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A Pragmatic Study of Directive Speech Acts in 'Asiacell' and 'Zain' Advertisements

A B S T R A C T

The simplest cases of linguistic communication are those in which the speaker utters an utterance and means exactly and literally what he says. But not all cases of expressing meaning are this simple. In many cases what the speaker means and the utterance meaning come apart in various ways. One important instance of such cases is that in which the speaker utters an utterance, means what he says, but also means something more. Within the advertisements of the two mobile phone companies, Asiacell and Zain, it is noticed that extra meanings are expressed in addition to the exact words forming these advertisements. This paper tries to shed light on the nature of the language used in these advertisements by studying the different directive speech acts utilized in them.

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دراسة تداولية لأفعال كلام التوجيه في إعلانات آسيا سيل وزين

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الخلاصة

ان ابسط حالات الاتصال اللغوي هي تلك التي يعني فيها المتكلم مايقول بالضبط لكن ليست كل حالات التعبير عن المعنى بهذه البساطة. في احيان كثيرة يختلف مايعنيه المتكلم عما يقوله. احدي هذه الحالات هي عندما ينطق المتكلم بشيء ويعني اكثر مما يقول. ضمن اعلانات شركتي اسيا سيل و زين للهاتف النقال يتم التعبير عن معان اضافية زيادة على ما تعنيه تعنيه كلمات الاعلانات هذه. تحاول الدراسة الحالية تسليط الضوء على طبيعة اللغة المستخدمة في هذه الاعلانات من خلال دراسة افعال كلام التوجيه المستخدمة في هذه الاعلانات

Introduction

The simplest cases of linguistic communication are those in which the speaker utters an utterance and means exactly and literally what he says. But definitely, not all cases of expressing meaning are this simple. In many cases what the speaker means and the utterance meaning come apart in various ways. One important case is when the speaker utters an utterance, means what he says, but also means something more. There are also cases in which the speaker may utter an utterance and mean what he says yet his utterance might also have another illocution with a different propositional content (Searle, 1969: 24-25).

The study aims at (1) studying the speech acts in some advertisements and showing how they are comprehended within the boundaries of felicity conditions, (2) finding out how different speech acts employed to serve advertising purposes in the selected data and (3) showing the effectiveness of directive speech acts in advertising and to what extent their intended meaning has been conveyed in the selected data.

It is hypothesized that (1) the speech act theory can be applied to the advertising texts of the two mobile telecommunications companies in Iraq. (2) The directive speech acts mainly are employed in such kind of texts. (3) The directive speech acts are expressed directly rather than indirectly in the texts which represent order while they are expressed indirectly in texts representing warning and advising within the selected data.

The model adopted in this study is Searle (1969). The main conclusions of the current study are: (1) the study has proved that the Searle's model can be applied to the advertising texts. (2) The directive speech acts represent the majority of the speech acts in the selected data. (3) The directive speech acts are comprehended directly rather than indirectly in orders and indirectly in warning and advising.

1. Preliminaries

Advertisement is not only expressed explicitly linguistically, but it also includes implicit messages, which are expressed through different kinds of speech-acts, such as: representatives, directives, commissives, expressives, and declarations. The directive speech acts include the following kinds: order, advising, and warning. In advertising for their mobile telecommunications services, the two Iraqi commercial companies, Asiacell and Zain, use different

kinds of directive speech acts in order to advertise their commodity and services, their use of directive speech acts of order, warning, advising, and encouragement expresses a lot about the fact that directives can serve different faces of advertisements. The present study is concerned with one of the major taxonomies of Searle's (1969) model of speech act theory, i.e. "directives" and their application to some of the advertising texts made by these two companies.

