

Pragmatic Structure and Pragmatic Strategies of Commercial Advertisements

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1. INTRODUCTION

With the rapid development of technology and mass media, the design of advertisements varies greatly. It is obviously seen that advertisers are putting great effort in the use of language which is becoming more and more delicate and offering much for thought. Advertisements (ads) language is considered as rhetorical genre which attracts the readers' (Rs') attention and interest. In this type of communication, designers often employ various strategies in which pragmatics plays the protagonist's role. These strategies are appeals drawn from the argumentative construction of advertisement language to consider how to produce a reasonable emotion in an audience (pathos), how to manifest a trustworthy character (ethos), and how to give the available facts and arguments (logos). In association with this, the current study attempts to find out what kind of pragmatic structure is appealed to by writers (Ws) of advertisements, i.e., advertisers, and what kind of pragmatic strategies are employed by them for expressing advertisements. The hypotheses that are put forward in relation to those aims are that writers of advertisements, generally, resort to enthymemic pragmatic structure of argument. Furthermore, they use ethical appeal argument as their frequent rhetorical pragmatic strategy in the writing of advertisements. To achieve the aims of this study and verify or reject its hypotheses, the following procedures will be adopted: reviewing the literature of rhetoric, pragmatic argument structure, pragmatic strategies including appeals, collecting and analyzing samples of written commercial advertisements, using the model(s) developed by this study to analyze the selected data, and using some statistical means to measure the results of the analysis of the data under study.

٢. Pragmatic Structure and Pragmatic Strategies

To understand the two notions introduced by the title of this section clearly, a discussion of some related issues is thought to be necessary here.

٢,١ Rhetoric

Nowadays, rhetoric is developing with the media focusing on the wide variations and analyses of political rhetoric and consumer research. The rise of ads and mass media such as photography, telegraphy, radio, and film have brought rhetoric more prominently into people's lives (Cf. McQuarrie and Phillips, ٢٠٠٨:٣). Booth (٢٠٠٤:٤) lists some old definitions of rhetoric that show how its meaning has remained stable over centuries. For Aristotle (Cited in Booth, *ibid.*), rhetoric is the counterpart of dialectic. It is the faculty of discovering in any particular case all the available means of persuasion. Campbell, on the other hand, (Cited in Booth, *ibid.*), views rhetoric as the art or talent by which language is adapted to its end to enlighten the understanding, to please the imagination, to move the passions, and to influence the will. For recent rhetoricians, like Walton (٢٠٠٧:٢), rhetoric is an argument designed to persuade a specific target audience or Rs. The objective is to build a personal bond with this audience and to establish a connection between the arguer and the recipient of his/her message. The successful building of this relationship invites the person to whom argument is directed to trust the arguer and give him loyalty.

٢,١,١ Rhetorical Communication

Larrazabal and Korta (٢٠٠١:٧) indicate that the crucial notion of the intention to persuade links **Rhetoric** with **Pragmatics** in a global intentional architecture distinguishing and combining the communicative intention with the persuasive intention. Smith (٢٠٠٤:١٧٧) notices that in some genres (as ads language) a one-way rather than a two-way communication is possible. Rhetoric is preferably employed when there is no chance of mutual communication and information exchange. The use of rhetoric in one-way communication urges Yuan (٢٠٠٥:٤٦) to conclude that one-way

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communication is designed more to manipulate than to inform. Fairclough (٢٠٠٣:٧٧) points out that the classification of language with respect to communication technologies in terms of one-way versus two-way communication leads to four possibilities which can be demonstrated in the following table:

Table (١) Communication Possibilities

Communicative Way	Examples
Two-way non-mediated communication	face-to-face conversation
Two-way mediated communication	telephone, email
One-way non-mediated communication	Lecture
One-way mediated communication	print, radio, Internet, ads

(After Faircough, ٢٠٠٣: ٧٧)

The last possibility in the above classification is the one which is, in fact, of concern to this study because it is related to ads language (the data of this study) where the manipulation of rhetorical pragmatic strategies is directed to a non-answer hearer/reader(H/R).

٢,١,٢ Rhetorical Pragmatics

Kennedy (٢٠٠٧:٦٥) indicates that the central concern of rhetoric is the method of how to discover the most effective language to express a thought in a given situation, and then how to alter its expressions to suit different situations. This makes rhetoric fall within the scope of pragmatics because, as Sadock (٢٠٠٦:٣١٨) asserts, the suitability of language within a particular situation regarding various contextual factors is the main area of pragmatics. Thus, rhetoric includes many pragmatic strategies to communicate with in a given situation. The reason of adopting rhetorical pragmatics as the base of this study is that the writing of ads (the data of this study) requires the Ws to use effective and attractive language ,which falls under the topic of rhetoric, to convince and persuade Rs^١ within a particular context such as advertising a product or a

This view is supported by many scholars as Solane (٢٠٠١:٢٩٤), Olmsted (٢٠٠٦:٨٣), and Garsten (٢٠٠٦:٣١).

thought in a magazine, which falls under the topic of pragmatics. Walton (٢٠٠٧:١٨) states that in ads the concern is considered to be exclusively with the effectiveness of argument. He (ibid: ١٨٦) asserts that speakers (Ss) resort to rhetoric to consider how to produce reasonable emotion in an audience (pathos), how to manifest a trustworthy character (ethos), and how to give the available facts and arguments (logos). Before introducing these appeals, an idea is necessary to be formed about the concepts of argument and argument structure.

٢,٢ Argument: Pragmatic Reasoning

Walton (١٩٨٩:٥) states that the use of language for specific reasons, as to persuade or attract, is an argument and classified under the study of rhetorical pragmatics. The use of ads language (the data of this study) is naturally intended to persuade others, thus it is argument and classified under the field of rhetoric. In relation to the type of genre discussed earlier in (٢,١,١. above), there is a particular type of argument that should be considered in this study. There are, in fact, two types of argument listed by Besnard and Hunter (٢٠٠٨:١٠). They are mono-logical and dialogical arguments. The former, as (ibid.) explain, is an entity or W who constructs arguments for and against a particular conclusion (claim). In this type of argument, there is no representation of a dialogue between agents or entities. The latter', as (ibid.) indicates, is a set of Ss/Ws or entities that interact to construct arguments for and against a particular claim. (Cf. Holmes, ٢٠٠٥:٨١). The type of argument that accords with the data of this work ,i.e. ads is mono-logical in that one-sided arguments are put toward non-answer Rs/Hs. Besnard and Hunter (٢٠٠٨:١١) show some examples of mono-logical argument and the kinds of agents or entities that are responsible for producing that argument.

A newspaper article by a journalist.

A political speech by a politician.

A magazine ad by an advertiser

For more details on monological argument see Eemeren and Garssen (٢٠٠٨) Ch. ٧ and ٨, Eemeren et al. (٢٠٠٩) Ch. ١, and Eemeren (٢٠٠٩:٥٤).

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٢,٢,١ The pragmatic Structure of Argument

The foregoing discussion of mono-logical arguments arouses a question about the nature of the pragmatic structure such arguments have. For the data under study, this structure is the leading property that creates the argumentative impression of ads. In this regard, Toulmin's (٢٠٠٣:٨٧) model in addition to Walton's (١٩٨٩:١٤٢) realization of the pragmatic structure of argument will be appealed to in order to advance and develop a model for the analysis of this structure. Toulmin's (٢٠٠٣:٨٧) model identifies the content of argument as made by one stage direction. He (ibid.) recognizes three primary premises or Ps of the pragmatic structure of argument. They are data, warrants, and claims.

Data (grounds), according to (ibid.), are facts appealed to as a foundation for the claim. For example:

(1) Over 70% of all people over 65 years have a hearing difficulty.

Warrants, according to (ibid.) are inferences that link data to the claim. Rs/Hs depend on the warrant to believe or react to the conclusion. For example:

(2) A hearing aid helps most people to hear better.

Claims (conclusions), as (ibid.) explains, are Ps Ss/Ws asks other people to accept and react to. For example:

(3) You should use a hearing aid.

The previous three Ps of data, warrant, and claim can be summed together to spell out a complete pragmatic structure of argument as follows :

Data: *Over 70% of all people over 65 years have a hearing difficulty.*

Warrant: *A hearing aid helps most people to hear better* .

Conclusion: *You should use a hearing aid.*

What differentiates claims P from those of data and warrant is that data are general facts supplying the claims while warrants are inferences not directed to H to believe or obey. Claims', on the other side, are directed to Rs to be accepted or reacted (ibid.). Toulmin's (٢٠٠٣:٨٧) model can be diagrammed as follows:

Claim	Data
(information to be believed)	(facts appealed to)
So Harry is a British subject	Harry was born in London
	Warrant
	Since

A boy born in London will be a British subject.

