based on the theories of Searle (1969) and Yule (1996). Through this qualitative content analysis, the researcher established the linguistic techniques, specifically, speech acts used by the beverage companies to promote their product in a more appealing way like any other international brand.

Secondly, a group of participants of age 18 to 30 from private universities in Dhaka city was interviewed to identify the impacts on their attitudes towards these advertisements. They were interviewed by the researcher herself. This interview was conducted in a mixed language with English and Bangla together and the conversation was translated completely into English from the recording of the interview. All the interviews were transcribed and those are given in the Appendix section as Note 2. They were mainly interviewed on the questions focusing on their observation of the advertisements regularly, their preference of beverages depending on the advertisements they see, if they are satisfied as mentioned in the adverts, if they like the adverts and taglines, and if they are convinced to consume the beverages due to the advertisements. The interview questions along with the interview consent form are given in the Appendix section as Note 1. Through this qualitative interview, five themes were derived from the collected data and those are: noticing the advertisements, attraction towards beverages due to advertisements, level of satisfaction as portrayed in the advertisements, fascination towards advertisements, and being convinced by adverts.

Through the detailed analysis of these data, the researcher could identify the impacts on the attitude of these young people regarding the advertisements of beverages which were well crafted with the directive and commissive speech acts.

Chapter 4: Findings and Analysis

In this chapter, data have been analyzed in two categories where the first category is the textual analysis of the adverts from 2016 to 2021. The adverts will be analyzed under the directive and commissive speech acts. The second category will be the interview data that will be analyzed to identify the attitudes of the young people of age 18 to 30 of private universities in Dhaka city after seeing the adverts.

4.1 The Data of Adverts

This corpus contains a total of five adverts which are the most commonly consumed beverage in Bangladesh, specifically in Dhaka city between 2016 and 2021. These adverts are deliberately chosen due to their frequent occurrence in mass media and outdoor advertising such as posters, billboards, etc. Austin's (1962) theory of illocutionary acts is emphasized in these data. The data are categorized and analyzed according to the directive and commissive speech act theory of Searle (1969) and Yule (1996).

Table 4.1: Data of the 5 Popular Beverages with Their Taglines

Beverages	Adverts
Mountain Dew	‘ভয়ের পরেই জয়’ (<i>Voyer Porei Joy</i>)
Pran Litchi Drink	‘রিফ্রেশ ইউর ফিলিং’ (<i>Refresh Your Feeling</i>)
7UP	‘ভাবো ফ্রেশ’ (<i>Vabo Fresh</i>)
Pepsi	‘প্রতি চুমুকে সোয়্যাগ’ (<i>Proti Chumuk-e Swag</i>)

Beverages	Adverts
Mountain Dew	‘ভয়ের পরেই জয়’ (<i>Voyer Porei Joy</i>)
Pran Litchi Drink	‘রিফ্রেশ ইউর ফিলিং’ (<i>Refresh Your Feeling</i>)
Sprite	‘আগে তৃষ্ণা মেটাও’ (<i>Age Trishna Metaw</i>)

4.2 Textual Analysis

Directive Acts

In directive speech acts the speaker makes someone else do something. Through this speech act, the speaker expresses what he/she wants (Yule 1996). Commands, requests, orders, or suggestions are performed through this speech act and they can be both positive and negative. Yule also mentioned that speakers often use the directive speech act to persuade the listener to do something (p. 54). In the following adverts below, the speaker requests, commands, or insists the consumer perform an action after consuming the beverage.

1. 7UP- ‘ভাবো ফ্রেশ’ (*Vabo Fresh*)
2. Pran Litchi Drink- ‘রিফ্রেশ ইউর ফিলিং’ (*Refresh Your Feeling*)
3. Sprite- ‘আগে তৃষ্ণা মেটাও’ (*Age Trishna Metaw*)

In adverts, usually, the directive acts are expressed through ‘requestive performative verbs’, insisting the consumers do something. Some adverts also use imperative sentences requesting the customers to ‘think’, ‘taste’, ‘obey’, or ‘enjoy’. For example, the advert for 7UP is ‘Vabo Fresh’ which means ‘Think Fresh’. This shows that 7UP urges its customers to ‘think

fresh' with the assistance of 7UP. This tagline has more than one implication such as i) the beverage initiates clear or fresh thinking, ii) in order to perform any action, the consumer needs to think clearly and that is only possible after having 7UP, and iii) the consumer is asked to 'think fresh' and chose to drink 7UP instead of other beverages. All these implications consider the customers as inexperienced or someone who needs assistance to select the best product for themselves in favor of the advertised product. Here the consumers are being persuaded through the advertisement.

Similarly, the advert for Pran Litchi Drink says "*Refresh Your Feeling*" which can imply that the consumer will feel refreshed after drinking this beverage. In addition, it also implies that by consuming this product someone can overcome the boredom or tiredness of their day-to-day hassle and get a fresh mood to continue for the rest of the day. Moreover, the word 'refresh' is closely associated with electronic devices which means to 'restart' to function better. Through the performative verbs like 'think' and 'refresh' directive acts perform apparent persuasion that attracts customers' minds and attention. Instead of informing the customers about what the advisers believe or affirm, and letting them decide, the directive speech act encourages the consumers to proceed immediately. This manipulative strategy is more evident in the advert for Sprite. It says "*Age Trishna Metaw*" Which means "First Quench Your Thirst". Through this advert the advertisers do not leave any option for the consumers to think anything, instead, he/she should instantly drink sprite to quench their thirst.