2. Speech-Act Theory

The inspiring achievement of theoretical development in linguistics during the sixties made it hard for the scientists to have their voices heard. This is exactly the case with the philosophers of language, whose attention had been focused upon the semantic rather than the syntactic features of language. There is another branch of philosophy, often referred to as 'Ordinary Language Philosophy' whose major advocate was the Oxford philosopher John L. Austin. His work *'How to Do Things with Words'* (1962) had a great influence upon linguistic philosophy, and on linguistics. Austin's way of thinking (which after awhile came to be known as 'Speech Act Theory') was industrialized and organized by the American philosopher John R. Searle (Mey, 2001:92). Searle (1969) stated the most comprehensive and coverable classification of speech acts. These kinds are: (1) Representatives, they are also called 'assertives'. They are speech acts which carry the values 'true' or 'false'. Assertion often, perhaps even usually, embodies a subjective state of mind the speaker who asserts a proposition like true does so as he\she persuades by his or her confidence (ibid:120). (2) Directives, these speech acts represent an effort on the part of the speaker to make the hearer do something, to encourage him\her to a certain thing, to 'direct' the hearer towards some goal (Mey, 2001:120). (3) Commissives, these speech acts drive a change in the world in a way of finding an obligation which is created on the part of the speaker, not on the hearer. A good example of this type is a promise, the promise creates an obligation on the part of the promiser (ibid: 121). (4) Expressives, this kind of speech acts expresses an internal state of the speaker; the expression is basically subjective and tells us nothing about the world. For example, saying 'sorry' when stepping on a person toe does not offer any change, this word does not change anything here, what is done is done, and both the stepper and the steppe will live with the change in world conditions that a step on toe represents (ibid :122).

(5) Declaration, this is Austin's original category, the declarative speech act. In Searle's words, declarations bring about some alternation in the status or condition of the point that declaration is successfully performed (ibid).

3. Directives

Directives are those speech acts by which the speaker makes the hearer do something. Akmajian, et al. (1995:47) state that directives are the expressions of "the speaker's attitude toward some perspective action by the hearer". Directives also show the speaker's intention (wish, desire) be considered as a reason for the hearer to perform the required action. According to Allan (1986:199) Directives are further classified into four subcategories: requisites, requirements, questions, and prohibitives.

The following felicity conditions pertain to requirements, advisories, respectively. Assertives as part of constatives will be used indirectly as requirements. These categories are expected to be the prevailing categories within the collected data.

Requirements:

- 1.S requires H to do A
2. S has reason to believe that H can do A
- 3.S wants H to do A
4. S reflexively intends U to be recognized as a requirement on H to do A

Advisories

S advises H to do A if S expresses:

- 1.the belief that there is (sufficient) reason for H to do A
- 2.the intention that H take S's belief as (sufficient) reason for him to do A

In this study the semantic features of directive speech acts will be an additional clue in dealing with the different speech acts within the category of directives in order to provide an accurate treatment of the collected data. These features pertain to the following speech acts: (1) Order, it is the hearer's realization which causes the wanted action (Wierzbicka, 2003:38). (2) Advise, 'Advise' refers to a possible future action of the hearer. The speaker thinks that he knows what the hearer should do. It is for the hearer's benefit. The speaker does not say that he wants the hearer to do it. 'Advise' does not have to be

solicited. It aims at what the hearer should do (ibid). (3) Warn, the illocutionary aim which would fit ‘warning’ in general can be formulated in terms: “I want to enable you to prevent something bad from happening to you”. They can be friendly or unfriendly motivated by self-interest or disinterest (ibid).

4. Methodology

Before boarding on the procedure of data selection and analysis, it is important to have an idea about the source of the data, the two Iraqi commercial companies: Asiacell and Zain. The next two sections present a general review about them.

4.1. Asiacell

Asiacell and Zain are two mobile telecommunications companies in Iraq. Asiacell is one of the main providers of mobile services in Iraq with more than 12 million subscribers. It is one of the largest telecommunications companies as it is one of the providers of mobile communication services in Iraq and has achieved coverage for all parts of it, as the company provides its services in all eighteen Iraqi governorates, including the capital Baghdad and all major Iraqi cities (Asiacell.com).

4.2. Zain

On the other hand, Zain Iraq is one of the Zain Group companies. It is one of the biggest mobile voices and data services operators with a commercial footprint in 8 Middle Eastern and African countries with a workforce of over 6,000 providing a comprehensive range of mobile voice and data services to over 47.6 million active individual and business customers as of June 30, 2020. Zain Iraq is one of the main providers of mobile services in Iraq with more than 16 million subscribers (Zain.com).

