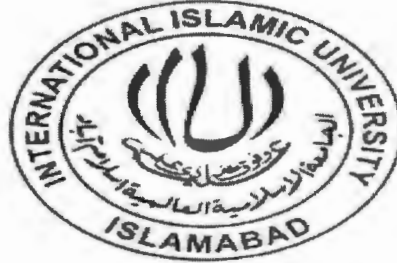


**AN ANALYSIS OF SPEECH EVENTS IN  
TELECOMMUNICATION ADVERTISEMENTS WITHIN THE  
PURVIEW OF HYMES' SPEAKING MODEL**



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**DEPARTMENT OF ENGLISH  
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INTERNATIONAL ISLAMIC UNIVERSITY ISLAMABAD**

**(2016)**

Accession No TH-16790 ~~W~~



MS  
401.41  
YAA

1. Speech acts (Linguistics)
2. Communication - Methodology

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Submitted in partial fulfillment of the requirements for the MS degree in English  
at the faculty of Languages and Literature

**DEPARTMENT OF ENGLISH  
FACULTY OF LANGUAGES AND LITERATURE  
INTERNATIONAL ISLAMIC UNIVERSITY ISLAMABAD**

**2016**

(Accepted by the Viva Voce Committee)

**Title of Thesis:** “An Analysis of speech event in Telecommunication Advertisements with in the purview of Hymes speaking Model ”

**Name of Student:** Yasmin Akhtar

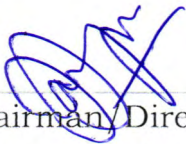
**Registration No:** 255-FLL/MS (Eng)/F12

Accepted by the Faculty/ Department of **English (FLL)** INTERNATIONAL ISLAMIC UNIVERSITY, ISLAMABAD, in partial fulfillment of the requirements for the MS Degree in **English** with specialization in **Language & Linguistics**.

**Viva Voce Committee**



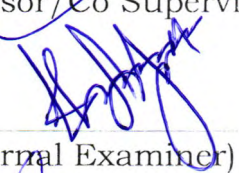
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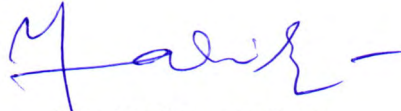
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## DECLARATION

I, Yasmin Akhtar, daughter of Ali Qadar, under the registration number 55-FLL/MSENG/F12, as a candidate of MS (English Languages and Literature), do hereby solemnly declare that the thesis entitled "*An Analysis Of Speech Events In Telecommunication Advertisements Within The Purview Of Hymes' Speaking Model.*" submitted by me in partial fulfillment of the requirements for the MS degree in English is my original work and has not been submitted or published earlier. I also declare that the mentioned work, shall not, in future, be submitted by me for obtaining any other degree from this or any other institution. To the best of my knowledge and belief the thesis contains no material previously published or written by any other person except where due references are made.

Date \_\_\_\_\_



YASMIN AKHTAR

Signature of the deponent

## ACKNOWLEDGMENTS

This study is a result of a long voyage so I feel privileged to thank all those who have assisted me along the way. First and foremost I am grateful to Allah Almighty, who has bestowed upon me enough strength, intelligence and determination due to which I have successfully completed this research study by utilizing the best of my capabilities.

I am especially indebted to my kind, supportive and knowledgeable supervisor Dr. Ansa Hameed for her invaluable guidance. Besides I express my sincere gratitude to the Head of Department, Dr. Munazza Yaqoob for her motivation, guidance and unremitting counseling.

My earnest regards are extended to Dr. Fauzia Janjua, Dr. Nighat Shakoor, Dr. Ghazala Kausar, and Ms. Farhat Meher.

I cannot forget the unwavering support, and selfless affection of my family and friends throughout this period.

## ABSTRACT

*A vibrant zeal to explore the multidimensional paradigm of education and language has been manifested in a plethora of research conducted by the renowned scholars around the world. The complex nature of task however, keeps on demanding a never ending series of investigation and innovation in accordance with the needs of the present century. The study under observation aims at exploring the mentioned issue. By following the qualitative mode of inquiry, it seeks to implement Hymes' SPEAKING model (1974) in the analysis of telecommunication advertisements. The study also aims to find out the strategies employed by the advertisers in the planning and organization of speech events in the telecommunication advertisements and thereby to attract and persuade their potential customers into buying their products. Hymes' theory of ethnography of speaking (1974) provides the theoretical framework regarding practical application of the concept in this regard. The data for the study comprises telecommunication advertisement broadcast on British television channels. The findings of the study reveal that the advertisers make use of all the linguistic, paralinguistic and contextual factors mentioned in Hymes taxonomy SPEAKING for effective communication and thereby aim to persuade their potential consumers into availing of their services.*

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## CHAPTER 1

### INTRODUCTION

Human beings have been endowed with an amazing faculty of not only to use language but also to create, manipulate and situate it. This vital tool of language is of great assistance to human beings in different arenas of life. Be it social, economic field or the realm of abstract thought. Hazen (2015) defines language as a discrete combinatorial system used by human beings for the purpose of communication. The use of language is the most distinguishing feature of human beings. Rosen (2002) calls language as a part of our identity. The significance of this tool of communication is evident from the fact that we live in a world of language and our waking hours are spent in either talking with others or being talked to. The possession of language is, perhaps, the most distinctive attribute of human beings. Many religious and philosophical myths describe human language as a source of power and life. This is evident from the fact that in some African cultures a newborn child is a kintu, a 'thing,' not yet a muntu, a 'person.' It is only after a child learns his/her mother tongue he/she becomes a human being. So, according to this tradition, our identity as human beings depends on our learning and using a language (Fromkin, 2011).

The significance of language in human life is also evident from the fact that, although much of the early evidence in support of Sapir-Whorf hypothesis about the determining influences of a particular language we speak, on our thoughts and perceptions of the world has not stood the test of time but it is still accepted that the words and grammar of a language may affect aspects of cognition, such as memory and mental ability of categorization (Fromkin, 2011).

Human language consists of a set of agreed upon visual and vocal symbols used for the purpose of communication. Unlike animal communication systems, human language has a characteristic of productivity and creativity which allows us to manipulate the finite set of symbols in the creation of potentially infinite number of utterances. Other than these traits, language is culturally transmitted and evolves in a society. It serves as an important tool to perform the function of communication among human beings in society. With Hymes (1960), there has been a prominent shift in the concept of language with focus on its use for communication.

Thus, an important feature of human life which has made the evolution of civilization a possibility is communication via the tool of language among human beings. This process of communication is a part and parcel of human societies. In the complex world of today, human existence would have been impossible without communication. Smith (1993) defines communication as the transferring of a thought or a message to another party, so that it can be understood and acted upon. The development in communication among human beings has led to the evolution of civilization. This advancement in the arena of communication has turned the world into a global village. In bringing people closer to each other by mitigating distances, the role of information technology, in particular mobile phones, is very significant.

In this competitive world, the role of advertisements in connecting the organizations to their current and potential customers is very significant. Considering the importance of this media, different companies and organizations allocate their resources to advertising. Advertising is used as an effective means of communication. Through the media of advertising, the industrial and business world gets promotion as Jefkins (1994) states that the existence of the modern industrial world depends a lot on advertisements. The value and effectiveness of advertising is

evident from Offiongodon's (1991) assertion that advertising is used as the most effective projector of values, ideas and expectations to the customers. It reinforces favorable attitudes towards the product.

Advertisements are broadcast using different types of print and electronic media. However, electronic media particularly television, is considered as the most effective and popular channel. One reason of the popularity of advertisements and especially TV adverts is their potential to transmit information to the large number of people, both literate and illiterate, in an interesting way. The use of sound and images makes the message transmitted through television more effective and memorable. According to Olateju(2006), advertisements serve as an important media of providing information about the availability of the product. At the same time, advertisements also inform the consumers about the place of purchase and the nature of the product in an interesting and attractive way. In order to communicate information in a persuasive way to the target consumers, advertisements make use of language and its relevant features. Language is a very powerful tool in the advertising world to influence the consumers' purchasing attitudes. Thus, advertisement is the area where language manipulation is the most familiar and evident practice.