Commissive Acts

Commissive Acts are speech acts that the speakers use to commit some future action. This speech act expresses what the speaker intends to do in the future or assures the listener of

some future action (Yule 1996). Commissive speech acts perform the actions of promises, bets, threats, challenges, warnings, or vows. In the following adverts below, the advertisers commit their customers to some future effects or satisfaction.

1. Pepsi- 'প্রতি চুমুকে সোয়াগ' (*Proti Chumuk-e Swag*)
2. Mountain Dew- 'ভয়ের পরেই জয়' (*Voyer porei joy*)

The illocutionary force of the commissive speech act adverts is based on the belief that the product is already bought by the customer and they are just about to experience the after-effect of it. Due to this belief, the advertisers compellingly urge the consumer to take the next step which is to drink the beverage. The use of this type of commissive act is intentional and well evident in the advertisements of beverages in Bangladesh in order to influence consumers' choice for the same drink repeatedly. Advertisement of one of the most popular beverages Pepsi is "*Proti Chumuk-e Swag* " which means each sip of the drink will give the consumer some 'coolness'. Here the word 'swag' is an informal word but most commonly used among the young generation so it easily grabs their attention. Through this advert, the advertisers are committing that the consumer will gain coolness in every sip of the drink so they are convincing the customer to go ahead and experience the drink in order to increase the 'swag' in them.

In addition, another frequently consumed beverage in Bangladesh is Mountain Dew with a commissive tagline "*Voyer Porei Joy*" which means "Victory comes after you overcome the fear". Through this advert, the company assures its customers that they can overcome all their fear after drinking Mountain Dew and that is when they can achieve their desired success. This advert is also written in such a way that the product is already in the hands of the consumers and all they need to do is drink it to gain all success. This confidence within the three-word tagline

and the surety that victory or success must be achieved, persuade the audience and creates an urge among them to experience the drink. This technique of persuasion through dare, promise, offer, or bet helps to create an urge to experience the drink at least once. The advertisers invite and entreat the customers towards their product by applying the commissive speech acts in their adverts.

4.3 Interview Data Analysis

After interviewing 10 participants of age 18 to 30 from 5 different private universities in Dhaka city, the 5 main thematic patterns were derived based on the themes which are given below in table 4.2 inconsistent with the second research question.

Table 4.2: Themes Found in the Interview Data of 10 Participants

Themes				
Noticing the advertisements	Attraction towards beverages due to advertisements	Level of satisfaction as portrayed in the advertisements	Fascination towards taglines	Convinced by adverts
all 10 participants notice advertisements	2 participants feel like tasting at least once	2 participants are mostly satisfied	6 participants like the taglines	7 participants are convinced
9 of them notice on Youtube and Facebook	5 participants taste only if the beverage is new	5 participants are sometimes satisfied	4 participants do not like the taglines	3 of them are not convinced
1 in television and Instagram	all 7 participants taste the new beverages	4 participants buy due to habit	4 participants say the taglines often	
	3 participants do not taste seeing advertisements	3 participants are not at all satisfied	6 participants do not say the taglines in their conversation	
	3 participants like the taglines	5 participants buy again even if they are not satisfied	7 participants buy the beverages that they see mostly in advertisements	
	3 participants like music	other 5 do not buy next time	3 buy depending of their taste preference	
	5 participants like the concepts			

The stated themes were then discussed against the thematic analysis of the findings from the interview data which provided views of the attitude of young people towards the beverage advertisements.

1) Noticing the Advertisements

Among the 10 participants from five private universities, all of them notice the beverage advertisements which are frequently shown in different forms of mass media. All of them have seen the advertisements last either the day before the interview or on the day of the interview. Among these 10 undergraduate and graduate students, 9 of them noticed the beverage advertisements mostly on YouTube and Facebook. Only 1 respondent notices the advertisements most frequently on television. The third participant (P3) mentioned *“I mostly watch the beverage advertisements when I watch cricket matches regularly on television.”* 1 participant also watches the beverage advertisements on Instagram most frequently as Instagram is a popular social media among the young generation in recent times. This shows that young people are quite aware of the beverage advertisements in different forms of mass media which are targeted to grab the attention of the customers. They are noticing the advertisements on a regular basis.