4.3. Data Collection

After surveying different advertisements of the two companies, Asiacell and Zain, a selection of fifteen texts of Asiacell and fifteen texts of Zain is made respectively. Searle's (1969) classification of speech acts is adopted in this study. The collected texts will be analyzed according to the semantic features of speech acts stated by Searle's directive speech acts.

4.4. Procedure

The analysis of collected data will be conducted within the framework of the theory of speech acts in general, and directive speech acts in particular. The analysis will be performed in a number of steps covering the semantic features of the speech acts of: order, warning and advising will be used respectively. Asiacell and Zain texts will be numbered successively taking the numbers 1, 2, 3, etc. The analysis tries to show how these similar or different patterns are used to express the speech act of directives in some texts of advertising and their comprehension in English. The three following sets of felicity conditions covering order, warning and advising will be counted on in analyzing the data texts:

A. Order

1. Propositional content: future act A of H
2. Preparatory: 1. H has reason to believe E will occur and is not in H's interest.
2. It is not obvious to both S and H that E will occur.
3. Sincerity: S believes E is not in H's best interest.
4. Essential: Performing such an act counts as an undertaking to the effect that attempt to get H to do A

B. Warning

1. Propositional content: future event or state, etc., E.
2. Preparatory: 1. H is able to do A
2. S believes H is able to do A
3. S must be in a position of authority over H

3. Sincerity: S wants H to do A
4. Essential: Performing such an act counts as an undertaking to the effect that E is not in H's best interest.

C. Advising

1. Propositional content: future act of A
 2. Preparatory: 1. S has some reason to believe A will benefit H
2. It is not obvious to both S and H that H will do A in the normal course of events
 3. Sincerity: S believes A will benefit H
 4. Essential: Performing such an act counts as an undertaking to the effect that A is in H's best interest.
- (Searle, 1969:66-67)

5. Data Analysis

1. Order

SL Text(1)

زين العراق: خلي مكالمتك عليهم مع خدمة "واصل حسابك"

TL: Let your calls on their account with "Wasil Hisabak" service.

Discussion:

The speech act of order in this utterance is expressed directly by uttering the direct verb 'خلي' which is a device of expressing order, and this verb identifies the implicit illocutionary force of order. By this verb, a strong illocutionary force is expressed.

The Comprehension of the Speech Act of Order.

1. The type of the order: implicit.
2. The type of the utterance: command expressed in an imperative sentence.
3. Directness: direct.

SL Text(2)

زين العراق: احجي براحتك وشكد متريد

TL: Speak at your ease and as you like.

Discussion:

The speech act of order in this utterance is expressed directly by uttering the verb 'احجي' which issues an implicit illocutionary force of ordering which is a strong one.

The Comprehension of the Speech Act of Order.

1. The type of the order: implicit.
2. The type of the utterance: command expressed in an imperative sentence.
3. Directness: direct

SL Text (3)

زين العراق: دز رصيدللي تريد!

TL: Send credit to anyone you like.

Discussion:

The speech act of order in this utterance is expressed directly by uttering the direct verb 'دز' which is a device of expressing order , and this verb identifies the implicit illocutionary force of order. By this verb, a strong illocutionary force is expressed.

The Comprehension of the Speech Act of Order.

1. The type of the order: implicit.
2. The type of the utterance: command expressed in an imperative sentence.
3. Directness: direct

SL Text (4)

زين العراق: احجي دولي براحتك ولأكثر من ٤٠ دولة

TL: Speak internationally to more than 40 countries.

Discussion:

The speech act of order in this utterance is expressed directly by using the verb 'احجي' which is a device of expressing the speech act of ordering, and such a

device issues a strong illocutionary force.

The Comprehension of the Speech Act of Order.

1. The type of the order: implicit.
2. The type of the utterance: command expressed in an imperative sentence.
3. Directness: direct

SL Text (5)

زين العراق: الآن مع خط "كلش زين" تكلم بسعر موحد لأي شخص داخل العراق

TL: Now, with 'kulish Zain' service, speak at one unified cost to any person inside Iraq.