Many studies (Leech, 1966; Rees 1982; Cook 1992; Myers, 1994) have been conducted around the issue of language manipulation by the advertisers. These studies bring to limelight the strategies used by the advertisers to persuade and attract their potential consumers through the use of language. According to Vakili, Kashani &Farhad (2012), there is a close relationship between speech/language and its social and cultural context. This relationship is highlighted and explained in the theory of 'Ethnography of Communication' pioneered by Dell Hymes in 1960. According to Matel (2009), research in Ethnography of Communication presupposes the acknowledgement

of the inextricable link between language and extra linguistic cultural context. Hymes (1962) suggested that a richer insight could be achieved through a combination of ethnography, cultural description and linguistics. The advertisements particularly make use of language and extra linguistic context, in order to convey their message appropriately to their potential customers.

The underlying principles of ethnography of communication are mostly borrowed from anthropology. Ethnography of communication is an approach from within linguistic anthropology. Its focus is on the study of language and the way it is used in interaction. It also aims to challenge the assumption about the homogeneous nature of cultures through the close study of the way language is used in everyday life. According to Leeds-Hurwitz (2005), ethnography of communication describes the knowledge which is required in successful verbal interaction in a society or culture.

Ethnography of communication has been integrated by various methods such as discourse analysis, conversation analysis and sociolinguistic studies (Leeds-Hurwitz, 2005). These three methods are similar in terms of having the basic focus on the use of language in everyday interaction. However, the basic concern of ethnography of communication is with speaking 'as a social and cultural system in specific context of different speech communities' (Philipsen & Coutu, 2005, p.355).

According to Hymes (1972), Ethnography of Communication aims at pointing out the patterns of language use that assist members of a specific socio-cultural group to create and reflect their social world in particular contexts. The approach, Ethnography of communication, is used to study the place of language in a cultural setup. The concern of Ethnography of Speaking, is not only just with the study of structure of language, but also with the language use, rules of speaking and the way speakers associate and make use of different ways/modes of speaking, forms of

message and registers appropriately in specific socio-cultural setting. The study in this field requires an analysis of extra linguistic variables such as context, tenor, code as well. These variables not only influence speech events but also provide the rules that guide human interaction in a society.

Ethnography of communication focuses on the speech communities and the organization and patterning of communication in speech communities. Thus, the definition and understanding of the basic concept of speech community is of prime importance in this context. Language is not only individual but also a communal or collective possession, which means that there is a uniformity and shared languages or dialects between certain individuals in order to be members of the same speech community.

Many linguists and theorists have tried to define the concept of speech community. Chomsky (1965, p.3) hypothesizes the existence of an ideal speech community and refers to it as a 'completely homogeneous speech community'. Chomsky's (1965) concept of an ideal speech community which is 'completely homogeneous' in nature is purely for theoretical purposes. However, the ethnography of communication concerns with a real speech community and not with the ideal one, that Chomsky proposes. It leaves a great room for the concept of a 'real' speech community which will be of some assistance in understanding language in relation to society. An alternative view of 'real' speech community is presented by Lyons (1970) who defines a speech community as comprising all the people who use a specific language or dialect. The members of the same speech community speak a single language and share common feelings about linguistic behavior. Labov (1972b, pp. 120-1) sums up the similar concept of a speech community as he states:

The speech community is not defined by any marked agreement in the use of language elements, so much as by participation in a set of shared norms; these norms may be observed in overt types of evaluative behavior, and by the uniformity of abstract patterns of variation which are invariant in respect to particular levels of usage.

Labov (1972) emphasizes to find out common norms among the members of a speech community. Knowledge of these common norms gives the individuals feelings of similar traits as members of the same speech community. Thus, Labov's definition diverts from the exclusive use of linguistic criteria for being members of a same speech community. Labov (1972) seems to extend on Bloomfield's (1933, p.42) idea of a speech community: 'a speech community is a group of people who interact by means of speech.'

However, Hymes (1974) does not agree with either Chomsky's or Bloomfield's definition of a speech community. These definitions do not distinguish between the notion of language and speech community. According to Hymes (1974), in order to equate language and speech community, one needs to have a clear understanding of the nature of language itself. He rejects any linguistic criteria to define a speech community. Hymes (1974) suggests that in the discussion of speech community the particular way in which certain groups of people perceive their language, evaluate the accents, establish their language identity, and maintain their language boundaries is also very significant. Hymes (1974) stresses that there is a need of having shared rules of speaking and interpretation for being a member of a speech community. Some examples of the speech communities as represented in the published ethnography of speaking researches are: street youth (Dollan & Zimmers, 1998); organizational group in a television station (Carbaugh, 1988), and a group of Vietnam veteran (Braithwaite, 1997). According to the above mentioned studies, the use of culturally distinct knowledge for the organization and

interpretation of speaking is a hall mark of these speech communities. The members of these social groups follow set of rules as a communication code in order to speak and interpret speech within their particular communities.

According to Hymes (1972), the native speakers have an underlying knowledge of the rules of speaking which guides them to use language appropriately in different contexts. He refers to this knowledge of the rules as communicative competence. Hymes (1972) further describes hierarchically ordered three units as basis for analysis in ethnography of speaking research. These units include speech situation, speech event and speech act. Hymes (1972) considers 'speech situation' as the highest level unit of analysis in ethnography of communication research. Speech situation refers to the social situation in which speaking takes place. Speech situations are 'associated with or marked by the absence of speech.' These are the socially contextual situations such as 'ceremonies, fights, hunts, meals, lovemaking, and the like' (Hymes, 1972, p.56).

The next level unit of analysis in ethnography of speaking is speech event. Speech events are both communicative and governed by rules for the use of speech. A speech event takes place within a speech situation and is composed of one or more speech acts. For example, a joke might be a speech act that is part of a conversation (a speech event) which takes place at a party (a speech situation). Ethnographers of communication hold that speech event is the basic unit of every day communication in a social setting. Language is only one of the several components of a speech event. So, instead of sentence or clause, speech event is considered as a primary unit of communication (Leeds-Hurwitz, 2005).

Speech events are made up of speech acts which are the third level unit of analysis in research in the ethnography of communication approach. Speech acts combine and constitute the larger units of speech events. According to Schmidt & Richards (1980), speech events are made



up of speech acts. Speech acts consist of all the acts performed through speaking. Since, the concern of speech act theory is with the functional aspects of language and its use so in a broad sense speech acts refer to all things we do when we speak.

The terms speech situation, speech event and speech act refer to the three units of analysis in ethnography of speaking approach which are illustrated by Hymes (1972) as: a party (speech situation); a conversation during the party (speech event); a joke within the conversation (speech act). Though, all these three units and levels of analysis are important but Hymes (1972) deems speech event as central and the most important unit to which the rules of speaking apply.

The present study applies the SPEAKING Model proposed by Hymes (1974) in order to analyze the speech events in the mobile telecommunication advertisements. The present study uses the research model proposed by Hymes, called SPEAKING Model (1974), in order to find a way to describe the relationship between language form and context in a speech event. The study also examines the observance of the factors mentioned in Hymes SPEAKING Model by the advertisers. The application of the model will not only unravel the link between language and context but also the ideologies of the mobile telecommunication advertisers in advancing their hidden agenda by persuading the customers in buying their product. This model connects linguistic forms to the cultural practices, thus, it assists in discovering the hidden ideologies about the world behind the practices of the individuals.