Figure ١ : Premises of argument pragmatic structure
(ibid:٩٢)

Other example of argument can be the following:

(٥) **Data:** *Show gardens to look out for at the Chelsea Flower Show*

Warrant: *Here's seven of the 32 show gardens featuring at this year's show that we think you should look out for.*

Claim: *Get set for the gardening that is the Chelsea Flower Show.*

Two issues are considered in relation to the pragmatic structure of argument. **First**, following Walton (١٩٨٩:٢٣), the sequence of datum, warrant, and claim can be arranged in other ways. For example, data, claim, and warrant, or warrant, data, and claim, etc.

(٧) **Warrant:** *Lonely Planet recommended insurance.*

Data: Travel services

Claim: *Find and book cheap airline tickets*

(Lonelyplanet.com, May, ٢٠١١)

Second, as indicated by Toulmin (٢٠٠٣:١٦٦), the structure of three Ps argument is not always the rule. In argument, it is quite common for data and/or warrants to be left *unexpressed*, but not the claim because it is the head act that contains the communicative intention of argument. For example:

(9) Claim: *You should use a hearing aid.*

What makes this statement part of an argument is the situation or context in which one tries to persuade another (to buy a hearing aid) rather than being only informative. In ads, for instance, this statement is intended to persuade Rs to react and buy hearing aids. Thus, it is part of an argument (See ٢,٢ above). Its being a claim makes us think of the rest of the argument structure to comply with Toulmin's (ibid.) model. Ps supporting this claim are implied and left for the inference of the Rs who can assume the following:

(10) (**Data:** *Hearing aids are useful.*)

(**Warrant:** *Every deaf should have hearing aids.*)

Claim: *You should use a hearing aid.*

As mentioned above, the pragmatic structure of data, warrant and claim is not obligatory. It may include one or two Ps. Thus, Toulmin's (٢٠٠٣:٨٧) model alone is inappropriate because it mislabels the incomplete pragmatic structure of argument. This gap makes it necessary to consider some additional notions presented by Walton (١٩٨٩:١٤٢) in this regard, namely, syllogism and enthymeme.

٢,٢,١,١ Syllogism

The complete pragmatic structure of data, warrant, and claim represents a structure of argument Walton (١٩٨٩:١٤٦) calls deductive argument or "**Syllogism**". It is one in which the data and warrant provide a guarantee of the truth of the claim. For example:

All x are y, and

Z is an x,

Therefore, z is a y. (ibid.)

An analysis of the following example might make the discussion clear.

(21) *Royal weddings through history.*



As the nation prepares to celebrate the marriage of Prince William and Kate Middleton, Tracy Borman's A–Z of royal weddings takes a closer look at regal nuptials throughout history.

Pick up our May issue to read the feature in full.

(BBC History Magazine, iss. ٤٦, April, ٢٠١١)

The pragmatic structure of this argument is syllogistic, viz., the complete argument of datum, warrant and claim is met. The first P is the datum. It presents a fact or information on which the argument is built:

Royal weddings through history

The second P is the warrant. It indicates why R reacts or believes this argument and think of the May issue:

Tracy Borman's A–Z of royal weddings takes a closer look at regal nuptials throughout history. The third P is the claim. It requires R to react to this argument and pick up May issue: *Pick up our May issue to read the feature in full.* Walton's (١٩٨٩:١٠٦) syllogistic argument, to conclude, is the one that includes the three Ps of Toulmin's (٢٠٠٣:٨٧) model. But, once it misses P (whether a datum or warrant), it would be turned to be “enthymemic”.

٢,٢,١,٢ Enthymeme

The incomplete pragmatic structure of argument is referred to by Walton (١٩٨٩:١٤٣) as an inductive argument or “**Enthymeme**”. In rhetorical reasoning, enthymeme is a truncated syllogism in which one or two Ps are left out and assumed by H/R. The structure of enthymemic argument is either a single P (claim) or two Ps of claim and data or warrant (Cf. Walton, ٢٠٠٧:١٢

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and Tindale, 2008:16) For example:

1- A single P of a claim:

(BBC Focus Magazine, April, 2011) (22) *Save 20%*

This is an enthymemic argument which includes a sole claim that requires H/R to respond and save 20% of his/her account.

2- Two Ps of data and claim:

(23) *Walking Festival Guide 2011*



Find the perfect walking festival near you.

(BBC Countryfile Magazine, April, 2011)

Here, an enthymeme of a data and warrant is presented. The data identifies the matter or the subject of the argument:

Walking Festival Guide 2011.

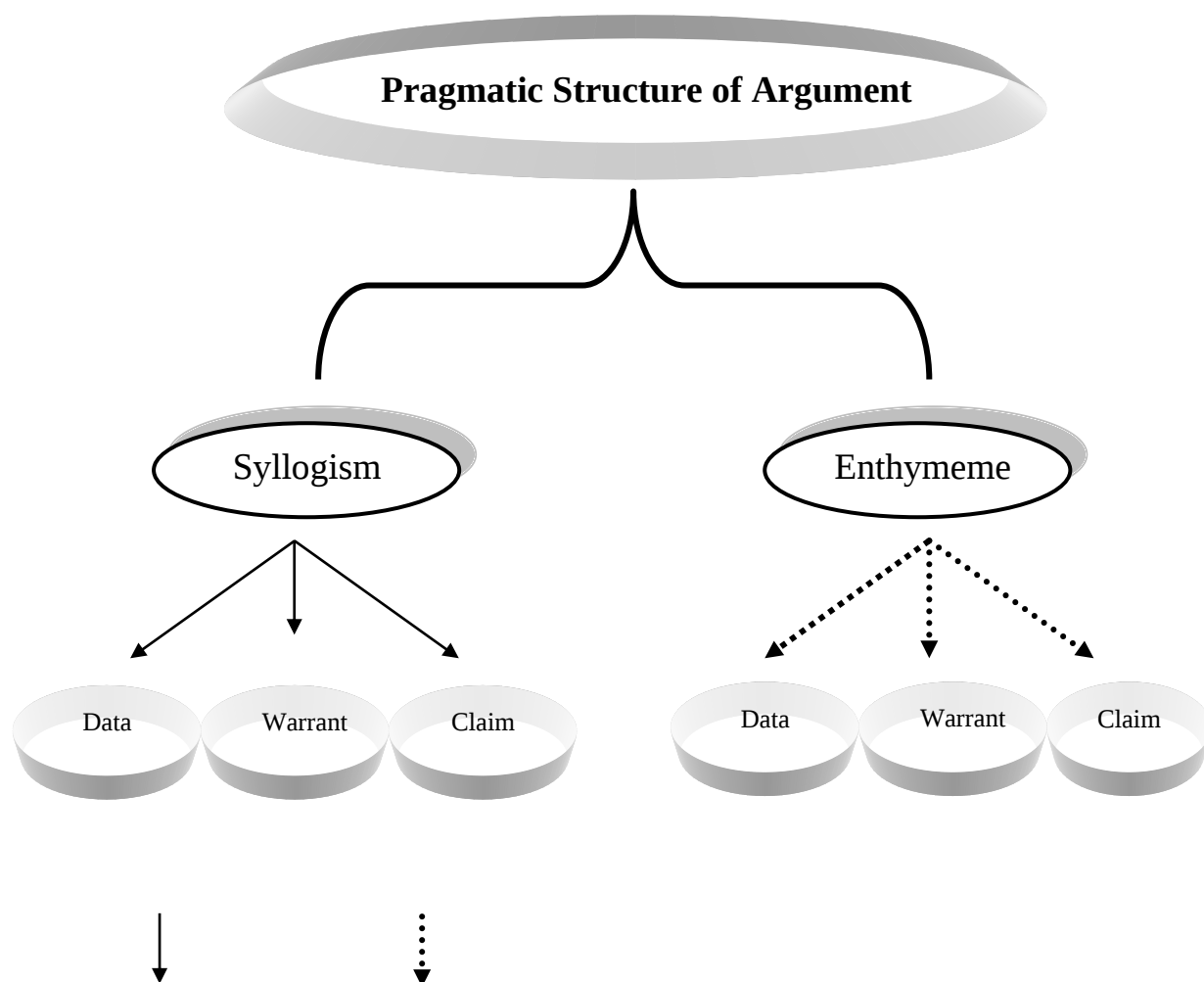
The claim is P that seeks the reaction of H/R toward the argument and:

Find the perfect walking festival near you

Crowley (2004:109) argues that enthymemes are powerful because they express beliefs that are widely shared within the audience. They rely so heavily on commonly held beliefs.

