

วจนกรรมในโฆษณาณรงค์ต่อต้านการสูบบุหรี่

Speech Acts in Anti-Smoking Advertisements

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บทคัดย่อ

มีการใช้ทั้งวจนกรรมตรงและวจนกรรมอ้อมในโฆษณาณรงค์ต่อต้านการสูบบุหรี่ ประโยคคำสั่งในรูปแบบห้ามกระทำ และรูปแบบให้กระทำถูกใช้ในวจนกรรมตรง ขณะที่ประโยคบอกเล่าและประโยคคำถามถูกใช้ในวจนกรรมอ้อม วัตถุประสงค์ของการใช้วจนกรรมตรงและวจนกรรมอ้อมในโฆษณา คือ การโน้มน้าวให้คนเลิกสูบบุหรี่ อย่างไรก็ตามวจนกรรมอ้อมต่างจากวจนกรรมตรงอยู่ที่ความหมายตามตัวอักษรแตกต่างจากความหมายที่ตั้งใจสื่อ

คำสำคัญ : วจนกรรม โฆษณาณรงค์ต่อต้านการสูบบุหรี่

Abstract

There are both direct speech acts and indirect speech acts used in anti-smoking advertisements. Imperative sentences in positive and negative forms are used in direct speech acts whereas declarative and interrogative sentences are applied in indirect speech acts. The intention of these direct speech acts and indirect speech acts is to convince smokers to quit smoking. However, unlike direct speech

acts, the literal meaning is different from the intended meaning in indirect speech acts.

Keyword : speech acts, anti-smoking advertisements

Introduction

The main aim of most advertisements is to persuade the target audience to buy products. However, some advertisements are not intended for commerce, but for social awareness. They are used to convince the audience to do or not to do something. Some examples of these advertisements are HIV awareness campaigns, breast cancer campaigns, and anti-smoking campaigns. However, this article discusses the language used in anti-smoking advertisements in terms of speech acts which are the intended actions conveyed through the language. There are three main parts in this article including the brief theory of speech acts, speech acts in anti-smoking advertisements and conclusion.

Speech acts

Speech acts refer to the intended actions of the language (Finegan, 2011). In other words, the speaker uses the language to achieve the intended action from the audience. There are three components in speech acts, these are locution, illocution, and perlocution (Timyam, 2010).

1. The locution is defined as the literal meaning of a speech.

2. The illocution is defined as the intention of a speech.

Normally, the illocution itself is called speech acts (Finegan, 2011).

3. The perlocution is defined as the effect of a speech.

To explain these three parts, consider the sentence “Can you give me a lift?”. The locution or the literal meaning is a yes-no question about the ability to take the speaker somewhere. As regards the illocution, this utterance is a request to drive the speaker somewhere. Finally, whether the listener takes the speaker somewhere or not is the perlocution.

Speech acts are categorized into two types: direct speech acts and indirect speech acts.

1. Direct speech acts

Direct speech acts refer to the literal meanings of utterances in the locution being the same as the intended meanings in the illocution. Declarative sentences, interrogative sentences, imperative sentences, and exclamative sentences are used to provide assertions, to ask questions, to give directives and to state exclamation, respectively (Timyam, 2010).

There is a connection between direct speech acts and sentence types (Timyam, 2010) shown in table 1.

Table 1. The association between direct speech acts and sentence types. (Adapted from Timyam, An Introduction to English Linguistics (2010) p. 203)

Sentence types	Illocution or Speech acts	Examples
Declarative	Giving statements	You are nice.
Interrogative	Asking questions	Are you nice?
Imperative	Giving instruction	Be nice.
Exclamative	Stating exclamation	How nice you are!

To illustrate, the association between direct speech acts and sentence types, consider, the declarative sentence, “I come from Peru.”. This sentence gives a statement about the speaker in both the locution and the illocution. Another example can be found in the sentence, “Read the instructions before taking the medicine.” which gives the directive about taking the medicine in both the literal meaning and the intended meaning.

Moreover, the use of performative verbs expresses the illocution or the intention of speeches clearly (Baker and Hengeveld, 2012). Examples of performative verbs are shown in table 2.