2) Attraction towards Beverages due to the Advertisements

As the participants notice the advertisements regularly, they were asked if they get attracted to taste the beverages after seeing the advertisements. 2 of them said that they often feel like tasting the beverage seeing the advertisements. In addition, 5 participants mentioned that they only taste the beverage seeing an advertisement if the product is new in the market. However, if any new beverage advertisement is introduced then all 7 participants taste the beverage at least once. On the other hand, only 3 participants mentioned that they are not at all attracted to taste any beverage by seeing or listening to the adverts. 3 participants like the taglines of the advertisements whereas, the other 3 likes music, and 5 of them like the concept of the advertisements. P5 said *“If the advertisement is promoting any new beverage that I haven’t*

tasted yet then it attracts me to taste it. Mostly the taglines grab my attention in this case.” These data portray that most of the young people in our country feel like tasting a beverage at least once after seeing or listening to the advertisements or the taglines. As mentioned by the participants, they are more likely to taste a new beverage by seeing or listening to the adverts. Moreover, they find the taglines very interesting along with the music they are presented with and the concept they are built upon.

3) Level of Satisfaction as Portrayed in the Advertisements

Beverage advertisements are well crafted with appealing words and commitments that target the customers to purchase the products. The question remains if the consumers actually experience the portrayed satisfaction or not. According to the data collected, 2 participants are most of the time satisfied as shown or told in the adverts. In addition, 5 participants are sometimes satisfied and sometimes disappointed. However, 4 of them buy the beverages just because of their habit of drinking these regularly. On the other hand, 3 participants said that they are not at all satisfied drinking the beverage as they are glorified in the advertisements. Among all the 10 participants, 5 of them do not buy the particular beverage that gives them a bad experience but the other 5 buy them again even after gaining an unsatisfactory experience. P5 mentioned, *“No I am not satisfied with the way they glorify the product in the advertisement but I still consume the beverages as it has been a habit for quite a long time. The habit mainly built up first when I saw the advertisements and started consuming and liked the tastes so I have continued to consume since then.”* Through these data, it is quite obvious that the adverts are often deceiving to the consumers yet they consume due to their habits. It is quite prominent that the adverts are causing an indirect impact on the consumers’ purchasing and consuming attitude.

4) Fascination towards Taglines

Almost all beverages have a tagline to convey their specialty to the consumers and grab their attention to purchase the beverages. Often the taglines are crafted with interesting or trending words to grab the attention of the people. Through the taglines, they also direct or commit actions to persuade people toward the products. From the data collected from 10 participants, 6 of them liked the taglines but 4 of them do not like the taglines. 4 participants also say the taglines in their regular conversations but 6 of them do not say them often. P2 said, *“I can relate my mood to the taglines so I feel good to say them often.”* In addition, 7 participants mentioned that they only buy those beverages regularly that they mostly see in the advertisements or listen to the adverts the most. Whereas, 3 of them are not necessarily buying the beverages depending on the advertisements. Through these data, it is quite visible that the adverts cause an impact on the attitude of the consumers’ choice of selecting beverages. They are more inclined towards the ones they are listening to in the adverts often and the ones they find with an interesting tagline.

5) Convinced by Adverts

The main purpose of an advert is to convince the consumer to purchase a product. As a result, we have seen speech acts used as a tool to make the adverts perform an action.

This is also evident in the collected data where 7 participants agreed that they are convinced to consume the beverages through the adverts. P4 said *“When I see the advertisements then it reminds me that I need to buy a beverage and if I consume it probably, I will feel better. So yes, I do get convinced by the advertisements.”* However, 3 of them are not convinced by the adverts and they are consuming selective beverages

based on their taste preference. An attractive advert can cause an impact on the attitude of being convinced or trusting a beverage so that the consumers purchase the product repeatedly.

Chapter 5: Discussion and Conclusion

5.1 Introduction

In this chapter, the discussion is grounded on the research findings from the qualitative textual analysis and qualitative interview data analysis (See Chapter 4). Essentially, the two research questions will be answered in this chapter. The research questions are as follows:

- 1) What types of speech acts are most frequently used in beverage advertisements?
- 2) What is the attitude of young people towards those beverage advertisements?

The first research question (RQ1) emphasizes the two specific types of speech acts that are mostly used in the adverts of beverage advertisements. The adverts for 5 frequently consumed beverages are categorized under the directive and commissive speech acts and analyzed to provide a clear view of the implications created to grab the attention of the consumers. In addition, the second research question (RQ2) seeks opinions from young people on the impact on their attitude towards beverage advertisements through qualitative interview data analysis. The second research question also helps to validate the findings from the first research question and reduce the biasness of the interpretation made by the researcher. By answering these two questions, this study will be able to portray the use of directive and commissive speech acts to produce effective and appealing advertisements of beverages and also identify the impact on the attitude of young people towards the advertisements.

5.2 Discussion of the Findings

Focusing on RQ1, the findings show that the most popular beverages in our country according to their frequent occurrence in different forms of mass media, use speech acts in their

advertisements. More specifically, the advertisements for these popular drinks use the directive and commissive speech acts in order to direct a future action or commit a future outcome after drinking the beverages. According to the data analysis, among the five most liked beverages, three of them have their taglines designed with directive acts and two are with commissive acts. As evidenced by the preceding section's analysis, adverts of 7UP, Pran Litchi Drink, and sprite uses the directive speech acts of asking for an action. The adverts intrigue the consumers to have 'fresh thoughts', 'get refreshed', and 'to quench their thirst' which can be done only after drinking those drinks. Through this, the adverts are influencing the consumers to experience the drinks in order to proceed with their hectic day. In addition, the adverts of Pepsi and Mountain Dew commit a future outcome such as extra 'coolness' and 'success' after drinking the drinks that also encourage the consumers to find a better version of themselves by drinking the beverages. Applying the directive and commissive speech acts, the beverage companies are enhancing the advertisements to appeal to the consumers to consume the beverages without looking for any alternatives.