2.2.2 An Eclectic Model for the Analysis of the Pragmatic Structure of argument

As indicated in (2.2.1 above), Toulmin's (2003:87) model alone is not satisfactory because it misses labeling the incomplete argument structure. It can be extended to include Walton's (1989:106) notions of syllogism and enthymeme so as to make it a comprehensive and an appropriate model for the analysis of the pragmatic structure of argument expressed by the data of this work.



Obligatory Ps, Optional or obligatory Ps Key:

Figure (٧) Pragmatic Structure of Argument

The following analysis of some examples shows how this model operates when the data of this work are considered:

Syllogism:

(27) **Data:** *Historical places to visit.*

Warrant: *With an interactive map.*

Claim: *Go in search of history in Britain's cities*

(BBC History Magazine, April, ٢٠١١)

The complete spelling out of these three Ps turns them to be a syllogistic

argument working from data to warrant then claim.

Enthymeme:

١- Data and claim argument with an implicit warrant:

(28) **Data:** *He is really doing his job.*

(Warrant: *Anyone who does this job is Jacky.*)

Claim: *He is Jacky.*

٢- Warrant and claim argument with implicit data:

(29) (**Data:** *He is really doing his job.*)

Warrant: *Anyone who does this job is Jacky.*

Claim: *He is Jacky.*

٣- Claim argument with implicit warrant and data:

(30) (**Data:** *Anyone who does this job is Jacky.*)

(**Warrant:** *He is really doing his job.*)

Claim: *He is Jacky.*

The brackets in this example indicate that P is optional and left for the inference of H/R. After explaining the nature and structure of argument, it is now convenient to introduce the rhetorical appeals of argument as pragmatic strategies which call for some reasonable aspect in order to arouse effect on the part of the Rs.

٢,٣ Rhetorical Pragmatic Strategies of Argument

The influence of rhetoric on the development of argument, according to Walton (١٩٨٩:٤), is obvious in recent discussions of "strategic maneuvering" understood as the attempt to rhetorically influence the outcome of a dispute. The traditional understanding of rhetoric is referred to by Worthington (١٩٩٤:٦٩) to be a methodology for the study of argument as a rhetorical

For more details on strategic maneuvering, see Eemeren and Grootendorst (٢٠٠٤:٩٦), Comstock and Scharrer (٢٠٠٥:١٨٨), Walton (٢٠٠٧:١٢٧), and Eemeren and Garssen (٢٠٠٩:٢٥)

strategy used for persuasion. Many rhetoricians¹ explain arguments as rhetorical means of persuasion by appealing to the emotional state of the listener (pathos), to the character of W (ethos), or to the reason itself (logos). These strategies have been discussed by many scholars as manifested below.

٣,٢,٢,١ Emotional Appeal (Pathos)

The first rhetorical pragmatic strategy of argument is the appeal to the emotions of the Rs (pathos). **Emotions**, as Walton (١٩٨٩:١٠٨) indicates, move us to act and motivate us to do things. In using this appeal, W attempts to gain the audience's assent to the point being made by making them either feel good about accepting the argument or feel bad about not accepting it. The strategy of emotion is to appeal to the Rs sense of identity, or what Kennedy (٢٠٠٧:٢٠) calls their self-interest. Many rhetoricians^٢ have considered pathos the strongest of the appeals. People naturally find more persuasive the Ws who flatter them (especially indirectly) instead of insulting them. For example:

(117) *Education Guide*



Explore your passion for music with this essential guide.

(BBC Classical Music Magazine, iss, ٤٦, April, ٢٠١١)

This is an example of emotional appeal argument triggered by the expression “passion” which is a very strong feeling being aroused by love, hatred, and enthusiasm (Cf. Oxford Advanced Learners Dictionary, ٢٠١٠:٢٣٤). These properties arouse in R an effect to respond the argument and explore music. Pathos, as a kind of argumentative appeal, can be represented by both types of structures. They can be either syllogisms (See ٣,٢,١,١ above) or enthymeme (See ٣,٢,١,٢ above). An example of syllogistic pathos can be:

Cf. Booth, ٢٠٠٤:٤, Eemeren and Grootendorst, ٢٠٠٤:٤٣ and Walton, ٢٠٠٧:١٢٧, for instance)^١

For more details on pathos, see Singer (٢٠٠٣) Ch. ٣, Eemeren and Grootendorst (٢٠٠٤) Ch. ٢

٣, and Fahraeus and Jonsson (٢٠٠٥) Ch. ١١.

(118) **Data:** *Need inspiration ?*

Claim: *Use our recipe search to help you find the dish that suits you.*

Warrant: *You will be able to choose cooking time, occasion, diet, calories, chef, cuisine and much more. It is the easiest way to find the*
(BBC Goodfood Magazine, April, ٢٠١١) *perfect recipe.*

In this example, P (*need inspiration?*) is a fact or datum that arouses R's sentiment through the expression "inspiration". It also links or justifies the warrant or ground (*It is the easiest way ...*) for the claim (*use our recipe...*).

An example of enthymemic pathos is given by Walton (١٩٨٩:١٠٨) as a good commercial ad for life insurance. It portrays a scene of a happy family having a nice time of a picnic on a river bank. The commercial message is a series of slogans about happy family life, including Ps:

(119) *P1: Peace of mind today.*

P2: Work things out together.

This is an example of enthymeme where the complete three Ps structure is not spelled out (See ٣,٢,١,٢ above). Having a picnic on a river bank and fishing is a scene of fact represented by (P١: *peace of mind today*). The insurance company is described as a place where the family and the insurance agent can (P٢: *work things out together*). This scene is carefully produced to appeal to popular sentiment. The insurance agent is depicted as a fatherly man whom one would be inclined to trust. The third P (claim) is left to inference. The commercial is really trying to say that:

(120) **Data:** *Peace of mind today.*

Warrant: *Work things out together.*

Claim: *Trust us, we are a reliable company with values you Share.*

(ibid.)

The reason of arriving at such inference is the context. As indicated earlier in (٢,٢,١ above), Toulmin (٢٠٠٣:١٦٦) persists that it depends in all sorts of ways on the context or occasion to interpret or infer P. Since the context of this ad is banking commercial, the introducing of these Ps is naturally to ask or

attract R to join or insure in the bank.

٣,٢,٢,٢ Ethical Appeal (Ethos)

The second rhetorical pragmatic strategy of argument is the appeal to the trustworthiness or credibility of the Ws (ethos). Walton (١٩٨٩:١٧١) identifies that very often personal attacks are directed against the ethics of an arguer, so as to exercise the arguer's credibility or ability to carry out an argument. This is seen in the authority and honesty of Ws when supplying the right choices or opinions to Rs and entreating them to do what is good, fair, and best. For example:

(130) Free entry to Lomax Antiques Fair Norfolk



Don't miss this year's event, held in the 18th-century Sussex Barn, where you'll find everything from rugs to sewing antiques

(BBC Homes and Antiques Magazine, is, ٤٦, April, ٢٠١١)

Ethos, in this example, is triggered by the attention of W toward R's interest through supplying him the right choice or opinion to get free entry to (Lomax Antiques). The reminding of not missing this year's event ethically influence R's response to this argument.

Ethos can be expressed by syllogistic and enthymemic pragmatic structure. Walton (٢٠٠٧:٢٢١) gives the following example of syllogistic ethical appeal:

(131) Wearing (or buying) rave pants is popular.

There is a strong market for rave pants.

Therefore we ought to make more rave pants.

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Ethical appeal, in this example, is arrived at by suggesting to R what is right and beneficial of (a) the popularity of wearing rave pants, and (b) a *strong market* for R to find all possible demands.

Ethical appeal can also be represented by enthymemic argument (See ٣,٢,١,٢) where the complete three Ps argument is not spelled out. For example: (133) *Save up to 38% When you subscribe today* !
(BBC Gardens Magazine, iss. ٤٦, April, ٢٠١١)

The saving of ٣٨% is considered a virtue and goodwill on the part of R. Thus, it sets off the ethos of this ad. It affects the strength of the argument to be convincing to R and to get persuasive responses.

In practice, according to Worthington (١٩٩٤:٣٤), ethos and pathos can overlap respectively. For one effect of ethos, as a degree of trust or goodwill, can also produce emotions in R. An example of emotional-ethical overlapping could be:

(134) *40 free attractions in New York*
Seeing the bulk of New York city's biggest attraction can mean spending a hefty chunk of tip's budget on tickets.
But here are 40 ideas to keep the money in your pocket.