Table 2. Performative verbs in direct speech acts

Performative verbs	Sentence types	Examples
assert, inform	declarative	I'd like to inform you...
ask, query	interrogative	I want to query...
order, advise	imperative	I advise you to...
exclaim, yell	exclamative	I yell what a bad driver!

2. *Indirect speech acts*

Indirect speech acts refer to utterances having literal meanings in the locution which are different from intended meanings in the illocution. Declarative sentences, interrogative sentences, imperative sentences, and exclamative sentences are not used for assertions, questions, directives or exclamation in order, but they are used for other purposes (Timyam, 2010).

There are two kinds of indirect speech acts: conventionalized and non - conventionalized (Flowerdew, 2013). Conventionalized speech acts use conventional forms recognized by people (Flowerdew). For example, the sentence, “Why don’t you call the police?” expresses a question in the locution. Based on the literal meaning, this interrogative sentence is used to ask the question. Taking the illocution or the intended meaning, this sentence is used to give suggestion. Another example of this, is in the sentence, “I don’t know if you return the goods.” Regarding to the literal meaning, this declarative sentence is used to inform that the speaker doesn’t know about sending back the goods, but in the intended meaning, this sentence is used to ask the question “Do you return the goods?”

Non-conventionalized speech acts use specific contexts to understand the meanings (Flowerdew, 2013). For example, you are studying for an exam, when your friends come into the room and make a loud noise. You say “I am studying” to your friends. This declarative sentence can be interpreted as a request to stop being noisy. Or perhaps if someone left the door open you might say “It’s

cold outside.” This declarative sentence can be intended as a request to close the door.

In addition, the sentence types or the forms of sentence can be regarded as the locution, whereas the illocution is the intended function (Hoff, 2012). In indirect speech acts, the sentence type is not one-to-one correspondence with the intended function. Declarative sentences might be interpreted as requests or queries and interrogative sentences can be used as requests or instructions.

To conclude, speech acts convey the intentions of the speaker and can be divided into direct and indirect speech acts. While direct speech acts have the correspondence between sentence types and the purpose of utterances, and also the equivalence between the locution or literal meanings and the illocution or intended meaning. Indirect speech acts don't have these two points.

Speech acts in anti-smoking advertisements

According to The World Health Organization, almost 6 million people die each year from smoking. Approximately 10 percent of deaths are caused by second - hand smoke. There are several anti-smoking campaigns persuading people to quit smoking. In these advertisements, visual and verbal techniques are employed to raise awareness of the dangers of tobacco and to urge people to stop smoking. In terms of speech acts, both direct and indirect speech acts are found in the text used in anti-smoking advertisements.

Direct speech acts

The illocution or the intention of anti-smoking advertisements is to stimulate smokers to give up smoking. With regard to the association between sentence types (locution) and intended functions (illocution) in direct speech acts, the imperative sentences giving directives are applied to anti-smoking advertisements. To understand clearly the direct speech acts in anti-smoking advertisements, we must consider the locution and the illocution. This can be seen in the examples below.



Figure 1 : From

<http://content.animalnewyork.com/wp-content/uploads/2010/05/AntiSmokingIndia2.jpg>

This advertisement uses the imperative sentence, “Quit Smoking Now”. If you take the literal meaning in the locution, this expression gives the directive to the audience to stop smoking. In the illocution, the intention of this advertisement is to order smokers to quit smoking. The literal meaning and the intended meaning is the same.



Figure 2 : From

<http://img.funtasticus.com/2008/>

[nov/081117smoking/anti-smoking-2442.jpg](http://img.funtasticus.com/2008/nov/081117smoking/anti-smoking-2442.jpg)

The advertisement uses the imperative sentences in both a positive and a negative form, “Make The Right Choice. Don’t Smoke.”. Based on the locution, these utterances are used to order people to make the right decision to quit smoking. Similarly, the intended meanings are the instruction to stop smoking.

Other examples using imperative sentences are “Stay Away From Smoking”, “Stop Burning Our Life”, “Kill a Cigarette and Save a Life”, “Do Your Heart A Favor. Quit Smoking.”, and “Don’t Kill Yourself and Us Too”. The literal meanings are identical to the intended meanings in these examples.

Indirect speech acts

According to the intention of anti-smoking advertisements, imperative sentences should be used in this kind of advertisement. However, there are other sentence forms employed in these advertisements such as declarative sentences and interrogative sentences. There are both conventionalized and non - conventionalized speech acts found in anti-smoking advertisements.