The second segment of the data analysis targets RQ2 where ten students of 5 private universities of age 18 to 30 were interviewed to identify their attitude towards the beverage advertisements. Through thematic analysis of the interview data, noticeable impacts were found on the attitude of young people towards beverage advertisements. As analyzed in the previous chapter, all the participants are noticing the advertisements regularly on social media mostly on YouTube and Facebook, and other forms of mass media. In addition, some of them like the taglines of the advertisements, and some like the music and the content of the advertisements. They often feel like tasting the beverage at least once when they see any new beverage advertisement. Moreover, half of the participants buy the beverages even if they are not satisfied

as portrayed in the advertisements as it is their regular habit which they adopted long ago seeing the advertisements frequently in mass media. Most of the participants also have a fascination with the taglines of the beverages and they often utter those in their daily conversation. Most importantly, their choice of consumption is influenced by the advertisements as they buy those beverages regularly the ones they see in the advertisements most frequently.

A prior study done by Kabir (2018) emphasized the morphological strategies, more specifically, word-formation techniques for naming the beverages available in Bangladesh to convey the intended messages to the target people and influence their behavior according to the way the advertisers want. However, this particular study focuses on beverage adverts that are compiled with speech acts such as directives and commissive acts to direct a future action or commit a future outcome as the specialty of the product that influences the attitude of young people towards the advertisements and the products. In addition, another prior study by Khan (2020) is based on the multimodal analysis of fairness products in Bangladesh and how it impacts the ideologies of women in our society. A similar analysis was also done in this paper along with analyzing the adverts under the lens of speech act theory by Austin (1962), Searle (1969), and Yule (1996), impacts on the attitude of young people towards the advertisement were also analyzed. It was found that advertisements have a noticeable impact on their choices and purchasing attitudes. Moreover, their taste preferences are also get influenced by the adverts to some extent and they consider the consumption of beverages a part of their regular lifestyle.

It is certainly evident from the above discussion that the findings of the qualitative interview data analysis support the implications of the adverts that were initially analyzed under the lens of the directive and commissive speech act theory. Thematic analysis of the five themes

evokes the implications derived from the adverts which are crafted with the directive and commissive acts to enhance the persuading strategy for target consumers.

5.3 Conclusion and Future Recommendations

The objective of this study was to investigate and analyze the use of speech acts in the advertisements of beverages from 2016 to 2021 in Bangladesh and identify the impacts on the attitudes of the young generation of age 18 to 30 in different universities towards those beverage advertisements. The research findings unveil the use of directive and commissive speech acts in the adverts of the beverages that influence or persuade the consumers to choose the beverage as their medium of refreshment. Through this linguistic strategy of using directive and commissive speech acts in the adverts of the beverages, the companies are intensifying the presentation of their products to the consumers. The study also finds a prominent impact on the attitude of young people toward beverage advertisements. Most importantly, their taste and purchase preference get influenced due to the adverts and they also get convinced through the advertisements to make the beverages an important part of their regular habits. These findings ensure that beverage companies are being benefited from the speech acts to construct their advertisements. As discussed in the literature review (Chapter 2), several prior studies also came up with the conclusion that speech acts are one of the most effective and commonly used linguistic techniques to produce appealing advertisements to promote products and attract customers.

This paper opens the door to determining the significance of speech act theory and its significant uses in different categories of advertisements. This will motivate and add resources for other researchers and linguistic learners to conduct more studies on speech act theories in our country. Globally several studies have been conducted on speech acts being applied in

advertisements. Chiluwa (2007) and Rosa (2013) conducted studies focusing on speech acts in beverage advertisements, whereas, Strizhkova et al. (2018) and Novianti and Maliyani (2018) have emphasized the speech acts in other food product advertisements. In addition, Łacka-Badura (2014) has portrayed the significance of speech acts in job vacancy advertisements as well. As this is yet an emerging topic in Bangladesh, more researches need to be conducted highlighting all the forms of speech act on different categories of advertisements. This will not only enrich the linguistic aspects and diversity in different sectors but also furnish the marketing strategies to compete in global markets.