Discussion:

The speech act of order in this utterance is expressed directly by uttering the verb 'تكلم' which issues an implicit illocutionary force of ordering which is a strong one.

The Comprehension of the Speech Act of Order.

1. The type of the order: implicit.
2. The type of the utterance: command expressed in an imperative sentence.
3. Directness: direct

SL Text (6)

زين العراق: اشترى مودم e-Go كل الي تدفعه راح يرجعك و اكثر...

TL: Buy e-Go modem and you will regain what you pay and more.

Discussion:

The speech act of order in this utterance is expressed directly by uttering the verb 'اشترى' issuing an implicit illocutionary force of ordering which is a strong one.

The Comprehension of the Speech Act of Order.

1. The type of the order: implicit.
2. The type of the utterance: command expressed in an imperative sentence.
3. Directness: direct

SL Text (7)

زين العراق: خلص رصيدك؟!!!!.. بسيطة الحل موجود مع خدمة " خابرنى " من زين

TL: Out of credit?!!! It's O.K. With Zain service 'Khaburni', we have the solution.

Discussion:

The speech act of order in this utterance is expressed directly by uttering the direct verb 'خابرنى' which is a device of expressing order, and this verb identifies the implicit illocutionary force of order. By this verb, a strong illocutionary force is expressed.

The Comprehension of the Speech Act of Order.

1. The type of the order: implicit.
2. The type of the utterance: command expressed in an imperative sentence.
3. Directness: direct

SL Text (8)

زين العراق: أرسل رسالة إلى ٢٠٤٠ واشترك بخدمة (باقعة راحة البال)

TL: Send a message to 2040 and participate in 'Rahat Al Bal' Offer.

Discussion:

The speech act of order in this utterance is expressed directly by using the verb 'أرسل' and 'اشترك' which are devices of expressing the speech act of ordering, and such devices issue strong illocutionary forces.

The Comprehension of the Speech Act of Order.

1. The type of the order: implicit.
2. The type of the utterance: command expressed in an imperative sentence.
3. Directness: direct

SL Text (9)

الدولية زين العراق: الصوت الدولية أتك مع العالم. أرسل من خلال خدمة رسائل الصوت والصورة لأي مكان تريده حول العالم.

TL: Share your most precious moments with loved ones by sending international MMS to any destination.

Discussion:

The speech act of order in this utterance is expressed directly by using the verb 'شارك' and 'ارسل' which are devices of expressing the speech act of ordering , and such devices issue strong illocutionary forces.

The Comprehension of the Speech Act of Order.

1. The type of the order: implicit.
2. The type of the utterance: command expressed in an imperative sentence.
3. Directness: direct

SL Text (10)

اسياسيل: سولف ساعة كاملة وادفع ل ٥ دقائق

TL: Speak for an hour and pay for 5 minutes only.

Discussion:

The speech act of order in this utterance is expressed directly by uttering the verbs 'سولف' and 'ادفع' which issue implicit illocutionary forces of ordering which are strong ones.

The Comprehension of the Speech Act of Order.

1. The type of the order: implicit.
2. The type of the utterance: command expressed in an imperative sentence.
3. Directness: direct.

SL Text (11)

اسياسيل: ارسل MMS ب ٣ اضعاف الحجم

TL: Send MMS with three times the previous space.

Discussion:

The speech act of order in this utterance is expressed directly by using the verb 'ارسل' which is a device of expressing the speech act of ordering, and such a device issues a strong illocutionary force.

The Comprehension of the Speech Act of Order.

1. The type of the order: implicit.
2. The type of the utterance: command expressed in an imperative sentence.
3. Directness: direct

SL Text (12)

اسياسيل : فَعَلَ الجودة واربح ليرات ذهب

TL: Activate quality and win gold liras.

Discussion:

The speech act of order in this utterance is expressed directly by using the verbs 'فعل' and 'اربح' which are devices of expressing the speech act of ordering , and such devices issue strong illocutionary forces .

The Comprehension of the Speech Act of Order.

1. The type of the order: implicit.
2. The type of the utterance: command expressed in an imperative sentence.
3. Directness: direct

SL Text (13)

اسياسيل: خدمة "اتصل بي"

SL: 'Call Me' service.