The speech events, their elements and functions are described in the approach of ethnography of speaking. The analysis of the components of speech events focuses on senders, receivers, message forms, channels, etc. Ethnography of Speaking also describes the particular functions accomplished by a speech event. The SPEAKING framework provides the list of elements that are employed in order to study what a child internalizes about speaking. As Hymes

(1962) mentions that the SPEAKING framework consists of the elements which are internalized by a child in the process of learning a language. These elements are other than the rules of grammar and dictionary. These components assist a child in using language appropriately and effectively. Knowledge of these components of SPEAKING framework enables a foreigner to know about a group's verbal behavior in order to take part appropriately and effectively in its activities.

There are certain factors that need to be considered while analyzing any Speech Event. For convenience, Hymes uses the word SPEAKING as an acronym for the various factors he deems relevant. Hymes' SPEAKING term provides a comprehensive and inclusive list of certain factors which include: setting, participants, ends, act sequences, key, instrumentalities, norms and genre. Each letter of the SPEAKING model represents one component of the communicative event. Setting refers to the spatial and temporal dimensions. It includes location i.e. circumstances surrounding a communicative event. The term 'participant' indicates the individuals that take part in an ongoing Speech event and participate in the conversational process. The term 'end' refers to the results or outcomes of a speech act. For example a speech event could be result-oriented or even unintended. The given term also refers to the individual or general goals in a speech event. Act Sequence refers to what is said and the way it is said. It involves the content and form of a message. The term 'Key' refers to the mode, style or tone which is employed in the deliverance of a message. The term instrumentality is used to indicate different channels through which speech is transmitted. Such channels could be verbal (oral), written, telephonic, electronic mail etc. The conventions that rule the social and speech behavior in a community are referred to as 'norms' in this model. Such conventions could be linguistic

and nonlinguistic, universal or culture-specific. The term 'Genre' is used to refer to the use of language for a specific purpose, for example a letter, story, poem etc.

Thus, the SPEAKING framework highlights the way language is closely associated with the context in which it is used. The relationship between linguistic expressions and its context has been explored by experts in the field of sociolinguistics. The investigation into the concept of context of situation began with Malinowski in 1923. Later on, Hymes (1962), Firth (1957) and Halliday (1973) contributed and enriched this field.

Dada (2010) applied Hymes' (1972) framework on GSM(Global System for Mobile) advertisements in Nigerian electronic and print media to find out sociolinguistic strategies used by the advertisers. Another such study was conducted by Ray (2011) in order to test Hymes' (1974) 'Speaking model' in a set of homogenous speech community i.e. a Departmental Meeting in a university. A similar study was conducted by Vakili, Kashanil & Farhad (2012) in order to analyze speech events in TV comedy series "FRIENDS". The research identified certain speech events which occur more frequently due to the contextual and situational context of the language. But, there is no significant study conducted in order to see the organization of speech events in the media discourse in general and in advertisements in particular. Particularly, Mobile Telecommunication advertisements have not been analyzed from this perspective. The mobile telecommunication advertisers employ different linguistic and non linguistic elements in order to grab the attention of their potential customers and hence persuade them to buy their product and services. The analysis of the advertisements through the lens of SPEAKING model helps uncover the ideologies of the advertisers. It provides a framework to study the linguistic and contextual elements and to get an in depth understanding of the phenomenon under study.

An analysis of the Speech Events through the lens of Hymes' SPEAKING model (1974) could be very enlightening and insightful, since, it assists to understand the manipulation of speech events in order to achieve the desired objectives. The present research endeavor seeks to explore the observance of the factors indicated in Hymes' SPEAKING model (1974) in media discourse i.e. mobile telecommunication advertisements. According to Dushinsky (2009), the world we live in these days is a mobile one. Now, almost 90 per cent of the almost 8 billion people in the world are within the range of a mobile signal and more than 5 billion people have a "mobile connection" of whom 3 billion, or three quarters, are "unique mobile users"; the distinction between these two figures lies in the fact that one person may carry several devices, not only a mobile phone, but also a laptop, tablet computer, navigation and many others (Dushinsky 2009, p.17). The popularity of mobile phones is also due to the advertisements that different telecommunication companies prepare and broadcast on media. These adverts use different strategies to attract the attention of the consumers and target audience. These adverts use language and other paralinguistic elements in order to achieve the objective of maximizing their sale.

Since, in Pakistan English is medium of education and second language, so, the present study will contribute in highlighting the role of language use in context in effective communication. Furthermore, this knowledge can also be used in teaching communicative competence to the learners. The analysis of English advertisement through Hymes' SPEAKING model will add an insight into language use in accordance with the context. This insight can be used for teaching English as a second language in Pakistan, using advertisement as authentic teaching material.

### **1.1. STATEMENT OF THE PROBLEM**

The present research endeavor aims at the analysis of Speech Events in the mobile telecommunication advertisements within the theoretical framework of Hymes' (1974) Ethnography of communication, using his SPEAKING model as the basis of data analysis. The study attempts to explore the observance of the factors indicated in Hymes' SPEAKING Model (1974) in the selected mobile telecommunication advertisements.

The study also focuses on the analysis of speech events in order to achieve the objective to find out the way advertisers use different sociolinguistic strategies in these speech events to attract the attention of the audience and, thus, persuade them to buy their products. The study is an attempt to unravel the hidden ideologies behind the language use in different contexts in society. The present work also attempts to highlight the importance of Hymes SPEAKING factors in teaching effective communicative skills to the students in English language.

### **1.2. RESEARCH QUESTIONS**

1. How can Hymes' SPEAKING model assist to understand construction of speech events in telecommunication advertisements?
2. Whether or not, SPEAKING analysis of media ads can serve as model to teach language?

### **1.3. OBJECTIVES OF THE STUDY**

- To understand the designing of speech events through the lens of Hymes' SPEAKING model
- To investigate how speech events are designed in telecommunication advertisements

- To comprehend particular aspects of speech events, in the framework of SPEAKING model, that help advertisers to achieve particular aims
- To suggest the use of Hymes' SPEAKING factors in teaching language for perking up communicative competence of the students

#### **1.4. RATIONALE OF THE STUDY**

The present study seeks to explore the ways whereby the consumers' minds are manipulated through the language use by the telecommunication agencies, so as, to persuade them to buy the advertised products and services. The language use in English Mobile telecommunication advertisements manifests the emerging trend of commercialism, making it a significant area of inquiry. The exploration under observation in this regard aims at the attainment of the aforementioned objective with a rationale to investigate the issue.

The analysis of English advertisement in the present study will help to highlight the way language and socio cultural norms are manipulated for effective communication. Since, English is a medium of education in Pakistan and the current study underlines the strategies for effective communication. So, the insight from the present study can be used in teaching effective communicative skills in teaching English language.

The analysis of these advertisements from the perspective of Hymes' SPEAKING model (1974) could be very enlightening since it helps to explore the ways whereby different speech events are designed and organized to achieve the desired objectives.

#### **1.5. SIGNIFICANCE OF THE STUDY**

The present study is significant since it endeavors to bring to the lime light the role of language and its use along with the social context in creating reality for the customers in the mobile

Telecommunication advertisements. The current research has significance, both practical and theoretical, as it endeavors to describe critical discourse study on language use in telecommunication advertisements in English language.

Hyme's SPEAKING model (1974) identifies certain factors that are observed in every speech event. These factors are often manipulated in the organization of speech events by different cellular companies in order to attract their potential consumers. The study would also be of assistance in understanding the role and money grubbing and profit oriented tendencies of the advertisers. The study will also contribute in promoting critical thinking of media texts and supporting communication skills.

From the pedagogic perspective, the present study is potentially beneficial for language teachers and learners as it outlines and indicates the features essential for effective communication. It can be useful for teaching advertisements as an illustration of the persuasive discourse. The advertisements for the study are taken from the British media as British English is considered as standard to follow in Pakistan. Thus, these advertisements can be appropriate as authentic text for language teaching. While using them as authentic text and studying their communicative features, it could help to teach various types of competencies, as the need of hour. The structuring of communicative event will help learners to build communicative competence; whereas, the tone, participants and settings of advertisements will provide them with sociocultural competence. The structuring of speech acts in the advertisements (studied as communicative events) will help them grab pragmatic competence. Overall, the communicative competence of English language learners can be built up through SPEAKING – based analysis of media advertisements. Thus, the study has practical significance in the field of language

pedagogy. Finally, study could benefit the laymen as well since everybody needs effective communicative strategies in order to be a functional member of a society.