Emotional appeal is touched off by the expression “attraction” which is a feature or quality that makes something seems interesting, enjoyable, and worth having or doing (Cf. Oxford Advanced Learners Dictionary, ٢٠١٠:٢٣٤). Ethical appeal, on the other hand, is set off by supplying free ٤٠ ideas which are of Rs’ interest for they will save their money.

٣,٢,٢,٣ Logical Appeal (Logos)

The third rhetorical pragmatic strategy of argument is the appeal to reason or what is referred to by many scholars^١ as the logical appeal (logos). Plausible reasoning, according to Walton (١٩٨٩:٣٣٢), is the best standard one

For more details on logical appeal, see Eemeren and Garssen (٢٠٠٩:٣٧), Betty et al. (٢٠٠٦:٢١٧), and Solane (٢٠٠١:٣٣٢).

can reasonably hope to achieve in natural argument when s/he provides an evidence of a particular P. For example:

(135) **Data:** *All British girls use Dove®.*

Warrant: *It softens and brightens the skin.*

Claim: *You are supposed to use Dove®.*

Like other types of appeals, logical logos can be presented in syllogistic argument which has a consistent structure of data, warrant and claim. For example:

(140) *Let the experts help you trace your ancestors
our selection of practical guides will help you find your forebears.*

(BBC history Magazine, April, iss. ٤٦)

In this example, the claim (*Let the expert...*) is supported by the data (*our selection...*) and arrived at by the warrant (*will help you find...*).

Enthymemic logos, on the other hand, includes one or two Ps and leave the rest for the inference of R. It attempts to use his/her common-sense beliefs to persuade them. For example:

(141) *Isle of Man*



Breathtaking scenery and unspoiled beaches make the Isle of Man an unforgettable holiday and short break destination.

(BBC Countryfile Magazine, iss. ٤٦, April, ٢٠١١)

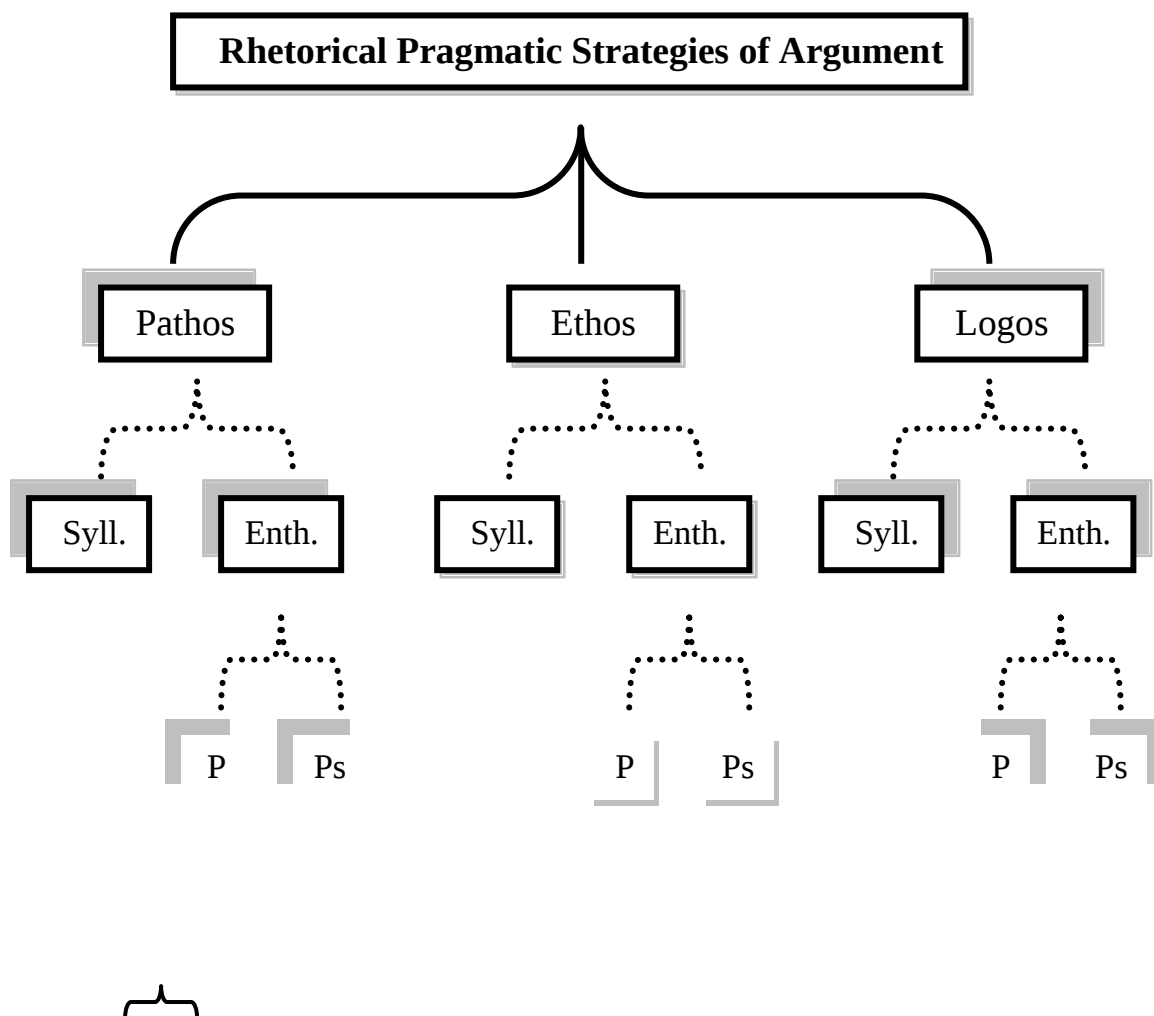
In this example, the datum (Isle of Man) opens the way to the reaction of the claim (Breathtaking scenery...) which is a suggestion to R to take, for example, a holiday in the Isle of Man. It leaves the warrant implicit to be inferred as, for example:

(142) *Isle of man is the perfect place for vacations*

٢,٤ An Eclectic Model for the Analysis of Rhetorical Pragmatic Strategies of Argument

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The above discussed appeals can be combined together to form an eclectic model for the analysis of the rhetorical pragmatic strategies of argument. Since these appeals are argument in nature, they can not be analyzed apart from their structure. For the present model to be comprehensive, it must be combined with the model of the pragmatic structure of argument developed in (۲,۲,۱ above). The following figure illustrates this model that will be appealed to in the analysis of the data of this work.



Key: Argumentative Appeal, Argumentative Structure, P: One Proposition
PS: Two Propositions

Figure (۳) An Eclectic Model for the Analysis of Argumentative Appeals and Strategies

٣. DATA, ANALYSIS, AND FINDINGS

٣,١ Data

٣,١,١ Data Description

The data of this work are written ads cited on (electronic) Internet magazines. They are considered by Boduch (١٩٩٩:٨١) as *commercials* designed by Ws (advertisers) in order to motivate Rs (consumers) to buy a product or change an opinion. This type of data can be expressed by many techniques. These techniques are illustration (the use of images and graphics) body copy (the details about the product functions and benefits), and headline (the sentences in the leading position of ads)'.

٣,١,٢ Data Collection

The data under analysis are ١٠٤ commercial ads collected randomly from ١٤ internet magazine owned by the British Broadcast Corporation (BBC). They cover the period from April ١th to June ٣٠th, ٢٠١١. These ads appear in the top website of these monthly magazines which are the following (ordered as they appear in the BBC site map): (١) *BBC Countryfile Magazine*, (2) *BBC Focus Magazine*, (3) *BBC History Magazine*, (4) *BBC Who Do You Think You Are Magazine*, (5) *BBC Music Magazine*, (6) *BBC Wildlife Magazine*, (7) *Gardens Illustrated Magazine*, (8) *Homes and Antiques Magazine*, (9) *Sky at Night Magazine*, (10) *BBC Good Food Magazine*, (11) *BBC Gardeners' World Magazine*, (12) *Lonely Planet Magazine*, (13) *Radio Times Magazine*, (14) *Top Gear Magazine*

For more details on these techniques, see Bouduch (١٩٩٨:٤٣) and Haixin (٢٠٠٧:٨),'

٣,٢ Analysis and Findings

٣,٢,١ Methods of Analysis

The eclectic model developed in ٢,٢,١ together with the model developed in ٢,٣ above will be used for analyzing the pragmatic structure and the rhetorical pragmatic strategies of argument. The results of the analyses of the data under study will be calculated by the use of the statistical equation of percentage, and the text of ads will be represented by the symbol 'ad' accompanied by the number of the selected ad throughout the analysis.