Discussion:

The speech act of order in this utterance is expressed directly by uttering the verb 'اتصل' which issues an implicit illocutionary force of ordering which is a strong one.

The Comprehension of the Speech Act of Order.

1. The type of the order: implicit.
2. The type of the utterance: command expressed in an imperative sentence.
3. Directness: direct.

SL Text (14)

اسياسيل: خط الماس حول الى الماس و تكلم ب ١ دينار للثانية

TL: Almas line, change to Almas line and speak at 1 IQD per second.

Discussion:

The speech act of order in this utterance is expressed directly by uttering the direct verbs 'حول' and 'تكلم' which are devices of expressing order, and these verbs identify the implicit illocutionary forces of order. By these verbs, strong illocutionary forces are expressed.

The Comprehension of the Speech Act of Order.

1. The type of the order: implicit.
2. The type of the utterance: command expressed in an imperative sentence.
3. Directness: direct

SL Text (15)

اسياسيل: الوجات دردش على موبايلك في كل الاوقات.

TL: Hello Chat. Chat via mobile all the time.

Discussion:

The speech act of order in this utterance is expressed directly by using the verb 'دردش' which is a device of expressing the speech act of ordering, and such a device issues a strong illocutionary force.

The Comprehension of the Speech Act of Order.

1. The type of the order: implicit.
2. The type of the utterance: command expressed in an imperative sentence.
3. Directness: direct

SL Text (16)

اسياسيل: استرجع خطك المتوقف مجانا .

TL: Reactivate your line for free.

Discussion:

The speech act of order in this utterance is expressed directly by uttering the verb 'استرجع' issuing an implicit illocutionary force of ordering which is a strong one.

The Comprehension of the Speech Act of Order.

1. The type of the order: implicit.
2. The type of the utterance: command expressed in an imperative sentence.
3. Directness: direct

SL Text (17)

اسيسيل :خدمة باي باي .ودّع المكالمات التي تزعجك و احجبها للأبد.

TL: Bye- Bye service for blocking unwanted calls forever.

Discussion:

The speech act of order in this utterance is expressed directly by using the verb ‘ودّع’ and ‘احجب’ which are devices of expressing the speech act of ordering , and such devices issue strong illocutionary forces .

The Comprehension of the Speech Act of Order.

1. The type of the order: implicit.
2. The type of the utterance: command expressed in an imperative sentence.
3. Directness: direct

SL Text (18)

اسيسيل: ابدأ يومك مع بعض الخدمات الإسلامية المختارة

TL: Start your day with some Islamic chosen services.

Discussion:

The speech act of order in this utterance is expressed directly by using the verb ‘ابدأ’ which is a device of expressing the speech act of ordering, and such a device issues a strong illocutionary force.

The Comprehension of the Speech Act of Order.

1. The type of the order: implicit.
2. The type of the utterance: command expressed in an imperative sentence.
3. Directness: direct.

SL Text (19)

اسياسيل :أرسل رسالة فارغة إلى ٢١٤٤٤ و اضبط الانترنت والرسائل المصورة لموبايلك وبشكل مباشر.

TL: Send an empty message to 21444 and get the internet and MMS setting directly and for free.

Discussion:

The speech act of order in this utterance is expressed directly by uttering the direct verbs 'أرسل' and 'اضبط' which are devices of expressing order , and these verbs identify the implicit illocutionary forces of order. By these verbs, strong illocutionary forces are expressed.

The Comprehension of the Speech Act of Order.

1. The type of the order: implicit.
2. The type of the utterance: command expressed in an imperative sentence.
3. Directness: direct

SL Text (20)

اسياسيل :٣ أيام مجانية في خدمة الفيسبوك . اضغط #١١#٣٢٣* الآن وتمتع بالخدمة

TL: Get 3 days with Facebook service. Press *323#11# and enjoy the service.

Discussion:

The speech act of order in this utterance is expressed directly by using the verbs 'اضغط' and 'تمتع' which are devices of expressing the speech act of ordering , and such devices issue strong illocutionary forces .

The Comprehension of the Speech Act of Order.