References

- Austin, J. L. (1962) *How to Do Things with Words*. Massachusetts: Harvard University Press.
- Bauer, L. (1983). *English Word-Formation*. Cambridge: Cambridge University Press.
- Bhoosahas, N. (2019). An Analysis of Speech Acts of International Advertising Slogans, 55-67.
- Chiluwa, I. (2007). *A Speech Act Analysis of Written Adverts of Soft Drinks in Nigeria (2000-2006) A Study of Stylistic Features of Selected Nigerian Pentecostal Texts on Facebook and Twitter View project Online activism in Sub-Sahara Africa View project*.
<https://www.researchgate.net/publication/268799794>
- Courtland, B. and Aren, W, (1986) *Contemporary Advertising*, 2nd ed. Illinois: Irwin Inc.
- Dyer, G. (1982) *Advertising as Communication*. London: Routledge
- Fromkin, V., Rodman, R., & Hyams, N. (2010). *An Introduction to Language* (9th edition).
 Wadsworth Publishing.
- Gogoi, M. (2020). *The Language of Advertisement: A Study from Linguistic Perspective*. XII(X),
 751–761.
- Haryani, S. (2009). *Pragmatic Analysis of English Slogan*. 03, 22–32.
- Heim, I. (2011). Definiteness and indefiniteness. *Semantics*, 2, 996–1025.
<https://doi.org/10.1515/9783110589443-002>
- Herrington, J. D., & Dempsey, W. A. (2005). Comparing the current effects and carryover of
 national-, regional-, and local-sponsor advertising. *Journal of Advertising Research*,
 45(1), 60-72.

- Horn, L. R., & Ward, G. (2004). *The Handbook of Pragmatics Edited by Jucker, A., & Taavitsainen, I.* (2008). *Speech acts in the history of English*. J. Benjamins Publishing Company.
- Kabir, R. (2018). *Names of Beverages in Advertisements in Bangladesh: A Morphological Analysis*.
- Khan, S. H. (2020). *A Multimodal Analysis of Bangladeshi Fairness Product Advertisements*.
- Łacka-Badura, J. (2014). Realisation of Indirect Speech Acts in Online Job Advertisements. *Linguistica Copernicana*, 9(1), 267. <https://doi.org/10.12775/lincop.2013.014>
- Mohammad Ridho Alsri, & Rosa, R. N. (2013). *Types of Illocutionary Acts Used in Slogan of Soft Drink Advertisements*. 93–101.
- Novianti, F., & Maliyani, R. R. D. (2018). an Analysis of Speech Act in Advertising of Child Milk on Television. *PROJECT (Professional Journal of English Education)*, 1(3), 269. <https://doi.org/10.22460/project.v1i3.p269-274>
- Rahmawati, N. I. (2019). *Analysis of Language Style in the New York Times Advertisements*. 30. [http://digilib.uinsby.ac.id/35909/2/Nur Ika Rahmawati_A03215014.pdf](http://digilib.uinsby.ac.id/35909/2/Nur%20Ika%20Rahmawati_A03215014.pdf)
- Searle, J. R. (1969) *Speech Acts*. Cambridge: CUP
- Suryana. (2010). *Methodology Penelitian*. Jakarta: Universitas Indonesia, p.35.
- Strizhkova, O. V., Kabanova, O. V., Shcherbakova, M. V., Terekhova, G. V., & Mokrickaya, E. A. (2018). The main features of Speech Acts usage in food advertising discourse. *Espacios*, 39(36).

WIDYAKA, Z. F. (2014). Speech Acts Analysis in the Slogan of Car. *Jurnal Mahasiswa Ilmu Budaya Universitas Brawijaya*, 5 No. 4. Jimbastrafib.studentjournal.ub.ac.id

Wise, L. E. (2011). *Speech Acts and Politeness in Spanish and English Magazine Advertising*. 89.

Wisniewski, K. (2007). *Word Formation*. Retrieved on 30 January 2019 from:

www.tlumaczeniaangielski.info/linguistics/word-formation.html

Yule, G. (1996). *Pragmatics*. Oxford, New York: Oxford University Press, pp. 47-54.

Appendix

Note 1

Consent Form and Interview Questions

If you are happy to participate then please complete and sign the form below. Please fill up the boxes below to confirm that you agree with each statement:

I understand that my participation is voluntary and I am free to withdraw at any time without giving any reason and without there being any negative consequences. In addition, if I do not wish to answer any particular question or questions, I am free to decline.

I understand that my responses will be kept strictly confidential. I understand that my name will not be linked with the research materials, and will not be identified or identifiable in the report or report's results of the research.

I agree for this interview to be tape-recorded. I understand that the audio recording made of this interview will be used only for analysis and extracts from the interview, from which I would not be personally identified, may be used in any conference presentation, report, or journal article developed as a result of the research. I understand that no other use will be made of the recording without my written permission, and that no one outside the research team will be allowed to access the original recording.

I agree that my anonymized data will be kept for future research purposes such as publications

related to this study after the completion of the study.

I agree to take part in this interview.

Name of participant	Date	Signature
---------------------	------	-----------

Name of interviewer	Date	Signature
---------------------	------	-----------

Qualitative Interview Questions

Age:_____ Undergraduate/Graduate student: Yes_____ No_____

- 1) Do you consume beverages regularly?
- 2) Do you notice the advertisements of beverages in television, newspapers, social media, posters, and other forms of mass media? When was the last time you saw a beverage advertisement?
- 3) In which particular form of media do you watch the advertisements most frequently?
- 4) Do the advertisements attract you to taste the beverages? How?
- 5) After seeing an advertisement do you feel you should taste it at least once? Why?
- 6) After consuming the beverage do you feel satisfied as they mention in their advertisement? If NO, then why do you buy it again?