Conventionalized speech acts

Consider the locution and the illocution in the examples below.



Figure 3 : From

http://www.bhf.org.uk/assets/imgsupl/AED1307529416__137__pages__copy__image__rt__big.jpg

Based on the literal meaning, the declarative sentence, “Every cigarette we smoke makes fatty deposits stick in our arteries.” informs smokers that smoking causes heart disease. The intention of this advertisement is to provoke smokers give up smoking because of the risk of heart disease.

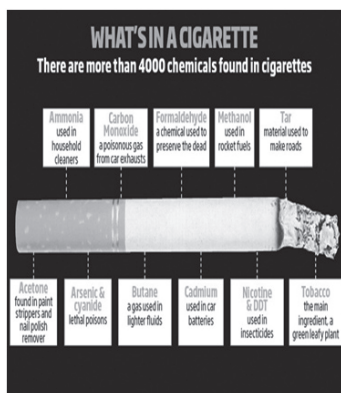


Figure 4 : From

<http://resources0.news.com.au/images/2013/02/09/1226574/531308-nnd-whats-in-a-cigarette.jpg>

Taking the locution, the interrogative sentence, “WHAT’S IN A CIGARETTE” asks the question about the components in cigarettes. The declarative sentence, “There are more than 4000 chemicals found in cigarettes.” states that there are at least 4000 chemicals in cigarettes. In the illocution, these two sentences are used to convince smokers to quit smoking because there are various hazardous substances in cigarettes.

Other examples are “Tobacco Kills More Than Heroin and Cocaine Together”, “Smoking Reduces Your Weight, One Lung at a Time”, “If you won’t give up smoking for your lungs, heart or throat, maybe you’ll do it for your pennies”, and “Every cigarette you smoke take away 14 minutes of your life.”. Considering literal meanings, these declarative sentences inform the readers about the bad side effects of smoking. Considering the intention, these sentences are used to convince people to give up smoking by drawing attention to the cause of various diseases from cigarettes.

Non-conventionalized speech acts

To understand the advertisement, the audience must consider the context, which is usually conveyed by the picture. This type of indirect speech acts can be found in the examples below.



Figure 5 : From <http://10steps.sg/inspirations/artworks/50-most-creative-anti-smoking-advertisements/>

This advertisement uses the declarative sentence, “Some children get to heaven earlier”. In the locution, this sentence communicate that some kids go to heaven at an earlier time. To comprehend the intention or the illocution, the picture of a little girl with a halo of smoky air over her head, must be taken into account. Therefore, the intended meaning is to persuade smokers to quit smoking, since second hand smoke can be fatal to young children.



Figure 6 : From
[http://www.behance.net/gallery/
 Advertisement-Quit-Smoking/8203367](http://www.behance.net/gallery/Advertisement-Quit-Smoking/8203367)

This advertisement uses the interrogative sentence, “is it really worth it?” According to the locution, the sentence asks if something is useful. The picture shows a loaf of bread and a bottle of milk with normal price tags, and a box of cigarettes with a price tag which says ‘life’. Both picture and text must be considered to figure out the illocution or the intended function which encourages people to stop smoking since it costs their lives.

Other examples of non - conventionalized speech acts in anti - smoking advertisements are shown below. Both pictures and text must be considered to find the real meanings of advertising.



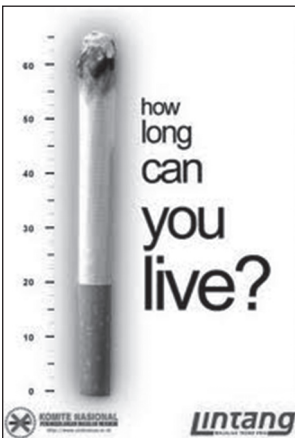
“It’s called suicide because it’s your choice.”

Figure 7 : From
[http://www.toxel.com/wp-content/uploads/
 2011/01/smoking01.jpg](http://www.toxel.com/wp-content/uploads/2011/01/smoking01.jpg)



“Smokers make poor swimmers.”

Figure 8 : From
<http://www.123inspiration.com/wp-content/uploads/2012/11/Top-Creative-Anti-Smoking-Ads-7.jpg>



“How long can you live?”