٣,٢,٢ Rhetorical Pragmatic Strategies and Structures of Argument

The analysis conducted here shows that the most common rhetorical pragmatic strategy of argument is the ethical appeal (ethos) with an occurrence amounting to ٥٧,٦٩٢% as compared to pathos ٢٣,٠٧٦%, logos ١,٩٢٣%, and overlapping ٢,٨٨٤% respectively. It also indicates that the enthymemic pragmatic structure of argument has the highest percentage of occurrence which amounts to ٥٣,٨٦٤% (١٤,٤٢٣% emotional enthymemes, ٣٧,٣٩٥% ethical enthymemes, and ١,٩٢٣ logical enthymemes respectively) in comparison with syllogistic structure which is ٢٩,٨٠٧% (٨,٦٥٣% emotional syllogism, ٢٠,١٩٢% ethical syllogism, and ٠,٩٦١% logical syllogism respectively). The findings of this part fulfill the aims of this study but partly refute and partly verify the hypotheses (writers of advertisement, generally, resort to enthymemic pragmatic structure of argument but they use ethical appeal argument as their frequent rhetorical pragmatic strategy in the writing of advertisements.). The results above give the indication that Ws of the language of ads are prone to credibility and goodwill when supplying the right choices or opinions to Rs, and providing wisdom and advice on the part of the Rs' benefit (Cf. Kennedy ٢٠٠٧:٦٩). These are moral principles striking a responsive chord in the minds of the Rs, and entreating them to do what is right, good, fair, and best (Cf, Betty et al., ٢٠٠٦:٢١٦). By using the statistical equation of percentage, the findings of this analysis can be introduced in Table (٢), diagrammed in Figure (٤), and

represented by a histogram in Figure (٥).

Table (5) Percentages of the Occurrence of Rhetorical Pragmatic Strategies and Structures of Argument

Rhetorical Pragmatic Strategies and Structures of Argument							
Appeal	Pathos			Ethos			Total
Structure	Enth.		Syll.	Enth.		Syll.	
	P	Ps		P	Ps		
	1.923	12.5		6.730	30.769		53.864
	8.653	14.423	20.193	37.498	0.961	1.923	31.730
Total	23.076			57.692			85.576

Key: P=one proposition, Ps=two proposition, Syll.=syllogism, Enth.=enthyememe, OL=overlapping

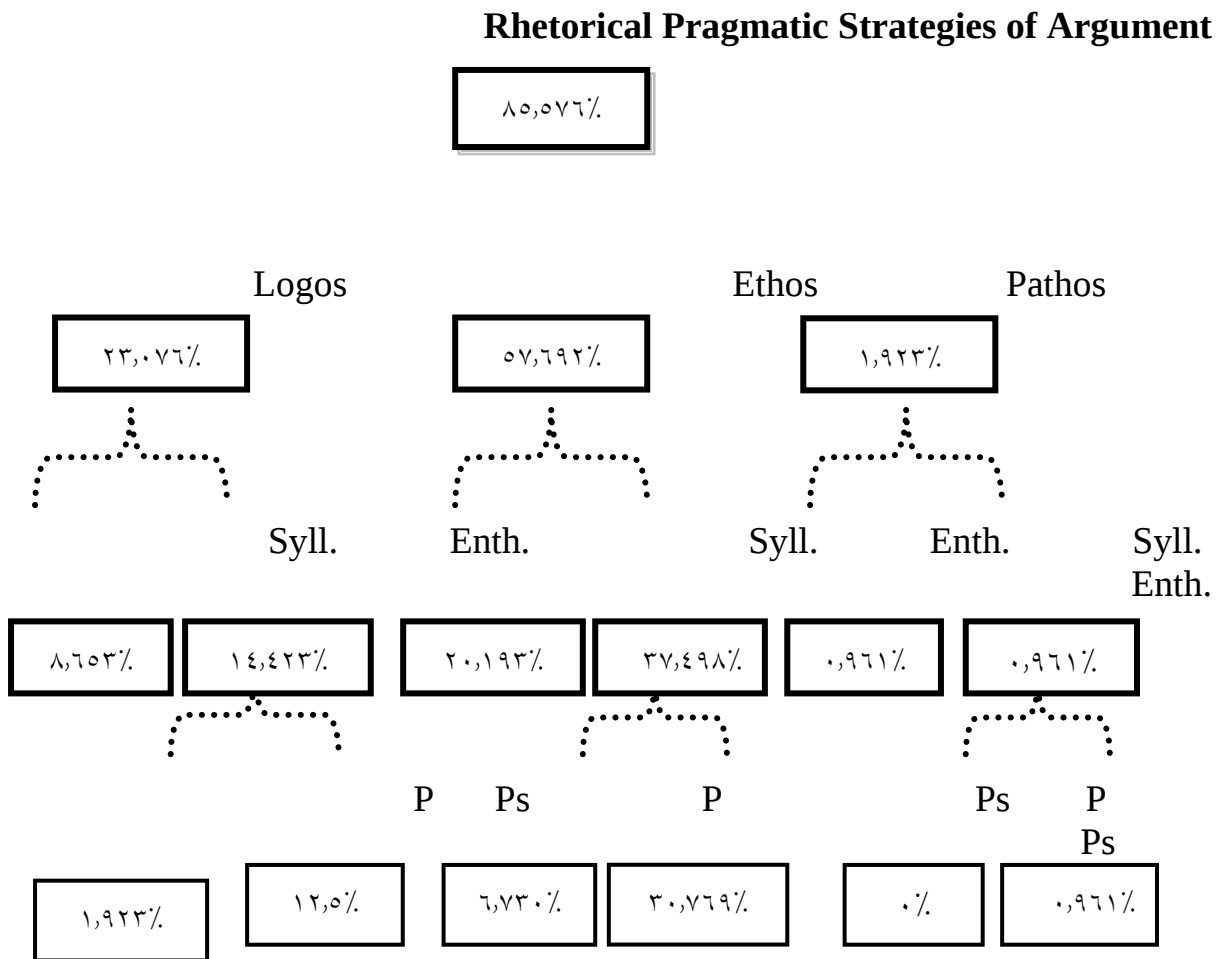


Figure (ξ) Diagram of Percentages of the Occurrence of Rhetorical Pragmatic Strategies and Structures of Argument

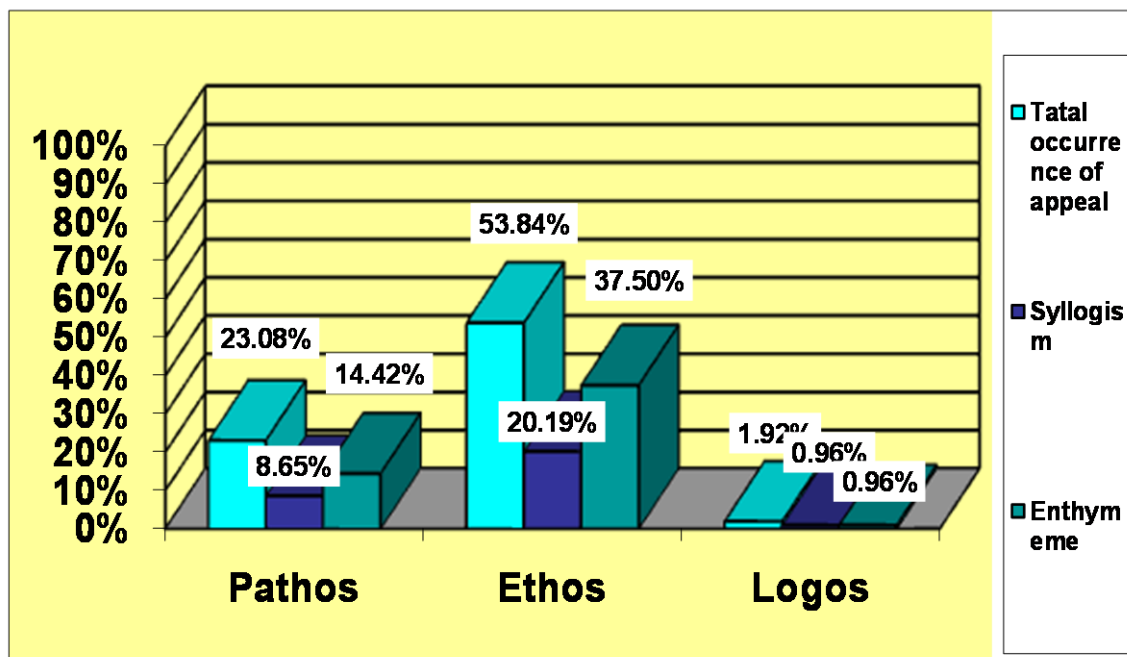


Figure (٥) Histogram of the Rates of the Occurrence of the Rhetorical Pragmatic Strategies and Structures of Argument

To illustrate the findings of this part, eleven representative examples of the data are chosen for the illustrative analysis. Each one represents the analogous examples of the same pragmatic appeal and structure of argument. They are distributed as an example for each ethical appeal syllogism and enthymeme, emotional appeal syllogism and enthymeme, logical appeal syllogism and enthymeme, and overlapping syllogism between emotional and ethical appeal. The remaining examples will be illustrated in Table (٣) below.