#### **1.6. DELIMITATIONS OF THE STUDY**

The present study is limited to the detailed analysis of five telecommunication advertisements in English. These ads are taken further from British media only as British English serves as standard in Pakistan. The analysis is carried out from perspective of ads as 'communicative events', built up purposefully by the advertisers, using Hymes' SPEAKING Model.



## CHAPTER 2

### LITERATURE REVIEW AND THEORETICAL FRAMEWORK

This chapter provides explanation of the theories related to the research problem of the current study. The basic underlying concepts of language, communication, context, speech community, speech situation, speech event, speech act, communicative competence, ethnography of communication, aspects of ethnography of communication, and advertisements etc. have been discussed in detail in this chapter.

#### 2.1. LANGUAGE

Language is a divine gift to human beings that differentiates them from the rest of the animal kingdom. Language is a system used for the purpose of communication by human beings in this world. Routledge dictionary (1998, p. 627) defines language as:

Language is a vehicle for the expression or exchange of thoughts, concepts, knowledge, and information as well as the fixing and transmission of experience and knowledge. It is based on cognitive processes, subject to societal factors, historical change and development.

Human language is the systematic and conventional use of sounds, signs or written symbols in a human society for communication and self expression. This distinctive characteristic of human beings enables them to shape their ideas, feelings, and emotions and communicate them to others. Language is so inextricably interwoven with human experiences that it is hard to imagine human life without it. In this capacity, there are diverse and multiple functions that language is used to perform (Fromkin, Rodman & Hyams, 2003).

Language is used by people in everyday life in order to accomplish different functions which range from communication of information and identity to ordering, promising, arguing etc. These functions are carried out in some context. Thus, proficiency in language is prerequisite for being a fully functional member of a society. This entails knowledge of not only the grammatical system but also of the functional aspects of a language. So, along with the linguistic knowledge, social knowledge and an awareness of the rules that govern the use of language in context is equally necessary for effective communication. As mentioned in the significance part, the study will suggest the use of advertisements as model for language teaching. For the said purpose, the communicative competence factor has been taken as core element which can be taught more comprehensively through Ethnographic analysis (using SPEAKING model) of the ads. Thus, before proceeding further to the actual theoretical model the concept of communicative competence is elaborated here.

## **2.2. COMMUNICATIVE COMPETENCE**

The concept of communicative competence was first given by Comsky (1965) and, later built on by Hymes. According to Hymes (1974), communicative competence is a way of describing what it is a native speaker knows which enables him to interact effectively with other native speakers. This kind of interaction is, by definition, spontaneous, i.e. unrehearsed. It requires much more than knowledge of the Linguistic code. The native speaker knows not only how to say something but what to say and when to say it. The linguistic features of an exchange are embedded in a cultural context which includes the role of the speaker in a particular context, the roles of the other participants and a host of non-verbal communication cues such as, posture, gestures, and facial expressions.

Hymes (1974) also focused on the appropriateness of sociocultural significance of an utterance in the situational and verbal context in which it is used. He presented, 'a broader notion of competence and that is communicative competence which includes not only grammatical competence but also contextual or sociolinguistic competence' (Canale & Swain 1980, p. 1). The communicative competence leads to the integration of both grammatical competence and sociolinguistic competence in syllabus designing, teaching methodology and assessment.

Savignon (2002) discusses that in the concept of communicative competence 'competence' means expression, interpretation, and negotiation of meaning. It also considers psycholinguistic and sociocultural perspectives in ESL/EFL environment. He proposed an 'inverted pyramid' classroom model to represent communicative competence that consists of grammatical competence, discourse competence, socio-cultural competence, and strategic competence. All the components are inter-linked and inter-dependent. Richards (2006) asserts that in order to develop communicative competence of the learners the focus should be on meaningful use of language, use of communicative strategies, and seeking to link language use to context.

In Pakistan, English is medium of education and a most important language in education, business and other arenas of life. But, due to the shortcomings in educational systems the students, having completed their education, are not able to communicate in English language. The syllabus and course book of English, at almost all levels, are theory based and so is the assessment system due to which students are not able to hone their communicative skills in English.

World Bank study shows that fluency in English language and good communicative skills in English can enable the people to get 34% more wages than those who cannot speak English

fluently. Unfortunately, our education system in Pakistan fails drastically to equip learners with proficiency in language skills. The reason of this failure to prepare students who are good at communicating in target language i.e., English lies in the fact that our syllabi are not based on internationally recognized ELT model. The theoretical curriculum inculcates students just rote learning and does not prepare them for practical skills. In order to deal with such flaws, the students must be taught English in terms of learning the use of language in context for the purpose of communication. The focus on communicative competence, language use in context and appropriate teaching material to achieve the learning outcomes some standard framework such as Common European Framework of References (CEFR) is, hence, the need of the hour. The guidelines given in the framework provide the graded and learner-specific approach in curriculum design and evaluation. It provides transparency to our stakeholders' learning needs and helps them in the development of their language skills. The focus of the framework is in developing pragmatic competence other than grammatical competence. The model focuses on language use appropriately in its context of use. The present study also takes insights from functional view of language focusing on the use of language in context.

### **2.3. LANGUAGE, COMMUNICATION AND CONTEXT**

Language is the primary means of communication among human beings in this world. Though there are some other ways to communicate such as gestures, facial expressions, and use of signals but language is the most effective and powerful means of communication of ideas, thoughts, feelings etc. However, this communication always takes place in some social context. Effective communication depends on an understanding of the connection between language and the way people make use of it in everyday life in different situations. According to Amberg & Vause (2009), our language choices are driven by the social context. The way language is used

by a candidate in a job interview is very different from the way it is used in a party with friends. Language is an effective indicator to evaluate someone's socioeconomic status, education, profession, sincerity, friendship and many other such qualities. Language is consciously chosen and selected in order to make a particular impression on someone, the way we choose our clothing or hairstyle.

Communication provides people with a vital link with others and helps them in the satisfaction of different emotions such as pleasure, affection, relaxation etc., (Alder & Rodman, 2006). It is because of this importance of communication in our life that people always attempt to find new ways and media to link up with one another (Wood & Smith, 2005). The importance of communication in human life gets reflected from the fact that infants use vocalization, gestures, and facial expressions in order to communicate their needs long before learning form and content of language. However, as children grow they learn language from the conversational responses of their parents which underscores the communicative nature of human language. Then, with the passage of time, as Hymes (1967) mentions, children learn communicative competence or the ability to use language appropriately in different situations through consistent interaction with their parents, peers, family members and teachers etc. Since, the functions achieved through the use of language are various and numerous, so children need to learn all the skills to use language appropriately in different social situations such as learning to ask questions, making requests, giving orders, expressing agreement, and disagreement etc. Other than learning these functions of language it is equally important to learn a proper way of initiating, maintaining and concluding the conversation, turn taking, active listening, and being sensitive to the audience and the situations as a part of being communicatively competent.

Since, the language learning experiences take place in social environment or context, the concept of context is of prime significance in this discussion. McConnell-Ginet (1989, p. 49) emphasizes the importance of context as:

Language matters so much precisely because so little matter is attached to it; meanings are not given but must be produced and reproduced, negotiated in situated contexts of communication.