Figure 9 : From
<http://www.bestpsdtohtml.com/wp-content/uploads/2013/06/Anti-Smoking-Ad-1.jpg>

In addition, sarcasm is often used in anti-smoking advertisements. According to Searle, 1969, sarcasm is a kind of indirect speech act. It expresses the discrepancy between what the speaker actually says, and what the speaker intends to express. The speaker conveys expressions which are in opposition to the ideas that they really want to communicate. Often, in anti-smoking advertisements, statements contain positive meanings about smoking, but the intention is to send negative meanings. Consider the anti-smoking advertisements below.



Figure 10 : From
<http://jswarraich.les.wordpress.com/2008/06/smoking-campaign-2.jpg>

The declarative sentence, “Smokers Stay Young Forever.” seems to express a positive message about smoking which is that smokers stay looking young, but the intention or illocution is to inform that smoking causes death in young people and this hopefully encourages them to stop smoking.



Figure 11 : From
<http://www.mynosmoking.com/my-no-smoking-pictures/no-smoking-ad-bc.gif>

The advertisement uses the imperative sentence, “for more information on lung cancer, keep smoking.” Taking the locution, this statement persuades smokers into keeping smoking in order to know more facts about lung cancer. According to the illocution, this assertion tries to convince smokers to give up smoking if they don’t want to have lung cancer.

Other sarcastic expressions found in anti - smoking advertisements are “Cancer Cures Smoking.” and “With a cigarette in my hand, I felt like a man.” Although, these declarative sentences have positive literal meanings, the illocution is to convince smokers to quit smoking since it contributes to cancer and impotence, respectively. This sarcastic technique states the optimistic things about smoking but the opposite reaction is intended.

Conclusion

Most anti-smoking advertisements use indirect speech acts to convince smokers to quit smoking with declarative and interrogative sentences. According to Durkin, Biener, and Wakefield; 2009, effective anti-smoking advertisements are the advertisements which convey high emotion to the audience. This would be the reason why a lot of anti-smoking advertisements use significantly more indirect speech acts than direct speech acts. Imperative sentences give clear directives to smokers to stop smoking in direct speech acts, whereas declarative and interrogative sentences try to convince smokers to quit smoking in indirect speech acts. In terms of direct speech acts, both positive and negative forms of imperative sentences are employed in anti-smoking advertising. The audience can easily understand the illocution owing to the resemblance between the literal and intended meanings. In order to understand indirect speech acts, the audience must consider the intention of the advertisement, i.e. not only the literal meaning of words but the context. It can be assumed that

expressions conveying ideas that differ from the literal meaning convey stronger emotions to the audience and are more likely to encourage them to have an emotional reaction.

นิยามคำศัพท์

วจนกรรม (speech acts) คือ การใช้คำพูดเพื่อให้เกิดการกระทำบางอย่าง
วจนกรรมตามคำพูด (locution) คือ ความหมายตรงตามตัวอักษรของคำพูด
วจนกรรมปฏิบัติ (illocution) คือ วัตถุประสงค์หลักของคำพูด
ผลวจนกรรม (perlocution) คือ ผลกระทบของคำพูด

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http://files.coloribus.com/files/adsarchive/part__259/2597855/anti-smoking-cigarette-260-77794.jpg

https://lh6.googleusercontent.com/-TofZfemY9__k/TXgFVR7kQWI/AAAAAAAABy4/XPJbii0JfGc/s1600/anti-smoking-3.jpg

<http://media-cache-ec0.pinimg.com/736x/b4/73/39/b4733904825a798905ce163ff61bcc86.jpg>

<http://m1.behance.net/rendition/modules/20170961/disp/df7b4174062b5f5a9b4ff91e6d84ad05.jpg>

<http://prafulla.net/wp-content/sharenreadfiles/2012/03/234335/anti-smoking-ads17.jpg>

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<http://www.akrapus.com/wp-content/uploads/2011/10/Anti-smoking-group-300x209.jpg>

<http://www.cdc.gov/tobacco/campaign/tips/images/sm/roosevelt-heart-disease-700x700.jpg>

<http://www.creativeguidelines.com/wp-content/uploads/2013/06/4-quit-smoking-ads-posters.jpg>