Ads (١) *Royal weddings through history*



As the nation prepares to celebrate the marriage of Prince William and Kate Middleton, Tracy Borman's A–Z of royal weddings takes a closer look at regal nuptials throughout history. Pick up our May issue to read the feature in full.

This is an example of ethical appeal argument (See ٢,٣,٢ above). This appeal is triggered by W's attention toward the R's interest, when supplying him the right choice or opinion to read May issue in order to have a full look at the regal nuptials throughout history:

Pick up our May issue to read the feature in full.

The pragmatic structure of this argument is syllogistic (See ٢,٢,١,١). The complete argument is spelled out, viz. the structure of data, warrant and claim is met. The first P is the data (See ٢,٢,١). It presents a fact or information on which the argument is built:

Royal weddings through history

The second P is the warrant (See ٢,٢,١). It indicates why the R react or believes this argument, viz., what makes him interested in this argument and thinking of the May issue as worth picking up is the reason that **Tracy Borman** takes a

closer look at the royal wedding through history:

As the nation prepares to celebrate the marriage of Prince William and Kate Middleton, Tracy Borman's A–Z of royal weddings takes a closer look at regal nuptials throughout history.

The third P is the claim (See ٢,٢,١). It requires the R to react to this argument and pick up May issue:

Pick up our May issue to read the feature in full.

This analysis is applied to examples (٣,١٢,٢٢,٣٧,٤٢,٤٤,٥٤,٥٦,٦٠,٦٥,٦٧, ٧٠,٧٤,٧٦,٧٧,٨٥,٨٦, ٨٨,٩٨,١٠٤) of the data under study (See Appendix ١).

Ads (٦) *Walking Festival Guide 2011*



Find the perfect walking festival near you.

Ethical argument is the appeal of this example (See ٢,٣,٢ above). It is triggered by presenting R what is good and best for his/her interest. It indicates W's attention and honesty toward R by suggesting to him a walking festival guide. This presentation urges R to consider or react toward the arg of perfect walking festival in:

Find the perfect walking festival near you.

What pragmatic structure is deduced from this argument is enthymemic (See ٢,٢,١,٢ above) in that two Ps are realized, namely, datum and claim (See ٢,٢,١ above). The datum of this ad includes the fact or the matter of the argument that there is a festival guide:

Walking Festival Guide 2011

The second P is the claim that requires R to reply the argument:

Find the perfect walking festival near you.

The analysis of this example accords with that of (٩,١٧,٢٠,٢١, ٣٢,٣٣,٣٥,٣٦,٦١,٦٣,٦٨,٧٥,٨٠,٨٧,٩١, ٩٤,٩٥,١٠٣).of the data under study (See Appendix ١).

Ads (٣٨) *Museums at Night*



This May sees the exciting Museums at Night weekend, when many of our top visitor attractions will be staying open late and holding special events (13-15 May) - some of which take place in the garden. See a list of events that garden enthusiasts should take a look at.

Again, the appeal of this argument is emotional (See ٢,٣,١ above). This appeal is indicated by the notions of museum “excitement” which is the state of being emotionally aroused and worked up, and visitors “attraction” which is a feature or quality that makes something seems interesting, enjoyable, and worth having or doing (Cf. Oxford Advanced Learners Dictionary, ٢٠١٠:٢٣٤). These emotional expressions arouse in R an effect to respond the argument.

*This May sees the **exciting** Museums at Night weekend*

*Many of our top visitor **attractions** will be...*

This argument has the pragmatic structure of syllogism (See ٢,٢,١,١ above), viz., the pragmatic structure of datum, warrant, and claim is met. The first P is datum that represents the fact or the matter of this argument which is:

Museums at Night

The second P is the warrant that indicates why R has to consider or think of this argument when s/he is presented with the inference:

This May sees the exciting Museums at Night weekend, when many of our top visitor attractions will be staying open late and holding special events (13-15 May) - some of which take place in the garden.

The last P is the claim to which R is required to react by taking a look at a list of events:

See a list of events that garden enthusiasts should take a look at.

This analysis is compatible with examples (٤٠,٤٣,٤٥,٥٢,٥٣, ٧٣,٩٣,١٠٢) of the

data under study (See Appendix 1).

Ads (2) *Your help needed: tell us about your favourite rural treasures.*



This is an example of emotional appeal argument (See 2,3,1 above). This appeal is touched off by entreating the R's help and making him feel that s/he is needed. The W's asking for the R's help triggers a natural human sentiment of cooperation and urges the R to react and believe this arg:

Your help needed

This argument pragmatically has an enthymemic structure (See 2,2,1,2 above). The complete argument is not spelled out, i.e., it is a two Ps argument. The first P is the warrant (See 2,2,1 above). It indicates why the R can consider this argument and think of its claim. Since his/her help is needed, s/he has to tell his/her favourite rural treasures:

Your help needed

The second P is the claim (See 2,2,1 above). It requires the R to respond by telling W about his/her favourite rural treasures:

Tell us about your favourite rural treasures

The data of this enthymemic argument is implicit and left for the inference of the R. S/he can suppose inferences like, for example:

We are evaluating the rural treasures.

Examples (10,24,22, 24,28,29,33) of the data under study (See Appendix 1) can receive similar analysis.

Ads (19) *Take It Further*



Let the experts help you trace your ancestors

From Metropolitan policemen to convicts transported to Australia, our selection of practical guides shows you the websites and archives that will help you find your forebears.

The appeal of this argument is logical (See ٢,٣,٣ above). It is triggered by the reason presented in the argument that the experts can help trace the ancestors because of their selection of the practical guides. R can react to this argument for the logical justifications used by the website to find forebears are practically selected.

The pragmatic structure of this argument shows that it is syllogistic (See ٢,٢,١,١ above). The complete argument is spelled out including the claim which urges R to believe in and respond to the argument letting the expert help him:

Let the experts help you trace your ancestors

The data that present the guide archives of transported Australians:

From Metropolitan policemen to convicts transported to Australia

The warrant of this argument shows how **‘practical guides’** can help on the light that they are practically selected and including all people (from Metropolitan policemen to convicts):

Our selection of practical guides shows you the websites and archives that will help you find your forebears.

Ads (١٤) Isle of Man



Breathtaking scenery and unspoiled beaches make the Isle of Man an unforgettable holiday and short break destination.

This example is a logical appeal argument (logos) (See ٢,٣,٣ above).

This appeal is touched off by the reason presented in the arg that (*Breathtaking scenery and unspoiled beaches*) is what makes (*the Isle of Man an unforgettable holiday and short break destination*). This reason incites R to

consider the argument and think of the Isle of Man as a place worth seeing or attending.

This logical argument has the pragmatic structure of enthymeme (See ٢,٢,١,٢ above). It includes two Ps (See ٢,٢,١ above) and leaves the third for the inference of the reader. The first P is the warrant:

Breathtaking scenery and unspoiled beaches.

It is what makes R believe and reply the fact presented in the following claim:

The Isle of Man is an unforgettable holiday and short break destination.

This means that R has to think of some data or facts as, for example:

Your holiday in the Isle of Man will be unforgettable.

Ads (٢) Countryfile Magazine Awards

Welcome to the launch of the first-ever annual Countryfile Magazine Awards – a celebration of our countryside and its people

From conservation projects and food heroes to country writers and our finest nature reserves, we've selected 10 categories and asked experts to create a fair and considered shortlist where possible. Now we need your help to choose the winners. Send us your votes by filling in our online form.

This argument shows an overlap between emotional appeal (See ٢,٣,١ above) and ethical appeal (See ٢,٣,٢ above). The ethos is indicated through the award that will be presented by W to those (Rs) who will have lunch at the celebration. An award is a symbol of virtue that would force the R to believe this argument and trust W's concern toward his/her interest.

... annual Countryfile Magazine Awards

Pathos, on the other hand, is indicated by looking for the sentiment of the R to accept this argument through the process of celebration which is a joyful occasion for special festivities to mark some happy event and diversion.

A celebration of our...

Moreover, the considering of the pragmatic structure of this argument reveals that it is syllogistic (See ٢,٢,١,١ above), viz., the complete argument is spelled out. The first P is the data (See ٢,٢,١ above). It is the fact appealed to as the foundation of this argument, i.e., the annual of Countryfile Magazine

awards is the basis of building this argument:

... the launch of the first-ever annual Countryfile Magazine Awards.

