Implicatures in Persian Advertisements: A Neo - Gricean Approach

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چکیده:

It is generally acknowledged that language has a powerful influence over people and their behavior, especially in the field of advertising. One of the most interesting aspects found in different languages is the use of implicatures or implied meaning. How and why such implicatures are generated, are discussed in pragmatics. In this study, a list of advertisements from TV and magazines is gathered and the implicatures implied in the advertisements are analyzed within the framework of neo-Gricean theory of implicatures in which the four maxims of Grice are reduced into three maxims of Quantity, Informativeness and Manner. For reaching the goals of the present research, 100 TV and print advertisements were randomly chosen and studied separately. After analyzing the data the following results were obtained: among these three implicatures the I-implicature is more commonly used, since this type of implicatures conveys the message the use of the minimum amount of information. So this type of conveying message is more beneficial for manufacturers.

Keywords: Implicatures, Scalar implicatures, Maxims of quantity, informativeness and manner, Advertisement