1. The type of the order: implicit.
2. The type of the utterance: command expressed in an imperative sentence.
3. Directness: direct

2. Warning

SL Text (21)

اسياسيل :خطك سيعلق خلال يومين. قم بشحن خطك

TL: Your line will be suspended in two days, recharge it.

Discussion:

The speech act of warning in this utterance is expressed by uttering the statement 'خطك سيعلق خلال يومين' which issues an indirect illocutionary force of warning. This statement and the second utterance 'قم بشحن خطك' express warning and order respectively to make the hearer aware of such a state and direct him to recharge his line.

The Comprehension of the Speech Act of Warning.

1. The type of the order: implicit.
2. The type of the utterance: warning expressed in a declarative sentence.
3. Directness: indirect

SL Text (22)

زين العراق: سيتم تعليق مكالماتك. الرجاء اشحن خطك أو احصل على فترة تمديد الصلاحية

TL: Your calls will be suspended, please, recharge your line or make use of the validity period.

Discussion:

The speech act of warning is expressed by uttering a statement which issues the illocutionary force of warning indirectly.

The Comprehension of the Speech Act of Warning.

1. The type of the order: implicit.
2. The type of the utterance: warning expressed in a declarative sentence.
3. Directness: indirect

3. Advising

SL Text (23)

اسياسيل: مع خدمة "شكرا" اسياسيل تساعدك ما تقصر

TL: With "Shukran" service, Asiaccell helps you and no effort will be saved.

Discussion:

The speech act of advising in this text is expressed via the utterance مع خدمة "شكرا" اسياسيل تساعدك "ما تقصر" and emphasized by the negation construction "ما النافية + فعل مضارع" which issues the illocutionary force of advising indirectly. That is, the phrase ما تقصر is a negative statement, but pragmatically, it is realized by the hearer as advice.

The Comprehension of the Speech Act of Advising.

1. The type of the order: implicit.
2. The type of the utterance: advising expressed in a negative declarative sentence.
3. Directness: indirect

SL Text (24)

زين العراق: مع خدمة "Miss U" من زين ما يفوتك أي اتصال....

TL: With Miss U service from Zain, no calls will be missed.

Discussion:

The speech act of advising in this utterance is expressed by uttering the negative construction "ما النافية + فعل مضارع" which issues the illocutionary force of advising indirectly. That is, the phrase ما يفوتك is a negative statement, but pragmatically, it is realized by the hearer as advising.

The Comprehension of the Speech Act of Advising.

1. The type of the order: implicit.
2. The type of the utterance: warning expressed in an declarative sentence.
3. Directness: indirect

SL Text (25)

اسياسيل : رسائل الصوت والصورة. حجم اكبر وبنفس السعر

TL: Sound and picture MMS messages. More space with the same price.

Discussion:

The company, Asiacell, in this utterance, advises the subscribers to make use of this service. It is known for the subscribers that there is a service of MMS, but this offer presents an encouragement by mentioning the utterance 'حجم اكبر وبنفس السعر'.

The Comprehension of the Speech Act of Advising .

1. The type of the order: implicit.
2. The type of the utterance: warning expressed in a declarative sentence.
3. Directness: indirect

SL Text (26)

اسياسيل: خط الطلبة استاهل ٥٠% رصيد مجاني لأنني طالب

TL: Students' line, I desire 50% discount for being a student.

Discussion:

In this utterance, the company encourages a specific group of people who are students. The company encourages the students to use this service by uttering the utterance "٥٠% رصيد مجاني" which in fact a discount specified just for students.

The Comprehension of the Speech Act of Advising .

1. The type of the order: implicit.
2. The type of the utterance: warning expressed in a declarative sentence.
3. Directness: indirect

SL: Text (27)

اسياسيل :كل الشباب الك وية خط الشباب.

TL: All youth is yours with 'Khat Al- Shabab'.

Discussion:

In this utterance the speech act of advising is expressed indirectly by uttering the utterance 'خط الشباب' which expresses advising for using this line 'كل الشباب الك'.

The Comprehension of the Speech Act of Advising .