The second P is the warrant (See ٢,٢,١ above). It shows why the R thinks or considers the annual of the countryfile magazine award in that his/her help is needed to carry out the award celebration:

Now we need your help to choose the winners.

The third P is the claim (See ٢,٢,١ above). It requires the R to react and give his/her help by sending his/her votes:

Send us your votes by filling in our online form.

This analysis is like that of (٤٩,٦٩) of the data under study (See Appendix ١).

As mentioned earlier, the analysis of the remaining examples will be illustrated in the following Table. For the exact text of these examples, see Appendix (١).

Table (٣) Analysis of the Remaining Examples of Pragmatic Appeals and Structures of Argument

Ad. No	Type of appeal			Type of structure			Other
	Pathos	Ethos	Logos	Syllogism	Enthymeme		
					P	Ps	
۳		/		/			
۵		/				C+W	
۷		/				C	
۸							/
۹		/				D+C	
۱۰	/					C+W	
۱۱		/			/		
۱۲		/		/			
۱۳							/
۱۵							/
۱۶							/
۱۷		/				C+D	
۱۸							/
۲۰		/				D+C	
۲۱		/				D+C	
۲۲		/		/			
۲۳	/					C+W	
۲۴	/					C+W	
۲۵		/				C+W	
۲۶							/
۲۷		/			/		
۲۸		/			/		
۲۹							/
۳۰							/
۳۱	/					C	

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۳۲		/				D+C	
۳۳		/				D+C	
۳۴	/				/		
۳۵		/				D+C	
۳۶		/				D+C	
۳۷		/		/			
۳۹		/				C+W	
۴۰	/			/			
۴۱							/
۴۲		/		/			
۴۳	/			/			
۴۴		/		/			
۴۵	/			/			
۴۶		/				C+W	
۴۷		/				D+C	
۴۸	/					D+C	
۴۹	OL					D+C	
۵۰							/
۵۱	/					D+C	
۵۲	/			/			
۵۳	/			/			
۵۴		/		/			
۵۵							/
۵۶		/		/			
۵۷		/				C+W	
۵۸							/
۵۹		/			/		
۶۰		/		/			
۶۱		/				D+C	
۶۲		/				C+W	
۶۳		/				D+C	
۶۴	/				/		
۶۵		/		/			
۶۶							/
۶۷		/		/			
۶۸		/				D+C	
۶۹	OL			/			
۷۰		/		/			
۷۱							/
۷۲	/					D+C	
۷۳	/			/			
۷۴		/		/			
۷۵		/				D+C	
۷۶		/		/			
۷۷		/		/			
۷۸		/				C+W	
۷۹		/				C+W	
۸۰		/				D+C	
۸۱	/					D+C	
۸۲	/					D+C	
۸۳		/				C+W	
۸۴	/					D+C	
۸۵		/		/			

٨٦		/		/			
٨٧		/				D+C	
٨٨		/		/			
٨٩		/			/		
٩٠							/
٩١		/				D+C	
٩٢	/					D+C	
٩٣	/			/			
٩٤		/				D+C	
٩٥		/				C+D	
٩٦		/				C+W	
٩٧		/				W+C	
٩٨		/		/			
٩٩		/			/		
١٠٠		/				W+C	
١٠١	/					D+C	
١٠٢	/			/			
١٠٣		/				D+C	
١٠٤		/		/			

Key: C=claim, D=datum, W=warrant, OL=overlapping

٤. Conclusions

On the basis of the analysis and the findings arrived at through it, the following conclusions can be introduced:

- ١- The Ws of ads basically employ the strategies of ethos and pathos with the former as the dominant one. Though other strategies, i.e. logos and overlapping strategies, are used, yet, they are appealed to only to a very limited extent.
- ٢- When developing their arguments, the Ws of ads mainly resort to a truncated or an incomplete pragmatic structure represented by that of the enthymeme. The syllogistic structure is also employed but to a lesser degree.
- ٣- The conclusions above indicate that the hypotheses of this study are partly verified and partly refuted since Ads' Ws mainly resort to the

enthymemic pragmatic structure but they employ ethical appeal as their most frequent strategy.

ξ- The language of ads is not prone to the mind or reason of the Rs to affect and attract them. This means that commercial ads, broadly speaking, are directed to low scale intelligence Rs.

ο- The models developed for the analysis of the data of the work and attaining its aims have been proven to be adequately workable.

APPENDIX (')

Exact Texts of Ads

١- Royal weddings through history

As the nation prepares to celebrate the marriage of Prince William and Kate Middleton, Tracy Borman's A–Z of royal weddings takes a closer look at regal nuptials throughout history. Pick up our May issue to read the feature in full.

٢- Countryfile Magazine Awards

Welcome to the launch of the first-ever annual Countryfile Magazine Awards – a celebration of our countryside and its people

From conservation projects and food heroes to country writers and our finest nature reserves, we've selected ١٠ categories and asked experts to create a fair and considered shortlist where possible. Now we need your help to choose the winners. Send us your votes by filling in our online form.

٣- Getting Hitched

With the royal wedding just around the corner, Snibston Discovery Museum looks at changing fashions in wedding clothes over the past ٢٠٠ years. We bring you some of the pictures on display.

ξ- Your help needed: tell us about your favourite rural treasures.

ο- Win a pair of tickets to BBC Gardeners' World Live ٢٠١١.

٦- Walking Festival Guide ٢٠١١

Find the perfect walking festival near you.

٧- Save ξο%. When you subscribe today.

٨- The Dog Guide

A dog, after all, is another member of the family.

٩- Fresh Holiday Ideas

It's time to start planning which parts of Britain you'd like to explore this year.

١٠- Take a tranquil holiday in a country hotel

Why not take advantage of this quiet season and treat yourself to a break in a country hotel?

١١- Win a Linksys E٣٠٠٠ home wireless system worth £١٣٠

١٢- Three copies of Who Do You Think You Are? USA to be won

To celebrate the release of the US series of Who Do You Think You Are? on DVD, we have three copies available to be won Wednesday ٢٧ April ٢٠١١.

Ethical appeal enthymeme (W+D)

١٣- Collection of the week.Royal wedding recipes

١٤- Isle of Man

Breathtaking scenery and unspoilt beaches make the Isle of Man an unforgettable holiday and short break destination.

١٥- Pet friendly holidays

١٦- Find you echo break!

١٧- Win! an active break at Beamish hall with

This is Durham

١٨- The ١٠ best Android science apps

Turn your Android phone into an all-knowing science guru

١٩- Take It Further

Let the experts help you trace your ancestors

From Metropolitan policemen to convicts transported to Australia, our selection of practical guides show you the websites and archives that will help you find your forebears.

٢٠- Outdoor Adventures

Fun ideas to get you outside this spring.

٢١- Science Festival Guide ٢٠١١

Pick up of the very best science festivals across the UK for ٢٠١١.

٢٢- historic places to visit

Go in search of history in Britain's cities

Win interactive map!

٢٣- A Historical Royal Wedding

Find out where to buy your Royal memorabilia

٢٤- Visit Ireland

Historical things to do in Ireland.

٢٥- Visit the Countryfile Magazine Area at BBC Gardeners World Live at the NEC Birmingham, to meet the team behind the magazine and TV programme.

٢٦- Pope John Paul's blood & ١٨th-century London transport maps – all in this week's news round-up.

٢٧- Schubert from James Gilchrist

Claim your FREE weekly download!

٢٨- Buy ٢ books, get a ٣rd FREE

٢٩- IRobot

Making Robots working for you

٣٠- Festival Guide ٢٠١١

A wide range of classical music festivals to suit all tastes.

٣١- Education Guide

Explore your passion for music with this essential guide.

٣٢- Audio Directory

Find high quality audio equipment and components!

٣٣- Performance

Discover the best musical events with our Performance Guide.

٣٤- Everything you need to create your ideal garden.

٣٥- The Royal Wedding

Find out what's on radio and TV over the Royal Wedding weekend

٣٦- Echoes of Time

Listen to a clip from Shostakovich's First Violin Concerto here

٣٧- Don't know where to start with your family tree?

You're in the right place. With essential advice from expert genealogists, our

beginner's guide is the best way to sow the seeds of your research and watch your family tree grow.

٣٨- Social History

What was life like for your forebears?

Finding your forebears in the census is fascinating. But now you can also discover the Britain they knew as their details were recorded in census years between ١٨٤١ and ١٩٠١.

٣٩- ٤ FREE ISSUES

When you subscribe to BBC wildlife Magazine today

٤٠- A bird-lovers paradise

You don't have to be a twitcher to appreciate the stunning variety of the world's birds. Here are a selection of tours that guarantee you will be bewitched by beautiful birdlife.