- 7) Do you like the taglines of different beverage advertisements? Or do you say them in your daily conversations?
- 8) Do you buy the beverages depending on the advertisements that you see most frequently or the tagline you like the most?

Note 2

(Following are given the Transcribed Data of the Qualitative Interview)

Interview 1: ULAB

Interviewer: I

Participant: P1

Age of P1 - 23

Undergraduate Student

I- Do you consume beverages regularly?

P1- Always

I- Do you notice the advertisements of beverages in television, newspapers, social media, posters and other forms of mass media?

P1- Yes since childhood I have seen beverage advertisements in different forms of media. Now I see them more frequently.

I- When was the last time you saw a beverage advertisement?

P1- Today morning I have seen an advertisement of Pran Up

I- In which particular form of media do you watch the advertisements most frequently?

P1- Tv, YouTube and Facebook.

I- Do the advertisements attract you to taste the beverages? How?

P1- yes often I get attracted if the tagline, concept and music is good enough I feel like tasting it.

I- After seeing an advertisement do you feel you should taste it at least once? Why?

P1- Yes, when any new beverage arrives in the market and I see the advertisement, I feel like tasting it. Especially when I see interesting taglines of any new beverage, I think I should taste that.

I- After consuming a beverage do you feel satisfied as they mention in their advertisement? If NO, then why do you buy it again?

P1- Mostly I get satisfied but sometimes I also get disappointed. I mostly do not but the ones I get disappointed with if there is no option then I buy them.

I- Do you like the taglines of different beverage advertisements? Or do you say them in your daily conversations?

P1- Yes, I like most of the taglines and also use them often in daily conversations.

I- Do you buy the beverages depending on the advertisements that you see most frequently or the tagline you like the most?

P1- Mostly I buy depending on my personal preference but if I like the tagline much then I buy the drink. If the tagline is good enough then off course, I buy the beverage at least for the first time.

Interview 2: ULAB

Interviewer: I

Participant: P2

Age of P2 - 24

Undergraduate Student

I- Do you consume beverages regularly?

P2- Yes, I consume beverages regularly.

I- Do you notice the advertisements of beverages in television, newspapers, social media, posters and other forms of mass media? When was the last time you saw a beverage advertisement?

P2- Yes, Yesterday I saw 7UP's advertisement.

I- In which particular form of media do you watch the advertisements most frequently?

P2- YouTube and Facebook

I- Do the advertisements attract you to taste the beverages? How?

P2- Sometimes the advertisements attract me to taste the beverage. I mostly get attracted to the taglines, story concept and names of the beverages.

I- After seeing an advertisement do you feel you should taste it at least once? Why?

P2- Sometimes because I love beverages so after I see an advertisement, I try to buy it at least once.

I- After consuming a beverage do you feel satisfied as they mention in their advertisement?

P2- Most of the time I was satisfied. Once or twice I was disappointed and did not buy the drink again.

I- Do you like the taglines of different beverage advertisements? Or do you say them in your daily conversations?

P2- Yes, I enjoy the taglines and my tendency to buy beverages was mostly influenced by these taglines. I also use the taglines in daily conversations depending on the contexts.

I- Do you buy the beverages depending on the advertisements that you see most frequently or the tagline you like the most?

P2- Sometimes this happens, for example in the case of Diet Coke, I have seen the advertisement very often that I felt like I should taste it.

I- Do you get convinced by the adverts to consume the beverages?

P2- To some extent I get convinced and also purchase the beverages.

Interview 3: Daffodils International University

Interviewer: I

Participant: P3

Age of P3 - 22

Graduate Student

I- Do you consume beverages regularly?

P3- Yes, once every two days.

I- Do you notice the advertisements of beverages in television, newspapers, social media, posters and other forms of mass media? When was the last time you saw a beverage advertisement?

P3- Yes mostly when I watch cricket matches. Yesterday I saw a beverage advertisement.

I- In which particular form of media do you watch the advertisements most frequently?

P3- Television and Facebook.

I- Do the advertisements attract you to taste the beverages? How?

P3- Not much because I know the tastes of different beverages.

I- After seeing an advertisement do you feel you should taste it at least once? Why?

P3- If it is a new beverage then I try it after seeing the advertisement otherwise not.

I- After consuming a beverage do you feel satisfied as they mention in their advertisement?

P3- It depends on the taste of the beverage. Most of the time I feel satisfied.

I- Do you like the taglines of different beverage advertisements? Or do you say them in your daily conversations?

P3- Not much because those are for marketing purposes and I cannot connect with those. I do not use them in regular conversations.

I- Do you buy the beverages depending on the advertisements that you see most frequently or the tagline you like the most?

P3- Not at all. The advertisements do not affect my buying behavior but only sometimes encourages me to try any new beverage in the market.

I- Do you get convinced by the adverts to consume the beverages?

P3- Partially.

Interview 4: Daffodils International University

Interviewer: I

Participant: P4

Age of P4 - 23

Undergraduate Student

I- Do you consume beverages regularly?

P4- Yes, I do.

I- Do you notice the advertisements of beverages in television, newspapers, social media, posters and other forms of mass media? When was the last time you saw a beverage advertisement?