According to Kramsch (1993), Firth and Malinowski were among the first to expand the understanding of the situational context. They included in the context of situation bodily gestures, facial expression, environment, interlocutors, and audience along with the spoken words. Thus context of situation includes both linguistic and paralinguistic elements in a given speech event. Clark (1996) views context of a speech event as an ever expanding ring. It begins with the utterance and includes both speaker and audience as participants. It does not stop here, rather takes in its wake the surrounding environment, objects and events in those environs. The expansion of the ring takes place on the temporal dimension as well. It also encompasses the participants and the linguistic experiences of the participants involved in the speech event. The context further includes spatial as well as social and cognitive orientations including beliefs, relationships, stances and objectives.

Hymes' (1974) notion of context is evident from his taxonomic framework SPEAKING. This framework is exhaustive and comprehensive. This concept includes both linguistic and paralinguistic elements. The acronym SPEAKING contains the idea of context which is also exemplified through the units of analysis i.e. communicative situation, communicative event, and communicative act, included in Hymes' SPEAKING model.

## 2.4. LANGUAGE USE IN TELEVISION ADVERTISEMENTS

Advertising is a buzz word and part and parcel of the present day modern life. Its endemic nature makes it a well known phenomenon. It is everywhere around us in various forms and via different media. We find them on newspapers, television screens, radios, internet and billboards attacking our privacy from everywhere. Advertisements seem to have an invisible power to manipulate and influence people's choice in the consumer world. As Jhally (1995, p.79) aptly remarks on the power wielded by the advertisements:

An invisible voice of advertisement advocates, encourages, asks, announces and deeply embeds into peoples' minds. Advertising is ubiquitous – it is the air we breathe as we live our daily lives.

This intensive exposure to advertisements is enhanced due to the technological advancement. In the present world, advertising is a very effective tool to reach out maximum people in order to communicate a message about some product, idea or service. The producers and advertisers use this tool to attain and maintain contact with consumers culturally, politically, socially and even psychologically. In view of these facts, advertisements should not be considered just naive ways of product selling.

Advertising gets this potent influence through the use of language. Widdowson (2000, p.3) observes that our language 'serves as a means of cognition and communication. It enables us to think for ourselves and to cooperate with other people in our community'. It follows from this that advertising is a type of communication that takes place between the advertisers and the consumers in order to influence the latter are choices and to make them behave in a certain way.

A broad and general definition of advertisements views advertising as a type of communication of specific information which is non personal and structured. Kotler (2003, p. 590) defines advertising in general terms as, 'any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.'

Vestergaard & Schroder (1985, p.2), define advertising as a public notice 'designed to spread information with a view to promoting the sales of marketable goods and services'. So, this definition points out advertising as some activity which exists 'to help to sell things' (White, 2000, p. 5). It also indicates that advertising provides utilitarian information to the masses about the product or services being advertised with a view to influence their choice in favor of the advertised commodity. At the same time, advertisements are designed in such a way as to make the consumers realize the importance and necessity of the advertised items in their life.

Cook (2001), on the other hand, claims that defining modern advertisements as a genre is not an easy task. He points out the controversial nature of ads as a genre in the present age. While mentioning the reasons of the controversial nature of advertisements in the contemporary genres, he argues that this is because the advertisements are relatively new as a genre and this is partly because this relatively new genre is connected with and thrives in the global market economy.

Perceptions regarding advertisements vary a lot. There are different perceptions about advertising. Some people view advertising as urging people to consume more by making them feel dissatisfied or inadequate, by appealing to greed, worry, and ambition while others view advertisements as skilful, clever and amusing, and that it is unfair to blame advertisements solely for all the sorrows of the modern world (Cook, 2001).



The advertising process is carried out by identified sponsors by using different media in a persuasive manner to convey messages about goods, products, services and ideas (Arens 2002). According to Dunn (1978), the basic purpose of advertising is providing information and persuading others. This process is carried out by nonprofit organizations, firms or individuals. The messages transmitted and broadcast via advertisements can either be audio or visual. The example of audio message is radio advertisements and that of visual message includes television or cinema advertisement. Thus, the art of advertisements requires special techniques, as it aims to reach out maximum consumers incurring minimum cost.

Today, we live in a global village which puts a premium on the need of effective communication in order to be fit for survival, especially in the business world. In order to prove their products and services better than their competitor's, language is not only a potent tool in the hand of the advertisers but also a commodity in itself to earn money. The attractive nature of language makes it an influential device of publicity for advertisers (Emodi, 2011). Advertisers use both print and electronic media to reach out the consumers, however, electronic media especially television is considered more effective due to its appeal to both literate and illiterate sections of society via multiple sensory impressions such as sound, image, color etc.

A television advertisement is a span of television programming produced and paid for by an organization or individuals and conveys a message. Bruton (2000) suggests that television commercials are in a sense 'programs in miniature' and as much a part of television's cultural output as anything else. People discuss commercials as much as they talk about other programs. In this way, commercials are distinctively persuasive and full of stories, views of the world and characters. For this reason, advertisements carry ideology and clear discourses. According to Chaston (2000), the purpose of advertisements is to persuade the target consumers into buying a

brand. Most of the time advertising promotes an established brand by encouraging reliability among users and attempting to persuade those who are not users to switch brands.

People of different interests are bound to watch advertisements during their favorite programs which consciously or unconsciously affect their point of views. According to Dada (2010), the advertisers use language and combination of words in such an effective way as to make the advertisement easy to understand and recall, keeping in mind their target audience and their expectations towards a particular product.

The current study focuses on speech event as a unit of analysis in mobile telecommunication advertisements. The present research studies the advertisements from the perspective of Hymes' SPEAKING model (1974) taking into consideration the different factors, along with language, mentioned in the SPEAKING model (1974) i.e. setting, participants, ends, act sequence, key, instrumentalities, norms and genre. Thus, the current study is broader in nature as it takes into account both linguistic and contextual aspects found in the English mobile telecommunication advertisements.

## **2.5. LANGUAGE USE IN MOBILE TELECOMMUNICATION ADVERTISEMENT**

Telecommunication advertisements are a well-known phenomenon. Through the apt use of language these adverts create desirability in people for the advertised product and services. The present study focuses on the analysis of Speech Events designed by the advertisers in the mobile telecommunication advertisement.

Advertisements by different telecom companies play a major role in popularizing the mobile phones services, thus bringing them to the limelight and within the notice of common people. These advertisements create desirability in people for the product and in this way play a

major role in making people buy this facility. The advertisers arrange and organize the speech events in these advertisements in such an effective way as to attract the attention of the target audience, and thus persuade them to buy their product.

Advertising has a well identified cultural dimension as well. It is generally believed that the needs of people in a society are not natural rather these are culturally and socially defined in relation to the relative standards of their specific societies. It is not alone from the product that the consumers derive meaning, rather it is the external world, experiences, societal and cultural aspects that contribute a lot in shaping the perceptions of the viewers and consumers. Furthermore, the belief system and values of the individuals in a society also play a significant role in making consumers assign specific meanings to a given message. Sheehan (2004, p.24) asserts that:

Since we are viewing the world through this cultural lens, it is difficult to make decisions based on the rational attributes of a product. The cultural lens allows us to create meaning from the product and services that come into our view.

The advertisements play a significant role in conveying the desired messages to the consumers. As societies transform and evolve, advertising has become 'the happy chameleon, always delighted to don spring's new colors' (Barthel, 1988, p.13). The aforementioned statement indicates the power these advertisements have over the general public and consumers. It reveals that the advertisements not only reflect society but also shape and mould our world views, perceptions and even values (Kellner, 1995). It means that advertising does not work only by 'creating values and attitudes out of nothing but by drawing upon and rechanneling concerns that the target audience (and the culture) already share' (Jhally, 1995, p. 79-80).