٤١- Wildlife Photography Courses

Pick up expert tips and techniques out in the field and you may just get the shot of your dreams.

٤٢- African Safaris

An Africa safari is the ultimate wildlife adventure. But choosing the right one for you can be tricky. Here are a few ideas to get you started.

٤٣- How to grow herbaceous peonies

Peonies offer voluptuous blooms to grace your garden from late spring until July. Jane Fearnley-Whittingstall gives tips on how to grow these alluring flowers.

٤٤- Show gardens to look out for at the Chelsea Flower Show

Get set for the gardening extravaganza that is the Chelsea Flower Show. Here's seven of the ٣٢ show gardens featuring at this year's show that we think you should look out for.

٤٥- Museums at Night

This May sees the exciting Museums at Night weekend, when many of our top visitor attractions will be staying open late and holding special events (١٣-١٥ May) - some of which take place in the garden. Here's a list of events that

garden enthusiasts should take a look at.

Sugg, indirect, non-conv

£6- FREE BOOK

When you subscribe to Homes & Antiques magazine today

£7- The H&A Course Guide

Find the perfect course for you from cookery to traditional crafts.

£8- Spring Days Out

Discover some of the country's best-kept secrets.

£9- Spring Essentials

Find the perfect getaways, courses and ideas to brighten up your home this spring.

£10- Vintage and Antique Shopping

Brilliant ideas to help you find that perfect one-off.

£11- Best Luxury Breaks 2011

This selection of indulgent getaways will help shake off those winter blues.

£12- Royal memorabilia with a difference

Forget mugs and tea towels, for the dedicated royal memorabilia enthusiast, there are some true oddities to be found.

£13- Free entry to Lomax Antiques Fair, Norfolk

Don't miss this year's event, held in the 14th-century Sussex Barn, where you'll find everything from rugs to sewing antiques

£14- Hotshots

Send your astor images in to our monthly Hotshots gallery and you could be in with the chance of winning a fantastic prize!

£15- Which planet, dwarf planet or moon would you most like to visit?

Of the many bodies that inhabit our Solar System which of these is the one you'd like to explore the most?

£16- The moons quiz

How much do you know about the moons of the Solar System? Find out now.

£17- Forget limp lettuce tired tomatoes, these salad recipes are a good enough to eat the year around

٥٨- From Victoria sponge to a classic team tea we have all the recipes you need for some British baking.

٥٩- Save ٢٠% at crocus

٦٠- Save more than ٥٠%

Subscribe to Gardeners' World Magazine today and receive your first ١٢ issues for just £٢٠ - a saving of more than ٥٠%.

٦١- Plant collections

Find the perfect plants for your garden by browsing our Plant collection pages.

٦٢- Win a garden furniture set

Win one of five garden furniture sets from Robert Dyas worth £٢٠٤,٩٥ each. £٥ voucher for all entrants, valid on orders over £٢٥.

٦٣- What's on this week

Find out what gardening programmes are on TV and radio this week. And read more about the Gardeners' World programme.

٦٤- Most of us 'happy' to pay for upgrades when available (Travel Weekly).

٦٥- The world's best cycling routes

Pack your panniers and hit the road - no need to fill up the tank. ١٠ trips around the world that should be on every cyclist's bucket list.

٦٦- Isn't your holiday truly green?

٦٧- Travel services

Find and book cheap airline tickets, Lonely Planet recommended insurance and the best adventures.

٦٨- Lonely Planet email

Get community highlights, our favourite features, exclusive deals and more.

٦٩- ٤٠ free attractions in New York

Seeing the bulk of New York city's biggest attraction can mean spending a hefty chunk of tip's budget on tickets. But here are ٤٠ ideas to keep the money in your pocket.

٧٠- Win a ٤٠-inch LCD HD TV!

Our royal wedding themed competitions closes tomorrow- enter now for your chance to win this prize worth £٣٥٠.

٧١- All rise... for the Rolls-Royce Phantom VI

Not-so-reasonably-priced-car plays minor starring role in royal wedding

٧٢- Our top ٢٠ YouTube car clips

Stuck in front of a computer this Bank Holiday? Bored? Faintly angry? Here's a time-wasting respite.

٧٣- New Cayman R takes to the mountains

One Balearic island, one new and lightweight Porsche, one very short night.

What would you do?

٧٤- The Soul of Landscape

A major exhibition of works by ١٩th-century artist John Constable is now on display at the Salisbury and South Wiltshire Museum. We bring you a selection of some of the magnificent images on display

٧٥- Video: new Aventador ad released

Amid a CGI apocalypse, hear that Lamborghini V١٢ roar

٧٦- Free Newsletter

Sign up now to the historyextra.com email newsletter and get the latest history reviews, blogs, features and TV and radio picks straight to your inbox

٧٧- Magazine index search

If you want to know whether the magazine has covered a particular topic in previous issues then you can do so with our handy index. It currently covers all features and book reviews printed in BBC History Magazine from ٢٠٠٦ to January ٢٠١٠. Use the drop down boxes to choose subject, historical period or magazine issue and then click the Search button in the blue box to activate your search. If you click on Advanced Search you will be offered more options including a free text search - again you then need to click the Search button to activate your search.

٧٨- ◦ FREE ISSUES

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٧٩- Sign up now to the Who Do You Think You Are? and get the latest news, offers and show updates direct to your inbox.

٨٠- Win The Elements book with May's Focus

٨١- New Bristol museum wants your stories

M Shed, Bristol's new history museum, is set to open next month and is calling for people with connections to the city to get in touch

٨٢- Glorious Lobo from Tenebrae

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٨٤- The BBC Music Magazine podcast

Listen to episode **twelve** of our award-winning show

٨٥- ١٥٪ off Chelsea designers' plants May ٢٣ ٢٠١١

Online plant nursery Crocus have supplied all the plants to top garden designers Cleve West and Luciano Giubbilei for their gardens at the RHS Chelsea Flower show this year. Now we're offering readers can get a discount on the plants used in their gardens.

٨٦- Reader day at Great Dixter – Exotic gardening May ٢٢ ٢٠١١

Learn how to create a stunning tropical garden in our readers' day masterclass at Great Dixter - ٢٦ September ٢٠١١.

٨٧- The Tweed Run

Naomi Thompson shows us how to elegantly ride a bicycle in a vintage dress as she takes part in the Tweed Run in London last month

Ethical appeal enthymeme D+C

٨٨- the Subscription to the magazine at the Chelsea Flower Show and you can choose a free Gardens Illustrated branded trowel as part of the deal.

٨٩- Subscribe to olive

Subscribe to olive this month and get a FREE copy of British Baking worth £٢٠.

٩٠- Homes & Antiques ٥٠'s living room at the Royal Festival Hall

Welcome to the ١٩٥٠'s!

٩١- BBC Good Food Show Summer

Join us in June for chef demos, great shopping and more

٩٢- On TV

See your favourite chefs on Sky Channel ٢٤٩, Virgin TV ٢٦٠ and find their recipes at goodfoodchannel.co.uk.

٩٣- TV Baftas

Vicky McClure took home the leading actress award at the [Baftas](#) on Sunday. See the This Is England '٨٦ star and her fellow nominees and winners in our fun gallery...

٩٤- New at the cinema

See reviews and star ratings for all the latest movies, including Win Win...

٩٥- TOUGH FURNITURE

New SEN Design

٩٦- Follow our simple step-by-step photos or video and you can make perfect pastry every time.

٩٧- Free Suffolk retro market this weekend

Visit ٥٠ stalls at the Right Royal Retro Market

٩٨- 'If it even looks like rain and you pretend to be Michael Schumacher in a ٥٩٩ GTO, you'll end up in a tree'

٩٩- Aviod Accidents with Door Finger Protector ®

١٠٠- William & Kate: The Movie

If you haven't yet seen this right royal cash-in, catch it today on ٥*

١٠١- Game of Thrones

Enjoy shots of Sean Bean and the all-star cast of Sky Atlantic fantasy series Game of Thrones ([٩:٠٠pm](#))

١٠٢- Royal wedding

Over ١٠,٠٠٠ children entered our competition to design the cover of the royal wedding issue of Radio Times magazine - take a look at some of our favourite designs...

١٠٣- Harry Potter

See the brand-new trailer for Harry Potter and the Deathly Hallows: Part ٣, and watch a short featurette about the film, too...

١٠٤- The Suspicions of Mr Whicher

Paddy Constantine dons some sombre Victorian garb for a dramatisation of

Kate Summerscale's carefully researched novel, available to watch now on ITV Player.

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