1. The type of the order: implicit.
2. The type of the utterance: warning expressed in a declarative sentence.
3. Directness: indirect

SL Text(28)

اسياسيل :الانترنت وية Speedoo ما يكطع

TL: No internet interruption with Speedoo.

Discussion:

In this utterance, the company encourages the subscribers to use a special internet line which is known as 'Speedoo'. The speech act of advising is expressed indirectly by uttering the negative construction 'ما النافية + فعل مضارع' which issues the illocutionary force of advising. That is, the phrase 'ما يكطع' is a negation statement, but pragmatically, it is realized by the hearer as advising.

The Comprehension of the Speech Act of Advising .

11. The type of the order: implicit.
2. The type of the utterance: warning expressed in a negative declarative sentence.
3. Directness: indirect

SL: Text (29)

اسياسيل: فقط للبنات خدمة زوجني مع اسياسيل ما تعنسين لا تخافين.

TL: For Girls only (Marry Me) service with Asiacell you will not miss the chance of getting married.

Discussion:

The speech act of advising in this utterance is expressed by uttering the negation construction "ما النافية + فعل مضارع" and the prohibition construction 'ما تعنسين' and the prohibition construction 'لا'.

‘لا تخافين’ ‘الناهية + فعل مضارع’ which issue the illocutionary force of advising . That is, the phrases لا تخافين and ما تعنسين are negation and prohibition devices, but pragmatically, it is realized by the hearer as advising devices. The company here specifies a certain group which girls only to use this service for getting married.

The Comprehension of the Speech Act of Advising .

1. The type of the order: implicit.
2. The type of the utterance: warning expressed in a negative declarative sentence and a negative imperative.
3. Directness: indirect

SL Text (30)

زين العراق: الانترنت غير شكل وعلى مزاجك. عالم الانترنت احلى وية زين وبلا منافس بالعراق

TL: The Internet is a different internet and as you like it. The internet world is more beautiful with Zain and no rival in Iraq.

Discussion:

In this utterance, the company, Zain, encourages the subscribers to use the internet for being unique and more beautiful. The speech act of advising is expressed indirectly by uttering the phrase الانترنت غير شكل وعلى مزاجك which shows the illocutionary force of advising.

The Comprehension of the Speech Act of Advising .

1. The type of the order: implicit.
2. The type of the utterance: warning expressed in a declarative sentence.
3. Directness: indirect

1. FINDINGS AND DISCUSSIONS

The directive speech acts in the given texts have been investigated in thirty selected texts chosen randomly from ‘Asiacell’ and ‘Zain’. Through the analysis of these data , the researchers have arrived at the following findings and discussions:

1. Order:

- A. The type of the order is implicit in all of the selected data, No 1 to 20.
- B. The syntactic realization is imperative sentence. The type of the utterance is command in all of the selected data, No 1 to 20.

2. Warning:

- A. The type of the warning is implicit in all of the cases representing warning.
- B. The type of the utterance is advising expressed in a declarative sentence.

3. Advising:

- A. The type of the advising is implicit in all of the data representing advising.
- B. The type of the utterance is advising expressed in affirmative and negative declarative sentences.

The type of the speech act is implicit in all the selected data. All the cases of the speech act of order throughout the selected data are expressed directly by using imperative sentences which represent the syntactic realization of order in this data. The syntactic realization of warning and advising is through the use of declarative sentences.

2. CONCLUSIONS

The main conclusions of the current study are:

1. The study proved that the Speech Act Theory of Searle's model can be applied to the advertising texts. This application is formalized in terms of Felicity Conditions. This validates hypothesis No. (1).
2. The directive speech acts mainly are employed in the selected data of this study. This validates hypothesis No. (2).
3. The directive speech acts are expressed directly rather than indirectly in the texts which represent order while they are expressed indirectly in texts representing warning and advising within the selected data.
4. Issuing the speech act of order directly throughout the advertisements of Asiatic and Zain mobile companies reflects the two companies' inclination to take a friendly stand to the participants emphasizing solidarity and intimacy.
5. As for explicitness, the two mentioned companies' advertisements emphasize an implicit orientation in issuing the directive speech acts furthering themselves from being bossy and enjoying a stand that would weaken their popularity.

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