Crystal (1987, p.390) mentions that 'advertisements come in extraordinary forms and contexts.' He further illustrates that commercial consumer advertisements form the largest and hence the most conspicuous group of advertisements. Other type of advertisement include trade advertisements which are designated from producers and manufacturers to sellers, retail advertisements from shops to customers, prestige advertisements by different government departments, and classified advertisements. According to Crystal (1987, p.390), these advertisements mainly aim to 'draw attention to a product or service in order to sell it.' The yearly rising sale index and the popularity of mobile phone services speak volumes for the effective advertising which plays a great role in this regard. So, an analysis of advertising language through the lens of Hymes' SPEAKING model (1974) will play a significant role in understanding the phenomenon. It can help unravel the hidden ideologies embedded in language use. The present study analyses the mobile telecommunication advertisement through the application of SPEAKING model (1974) in order to find out the role of linguistic and nonlinguistic elements in effective communication.

## **2.6. ETHNOGRAPHY OF SPEAKING**

The earlier studies in language description were limited to the description of language with focus on its formal properties alone. However, the dawn of a new era in 1960s ushered in a revolution in the trends and due importance was given to the context of use and the functional aspects of language as well. Hymes (1971) deems Chomskian idea of linguistic competence as narrowly defined concept and asserts that linguistics ought to concern itself with communicative competence that is the speaker's ability to produce appropriate sentences, not only grammatical ones. Hymes (1972) defines communicative competence as the ability to use grammatical competence in different communicative situations in the society. This shows that Hymes'

concept of communicative competence is much broader and more realistic than that of Chomsky's. Hymes supplements Chomsky's concept of linguistic competence by introducing the sociolinguistic perspective to it.

Hymes retained Chomsky's distinction between competence and performance and used the term 'communicative competence' to refer to the ability to use language in a social context appropriately. Hymes' idea of communicative competence is in line with Firth and Halliday's conceptions related to language use in context. The term 'communicative competence' is similar to Halliday's concept of 'meaning potential'. Hymes' focus was on language as social behavior and the cultural norms of native speakers (Bagarić, 2007).

This new approach to language study labeled as Ethnography of Speaking, focused on context and language use. Ethnography of Speaking was introduced by Hymes, Gumpers and their students in 1960. This program was extended later on and was called Ethnography of Communication (Gumpers & Hymes, 1964). Hymes (1962) suggested that a richer insight and understanding could be achieved through a combination of ethnography, cultural analysis and linguistics. Thus, this new discipline introduced by Hymes in 1962 called 'Ethnography of Communication' focused on both ethnographic and linguistic aspects of communication. In his seminal paper, Hymes (1962) combined the disciplines of ethnography and linguistics and came up with the idea of focusing on the cultural implication of the structuring of communicative behaviour and the role of speech in social interaction dealing with the sociological aspects of communication, such as, interaction analysis and role identity etc, and thereby combining the studies of anthropology and linguistics.

Hymes contributed in expanding on Chomskian methodology which was basically introspective. Hymes deemed the study of language as, 'use of the linguistic code(s) in the

conduct of social life' (Duranti, 1988, p.212). Speech behavior and actual language use were explored through the lens of this new method and theory. The formal training of most of the pioneer figures (e.g., Malinowski, 1923; Hymes, 1964, 1972; Bernstein, 1971; Cook-Gumperz, 1975; Whorf, 1956) of the ethnography of speaking approach in sociolinguistic, whose main concern is social context, resulted in the integration of other methods such as discourse and conversation analysis into ethnography of communication (Leeds-Hurwitz, 2005). All these areas have similar grounds, so far as they focus on the use of language in the conduct of social life; however, ethnography of communication differs from the other aforementioned fields due to its emphasis on viewing speaking in social and cultural context of different speech communities (Philipsen & Coutu, 2005).

Ethnography of Speaking is defined by Hymes (1974, p. 191) as 'concerned with the situation and uses, the patterns and functions, of speaking as an activity in its own right'. In this approach speech is examined in its cultural and social context by analyzing the way linguistic, cognitive, and cultural dimensions form single speech events. Rampton (2007, p.596) views Ethnography of Communication as:

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humanizing language study, preventing linguistics from being reductive or shallow by embedding it in rich descriptions of how users of a given variety adopt their language to different situational purposes or contexts.

According to Cameron (2001), the main concern of ethnography of speaking is the cultural practices of a community involving the direct use of language and at the same time the way these practices and their meanings differ in the other speech communities. Cameron (2001) emphasizes the point that research in ethnography of communication does not achieve its

objectives just at the level of description of the data rather it goes beyond and explores the reasons of particular events and their specific traits.

So, Hymes advocates for making ethnography the starting point for linguistic analysis, and at the same time he prompts anthropology to draw upon linguistics to describe and get an insight into culture and contexts. As Hymes (1974, p.4) mentions that: '... it is not linguistics, but ethnography, not language, but communication, which must provide the frame of reference within which the place of language in culture and society is to be assessed . . .' Hymes was mostly interested in a general theory which gives primacy to the diversity of speech, repertoires, and ways of speaking as the units of analysis. Hymes' purpose in preferring the analysis of speech to language was to show the interaction of social behavior and speech in a systematic way. His endeavors bore fruit in the introduction of his ethnography of speaking approach. This helped Hymes to explore speech in all its diversity, rather than as an abstract model (Keating, 2001).

According to the Ethnography of Communication theory, these are the cultural patterns of a specific society that design and structure language as a communicative tool. It is through language that social and cultural qualities and characteristics are carried on and transmitted through generations in a society. However, along with language social and cultural context is also very significant.

According to Keatings (2001), Malinowski's idea of context forms the basis in understanding speech in Ethnography of Communication approach. This influence is markedly notable in Hymes' (1962) theory. Hymes' theory of Ethnography of Communication has also visible traces of linguistically centered social analysis and situational approach proposed by Firth. Keating (2001) further mentions that the Prague school of linguistics particularly

Jacobson's formalization of inquiry also influenced Ethnography of Communication approach. As a consequence of these influences, the Ethnographers of Communication consider the relationship between form and content as important to meaning and make this relationship as the focal point of their research. According to Hymes (1972), communicative competence is of central concern in the Ethnography of Communication approach. Competence includes rules related to language structure and language use as well as cultural knowledge.

Hymes (1974), retaining the idea of Chomsky's underlying grammatical competence, looks at contextual relevance as one of the crucial aspects of one's knowledge of language and claims that meaning in communication is determined by its speech community and actual communicative event in question, which consists of the following components, termed as SPEAKING (a mnemonic code word): Setting, Participants, Ends, Act sequence, Key, Instrumentalities, Norms of interaction and interpretation, and Genre (Hymes, 1974; Coulthard, 1985; Jaworski and Coupland, 1999; Kramsch, 1993; and Wardhaugh, 1998). These are broadly considered speech contexts in which real verbal interaction takes place. For a person to say he or she knows a language, therefore, he or she must know 'when to speak, when not, ... what to talk about with whom, when, where, in what manner' (Hymes, 1972, p.277), in addition to how to make a sentence grammatical. In other words, he maintains that the knowledge of language that Chomsky associated with competence should be taken more comprehensively to include knowledge about the above-mentioned components, namely the rules of language use.

Ethnography of Communication has contributed in the form of introduction of the units of analysis. These units of analysis comprise speech community, speech situation, speech event and speech act. The connection of these units with the other components of speech use and aspects of culture is also explored in the theory of Ethnography of Communication.



## 2.7. SPEECH COMMUNITY

Speech community is an important notion which helps to understand human language and meaning. The term speech community refers to the groups of people who, through a consistent and prolonged interaction, develop and share values and attitudes about language use, varieties and practices. Though, the ability to speak language is an innate faculty but the process of learning a language takes place within societies and cultures. It is by living within those cultures and societies that we learn to talk to others. That is why, the notion of speech community is bound to be the locus of the body of research in sociolinguistic and anthropological-linguistic fields which deals with the naturally occurring speech in contexts. This marks the social boundaries within which a researcher explores and analyses the dynamics of language variation, language change and ways of speaking.