P4- Yes, I watch the advertisements often. I saw an advertisement today as well.

I- In which particular form of media do you watch the advertisements most frequently?

P4- I mostly see advertisements on YouTube and Facebook.

I- Do the advertisements attract you to taste the beverages? How?

P4- Not much until the advertisement is about any new beverage.

I- After seeing an advertisement do you feel you should taste it at least once? Why?

P4- Yes it happens because the advertisements are made in such a way that it attracts people to taste the beverage at least once. For example, the advertisement and tagline of 7UP says we will feel refreshed if we consume it so when it's too hot, I feel like consuming 7UP to feel refreshed.

I- After consuming a beverage do you feel satisfied as they mention in their advertisement? If NO, then why do you buy it again?

P4- No, I do not feel as satisfied as it mentions in the advertisement but I still buy and consume regularly as this has turned out to be a habit of mine.

I- Do you like the taglines of different beverage advertisements? Or do you say them in your daily conversations?

P4- Not all. I like only one or two taglines and also say those often in daily conversation.

I- Do you buy the beverages depending on the advertisements that you see most frequently or the tagline you like the most?

P4- Not really. It also depends on price, and taste.

I- Do you get convinced by the adverts to consume the beverages?

P4- Yes. When I see the advertisements then it reminds me that I need to buy a beverage and if I consume it probably, I will feel better. So yes, I do get convinced by the advertisements.

Interview 5: International University of Bangladesh (IUB)

Interviewer: I

Participant: P5

Age of P5 - 24

Undergraduate Student

I- Do you consume beverages regularly?

P5- Yes, I do.

I- Do you notice the advertisements of beverages in television, newspapers, social media, posters and other forms of mass media? When was the last time you saw a beverage advertisement?

P5- Yes, I often see beverage advertisements. Yesterday I saw an advertisement for 7UP.

I- In which particular form of media do you watch the advertisements most frequently?

P5- Mostly YouTube and Facebook

I- Do the advertisements attract you to taste the beverages? How?

P5- If the advertisement is promoting any new beverage that I haven't tasted yet then it attracts me to taste it. Mostly the taglines grab my attention in this case.

I- After seeing an advertisement do you feel you should taste it at least once? Why?

P5- Not really. If it's not a new one then I do not feel to taste the beverage just seeing the advertisement

I- After consuming a beverage do you feel satisfied as they mention in their advertisement? If NO, then why do you buy it again?

P5- No I am not satisfied with the way they glorify the product in the advertisement but I still consume the beverages as it has been a habit for quite a long time. The habit mainly built up first when I saw the advertisements and started consuming and liked the tastes so I have continued to consume since then.

I- Do you like the taglines of different beverage advertisements? Or do you say them in your daily conversations?

P5- I like the taglines because those are interesting and funny sometimes but I do not say those in my regular conversations.

I- Do you buy the beverages depending on the advertisements that you see most frequently or the tagline you like the most?

P5- No, I buy the beverages depending on my preference of taste. It is not about what I see most frequently.

I- Do you get convinced by the advertisements or the taglines to buy the beverages?

P5- To some extent yes as a result I started consuming them.

Interview 6: International University of Bangladesh (IUB)

Interviewer: I

Participant: P6

Age of P6 - 24

Undergraduate Student

I- Do you consume beverages regularly?

P6- Yes, I do.

I- Do you notice the advertisements of beverages in television, newspapers, social media, posters and other forms of mass media? When was the last time you saw a beverage advertisement?

P6- Yes, I often see beverage advertisements. Few hours back I saw an advertisement for coca cola.

I- In which particular form of media do you watch the advertisements most frequently?

P6- Mostly in YouTube

I- Do the advertisements attract you to taste the beverages? How?

P6- I usually do not get much attracted by seeing advertisements.

I- After seeing an advertisement do you feel you should taste it at least once? Why?

P6- When a new beverage is launched then I feel that I should taste it at least once.

I- After consuming a beverage do you feel satisfied as they mention in their advertisement? If NO, then why do you buy it again?

P6- No, I do not feel as satisfied as they show or say in their advertisements. I still buy and consume due to a habit and my taste preference.

I- Do you like the taglines of different beverage advertisements? Or do you say them in your daily conversations?

P6- No I do not like the taglines and I also do not say those in my regular conversations.

I- Do you buy the beverages depending on the advertisements that you see most frequently or the tagline you like the most?

P6- Yes mostly I buy the ones I see in the advertisements most and also the taglines I hear the most.

I- Do you get convinced by the advertisements or the taglines to buy the beverages?

P6- No, I am not convinced by the advertisements. I buy them depending on my taste preference.

Interview 7: BRAC University

Interviewer: I

Participant: P7

Age of P7 - 22

Undergraduate Student

I- Do you consume beverages regularly?

P7- Yes, I do.

I- Do you notice the advertisements of beverages in television, newspapers, social media, posters and other forms of mass media? When was the last time you saw a beverage advertisement?

P7- Yes, I often notice beverage advertisements. Yesterday I saw an advertisement for Coca Cola.

I- In which particular form of media do you watch the advertisements most frequently?