It is important to define the concept of speech community because of its central position in Ethnographic research approach. Since, this approach explores the way communication is patterned and organized within this important unit. A group of people who hold in common and share rules for the use and interpretation of at least one communication practice is called a speech community. Communication practices involve any specific event, act or situation. In the term speech community, speech refers to the available means of communication such as verbal and nonverbal, written and oral while the word 'community' refers to the group of people.

The notions of the Prague school, related to the concept of speech community, are considered as early attempts at defining this concept. Their idea of 'Sprechbund' or 'speech bond' centered on 'shared ways of speaking' which goes beyond language boundaries', and Sprachbund or 'language bond', involving 'relatedness at the level of linguistic form' (Romaine 1994, p.23). All these attempts are similar in their 'concern for a definition of speech community

as a real group of people who share something about the way in which they use language' (Duranti 1997, p.72), in spite of significant differences, so far as details are concerned.

However, with the shift from the narrow concerns of structuralists, namely, the actual linguistic features, and their arrangement to the language use in society brought expansion in the definition of the term speech community. The linguistic based definitions of the speech community gradually shrunk, and those of the social evaluation of speech grew in significance. Labov (1972) presents a wider and comprehensive definition of speech community, which includes a focus both on social dimensions and linguistic production. According to Labov (1972, p.120-121):

The speech community is not defined by any marked agreement in the use of language elements, so much as participation in a set of shared norms; these norms may be observed in overt type of evaluative behavior, and by the uniformity of the abstract patterns of variation which are invariant in respect to particular levels of usage.

Similarly, Romaine (1994, p.22) defines speech community as, 'A a group of people who do not necessarily share the same language, but share a set of norms and rules for the use of language.' The speech communities are considered distinct from one another on social rather than on linguistic basis.

In different communities people follow particular and patterned ways of speaking e.g. in worship, education, politics etc. These particular ways of speaking identify them as members of a particular speech community. The task of researchers in ethnography of communication is to explore these different ways of communication and the situated variety in various situations, acts and events of life.

Hymes (1974, p.51) defines speech community as comprising a group of people who share rules for the conduct and interpretation of speech and rules for the interpretation of at least one linguistic variety.

A speech community is defined, then, tautologically but radically, as a community sharing knowledge of rules for the conduct and interpretation of life. Such sharing comprises knowledge of at least one form of speech, and knowledge also of its pattern of use. Both conditions are necessary.

The concept of speech community in Hymes is originally based on the description of linguistic community suggested by Gumperz in 1962. A group of people, who are distinct on account of the use of common signs for the purpose of communication, form a speech community. To put it in Hymes' (1972) words, a speech community includes the people who share the rules for when and how to speak. The membership to a speech community requires mandatorily the sharing of at least one way of speaking with other members. According to Hymes (1972), the membership to a speech community also requires the understanding of the meaning of what is communicated by the individuals. For example, the users of a specific blog or website may be considered a speech community, if they share particular rules for speaking online. Hymes' (1972) concept focuses on coherence and efficacy in the socially-situated use of language rather than the questions of grammar, and grammatically possible utterances. It is more important for the members of a speech community to share ideas about the use of silence, ideas about the meaning of irony or emphasis, speech taboos, ways of formulating requests or statements, and so on besides an understanding of syntax and semantics.

Saville-Troike (1989) suggests criteria to identify a speech community which includes shared language uses, frequency of interaction by a group of people, shared rules of speaking and

interpretation of speech performance, shared attitudes and values regarding language form and use, shared socio-cultural understanding and presuppositions with regard to speech.

It could be concluded that all the sociolinguists have consensus on the point, that for being members of a speech community understanding of a single language is not a criteria, rather as Hymes (1972, p.55) puts it: 'they should constitute an integral/social unit for shared norms for the use of language (shared speaking rules, patterns of style shifting, or evaluation of language differences).

The study of the communicative behavior within a community requires working with basic units of interaction. There is a nested hierarchy of units i.e. speech situation, speech event, and speech act which Hymes(1972) suggests as essential steps towards understanding and exploration of speech behavior.

## **2.8. SPEECH SITUATION**

In ethnography of speaking framework, speech situation refers to the non verbal context in which verbal interaction takes place. The non verbal context characterizes the verbal features (e.g. a birthday party, a meeting). According to Hymes (1974), in a speech community there are distinct situations which are either associated with, or marked by the absence of speech. These contexts of situations are described as ceremonies, fights, hunts, meals, love making and the like.

Instead of the description of such situations by relabeling them in terms of speech these need to be treated as contexts and aspects of setting. Unlike speech events, such speech situations are not in themselves directed by one set of such rules throughout. A hunt e.g., may comprise both verbal and non verbal events, and the verbal events may be of more than one type (Hymes, 1974).

According to Saville-Troike (2003), the speech situation remains the same even if there is some change in the location of the activity. For example, the reconvening of a committee meeting or a court trial in different setting does not make a change in the speech situation. Likewise, in a university building same room may serve as venue for staff meeting or a lecture. A single situation provides a constant setup for activities that occur there though the interaction that takes place within that situation may be of diverse nature.

## 2.9. SPEECH EVENT

In ethnography of speaking framework, speech event refers to a speech that takes place in a speech situation having marked boundaries, for instance a conversation at a birthday party, a joke at a meeting etc. According to Hymes (1974), the activities or different facets of activities directly ruled by the norms for the use of speech fall under the premise of the speech events. Hymes (1974) further elaborates his point, by citing an example that just as in some sentences a single noun performs the function of a whole noun phrase or at times of whole sentence e.g. "fire". Similarly a speech act may be the whole of a speech event and of a speech situation.

One of the fundamental assertions of Ethnography of Communication is that human communication is made up of 'more or less well-identified units' called speech events. These speech events are controlled by social and cultural norms rather than of 'undifferentiated strings of discourse (Hymes 1962, p.132). Saville-Troike defines speech event as a:

unified set of components throughout, beginning with the same general purpose of communication, the same general topic, and involving the same participants, generally using the same language variety, maintaining the same tone or key, and the same rules for interaction in the same setting (1982, p. 29).

Speech event is a label for particular cases of speech exchange including exchange of salutation, enquiry etc (Richards & Schmidt, 2002). This shift of analytical unit from sentence to the speech event emphasizes focus on interaction, rather than on individual speaker or text. It is much broader than that of the traditional analysis of language (Gumpers, 1972). The use of language holds central place in the social practice to be called a speech event. It would be quite appropriate to mention that the speech events are made up of use of language. Duranti (1985) explains this point as:

‘In a class lecture, a trial, a Ph.D. defense, an interview, or a phone conversation, speech is crucial and the event would not be said to be taking place without it. Hymes calls this kind of event a speech event. In many other cases, speech has a minor role, subordinate to other codes or forms of interaction. Hymes refers to the latter type of event as a speech situation’ (p. 201)

Bakhtin (1986) also sheds light on this issue, and explains that our speech is organized by the speech events in the same way as grammatical forms do. This suggests that an investigation of the basic unit of speech event is inevitable part of the process of comprehending the communication between individuals and within society. However, in spite of the plethora of research and available literature on speech events, this relatively new field has not yet attained the goal of an exhaustive description of speech acts and speech events of a particular speech community’ (Coulthard 1997). The present study is an endeavor to fill up the vacuum and carries out an exhaustive analysis of speech events in telecommunication advertisements.

## **2.10. SPEECH ACT**

An utterance having both literal meaning and illocutionary force is referred to as a speech act. It serves a function in communication. The basic idea of speech act has been borrowed from

Austen (1962). But, it has been expanded and made to convey broader range of meaning. The fundamental notion is similar to speech act theory, which is the use of speech to perform actions in the world. Ethnography of Communication entails much broader notion of context than the one presented in Speech Act Theory. In Ethnography of communication, speech acts include gestures and paralinguistic communication as well (Schmidt & Richards, 1980).