P7- Mostly on Facebook and YouTube.

I- Do the advertisements attract you to taste the beverages? How?

P7- Not really. I consume because of the taste of the beverages.

I- After seeing an advertisement do you feel you should taste it at least once? Why?

P7- Yes, I feel like consuming the beverage when I see any advertisement of a newly arrived beverage. I mostly get attracted by the concept of the advertisement.

I- After consuming a beverage do you feel satisfied as they mention in their advertisement? If NO, then why do you buy it again?

P7- Sometimes I feel satisfied and sometimes I don't. I still buy the ones I am not satisfied with due to my regular habit.

I- Do you like the taglines of different beverage advertisements? Or do you say them in your daily conversations?

P7- No, I do not focus on those much.

I- Do you buy the beverages depending on the advertisements that you see most frequently or the tagline you like the most?

P7- Yes, I consume the ones that I see or hear most frequently.

I- Do you get convinced by the advertisements or the taglines to buy the beverages?

P7- Yes, I get convinced by the advertisement to purchase and consume beverages.

Interview 8: BRAC University

Interviewer: I

Participant: P8

Age of P8 - 25

Undergraduate Student

I- Do you consume beverages regularly?

P8- Yes, I do.

I- Do you notice the advertisements of beverages in television, newspapers, social media, posters and other forms of mass media? When was the last time you saw a beverage advertisement?

P8- Yes, I notice the beverage advertisements and last I saw an advertisement for Mountain Dew yesterday.

I- In which particular form of media do you watch the advertisements most frequently?

P8- Facebook and YouTube

I- Do the advertisements attract you to taste the beverages? How?

P8- Sometimes, it depends on the concept and graphics.

I- After seeing an advertisement do you feel you should taste it at least once? Why?

P8- Yes it happens due to curiosity if any new beverage is introduced in the market.

I- After consuming a beverage do you feel satisfied as they mention in their advertisement? If NO, then why do you buy it again?

P8- Sometimes I feel. The ones I am not satisfied with, I buy those in case I do not have any option.

I- Do you like the taglines of different beverage advertisements? Or do you say them in your daily conversations?

P8- Not really.

I- Do you buy the beverages depending on the advertisements that you see most frequently or the tagline you like the most?

P8- Primarily I was attracted by the advertisements and then it turned out to be my habit.

I- Do you get convinced by the advertisements or the taglines to buy the beverages?

P8- Yes, I am convinced.

Interview 9: United International University (UIU)

Interviewer: I

Participant: P9

Age of P9 - 25

Undergraduate Student

I- Do you consume beverages regularly?

P9- Yes, I do.

I- Do you notice the advertisements of beverages in television, newspapers, social media, posters and other forms of mass media? When was the last time you saw a beverage advertisement?

P9- Yes, I notice the beverage advertisements and today also I saw an advertisement of coca cola.

I- In which particular form of media do you watch the advertisements most frequently?

P9- Mostly on YouTube.

I- Do the advertisements attract you to taste the beverages? How?

P9- Sometimes I get attracted due to the concept or the music.

I- After seeing an advertisement do you feel you should taste it at least once? Why?

P9- Yes I get curious due to the advertisement if any new beverage arrives.

I- After consuming a beverage do you feel satisfied as they mention in their advertisement? If NO, then why do you buy it again?

P9- Sometimes I feel satisfied and the ones that are disappointing, I do not buy those again.

I- Do you like the taglines of different beverage advertisements? Or do you say them in your daily conversations?

P9- I like the taglines but do not say them in daily conversations.

I- Do you buy the beverages depending on the advertisements that you see most frequently or the tagline you like the most?

P9- yes, I buy the ones I see and hear most frequently.

I- Do you get convinced by the advertisements or the taglines to buy the beverages?

P9- Not much.

Interview 10: United International University (UIU)

Interviewer: I

Participant: P10

Age of P10 - 24

Undergraduate Student

I- Do you consume beverages regularly?

P10- Yes, I do

I- Do you notice the advertisements of beverages in television, newspapers, social media, posters and other forms of mass media? When was the last time you saw a beverage advertisement?

P10- Yes, of course I notice beverage advertisements and even 20 minutes ago I saw an advertisement for Coca Cola.

I- In which particular form of media do you watch the advertisements most frequently?

P10- Instagram mostly.

I- Do the advertisements attract you to taste the beverages? How?

P10- Sometimes due to the theme songs and concepts.

I- After seeing an advertisement do you feel you should taste it at least once? Why?

P10- Not always but sometimes due to the taste they are committing to the customers.

I- After consuming a beverage do you feel satisfied as they mention in their advertisement? If

NO, then why do you buy it again?

P10- Partially. If I do not feel satisfied then I do not buy those again.

I- Do you like the taglines of different beverage advertisements? Or do you say them in your daily conversations?

P10- not all but some and I also use them in daily conversations.

I- Do you buy the beverages depending on the advertisements that you see most frequently or the tagline you like the most?

P10- Most of the time I buy the ones I see and hear the most.

I- Do you get convinced by the advertisements or the taglines to buy the beverages?

P10- Yes, I am being convinced through the advertisements.