According to Hymes (1974, p.74), speech act is 'the minimal term which represents a level distinct from the sentence and not identified with any single portion of other levels of grammar nor with a segment of any particular size defined in terms of other levels of grammar.' Hymes (1974, p.75) further explains, 'the level of speech acts mediates between the usual level of grammar and the rest of the speech event or situation in that it implicates both linguistic form and social norm'.

Hymes (1974) states that speech acts are distinct from the rest of the concepts in grammar, such as, sentences in terms of lack of dependence of their meaning, status and function on the grammatical form. The interpretation of speech acts depends on the social status and relationship of participants, as well as the immediate context of the utterance, and so 'the level of speech acts mediates immediately between the usual levels of grammar and the rest of a speech event or situation in that it implicates both linguistic form and social norms' (p.57).

## **2.11. SPEAKING MODEL**

A Speech event is considered the basis of analysis in the process of analysis and interpretation of language. Within this theory of Ethnography of Communication, Hymes developed his SPEAKING model (1974). This model was developed by Hymes initially to organize the collection of data about speech events and speech acts in different societies. Hymes' objective was to conduct a cross cultural comparison as a result of this data analysis. Jakobson's (1960)

paradigm of six components in any speech event: addresser, addressee, message, contact, context, and code provide the basis for Hymes' SPEAKING model. Hymes (1972) used the term 'SPEAKING' to refer to his model. The term SPEAKING includes different dimensions which form the basis of analysis according to this model. These dimensions are reflected mnemonically in the term SPEAKING where each letter in the word SPEAKING represents one or more components of Ethnography of Communication.

The SPEAKING model presented by Hymes, aims at describing the relationship between language form and its context in a speech/communicative event. The model, in an organized and efficient way, seeks to find and show the link between formal properties of language and the cultural practices of the speakers. By connecting language form and the cultural practices, the given model seeks to lay bare the hidden ideologies that might lay hidden behind such practices of society and individuals. The purpose of this model is to connect linguistic forms to cultural practices and to discover the ideologies about the world may be hidden behind the practices of individuals (MATEII, 2009).

This methodological framework composed of acronym SPEAKING, composed by Hymes is utilized by many researchers in describing speech communities across the globe. Lindenfeld (1990, p.10) commends the SPEAKING model, proposed by Hymes, in the strongest terms as, 'the methodological framework suggested by Hymes, now known as the SPEAKING model, serves as a useful starting point in data collection and preliminary analysis.' The ethnographic framework, proposed by Hymes, considers all the factors that are involved in speaking. These factors help in comprehending the way a communicative event attains its communicative purpose.



Hymes, in his ethnography of communication approach, has provided a theoretical basis for language which takes into account the way language use varies from individual to individual in a society. At the same time, this approach also accounts for relative linguistic coherence in the society. Other than this, Hymes SPEAKING mnemonics offer a heuristic for exploring communication and language use in society. It is used to explore social uses and purposes of language. The frame work is not an end in itself, rather it is a means to understand the way language works in a speech community. As Hymes (1972, p.70) explains: 'the formal analysis of speaking is a means to the understanding of human purposes and needs, and their satisfaction'.

Small (2008) terms this framework as a means which assists the detailed description of different speech genres in order to get an insight into the real communication that takes place in a society, and the rules that makes the speakers competent. Newmeyer, (2004) comments on the usefulness of the framework and states that it is a purposefully designed tool whose aim is to study everyday language use by members of a speech community and thereby explore the notion of communicative competence.

According to Hymes (1974), the components of the SPEAKING model include: setting, participants, ends, act sequences, key, instrumentalities, norms and genres. These components are explained as under.

**SETTING AND SCENE:** It refers to the temporal and spatial aspects of speech. It includes circumstances in which some speech event takes place e.g. time of day, season, location, social values etc. The term 'Setting' refers to the concrete physical circumstances in which speech occurs, while Scene indicates abstract psychological setting, or the way a culture defines that particular occasion.

While explaining the concept of 'scene and setting', Wardhaugh (2006) illustrates the point by citing example of the Queens' Christmas message and annual State of the Union Address by the President of the USA. He states that Queens's speech would quite be inappropriate on the eve of annual presidential address and vice versa. Each speech serves to define a particular scene. Wardhaugh (2006) states:

Within a particular setting, of course, participants are free to change scenes, as they change the level of formality (e.g., go from serious to joyful) or as they change the kind of activity in which they are involved (e.g., begin to drink or to recite poetry).

**PARTICIPANTS:** Participants refer to the social group or people who take part in a speech event. Significant aspects that are described in the process of analysis focus on the age, ethnicity, gender, and relationship of persons with each other. Hymes (1974), in his model, expands the traditional speaker- hearer dyad into four categories of participants: speaker, addresser, hearer and addressee.

**ENDS:** Ends indicate the purposes and objectives for which speech events are organized. Ends refer to the personal goals that participants of an interaction want to accomplish on a specific occasion. These are the outcomes and goals of speech events. According to Hymes (1974), the term communication itself must be differentiated from interaction as a whole in respect of purposiveness.

**ACT SEQUENCES:** According to Hymes (1974), the term 'act sequences' is employed to indicate connection between the formal properties and thematic content of a message. It indicates the relationship between what is spoken and the way something is spoken/uttered and the relationship of what is said to the actual topic at hand.

**KEY:** This refers to the tone, mode or way and the spirit which goes in the performance of a speech act. The tone of any message could be light-hearted, serious, precise, pedantic, mocking, sarcastic, pompous, and so on. It also includes the emotional tone of the speech event reflected through the choice of language or language variety, gestures or paralinguistic cues such as intonation, laughter, cry etc. The significance of key is evident from the fact that in case of absence of concord between the actual wording of a person and the key used by him more attention is paid to key than to the content. For instance, audience pay more attention to the burlesque of a ritual rather than to the ritual itself.

**INSTRUMENTALITIES:** It refers to the message form on larger scale and includes formal properties of a text in terms of language varieties, dialects, codes, or registers. Instrumentalities include channels and media of transmission, such as, oral, written or telegraphic. Wardhaugh (2006) elaborates this point as:

Formal, written, legal language is one instrumentality; spoken Newfoundland English is another; code-switching between English and Italian in Toronto is a third; and the use of Pig Latin is still another.

In single verbal exchange, different instrumentalities could be used. Reading could be followed by a joke, quotation from Shakespeare, and code mixing from some other language without necessarily changing the topic.

**NORMS:** This aspect divided into norms of interaction and interpretation, is concerned with shared understanding. Norms of interaction and interpretation refer to the traits and manners associated with speaking within a social group. These terms refer to the value and meaning associated with these norms by those who share them and, also, by those who do not share them

and interpret them in a different way. These norms include turn taking, appropriateness, loudness, silence, gaze return, and so on.

**GENRES:** It refers to the marked categories of utterances such as poem, tale, riddle, letter, proverbs, sermons, prayers, lectures, and editorials etc. These genres are distinct from casual speech in specific way.

## **2.12. STUDIES AROUND THE GLOBE ON ETHNOGRAPHY OF SPEAKING:**

Dell Hymes' SPEAKING model has been applied by researchers on different speech situations and speech acts. Tan & Herbsssst (1996) conducted an ethnographic study applying Hymes' SPEAKING model on informal interviews using the theoretical model of the analysis of speech event in order to find out the possibility of the expected varieties in an interview situation. The study found out the role of change in parameters that can influence the entire situation. So, the study proposes ensuring the totality of speech events while arranging and conducting an interview. The study highlights the role of different elements of speech events, in effective communication.

In the same way, Sherry (1988) has also employed Hymes' SPEAKING framework in the analysis of persuasive rhetoric of market pitchers, which is a commercial art form. The phenomenon is observed in the setting that is significant culturally. The selected field site secondary or informal economic sector. The researcher has employed participant observation and interviews as tools in order to collect data. The findings of the study prove the effectiveness of the pitch marketing as an effective device due to its persuasive rhetoric which plays a significant role in the rise of informal retailing, the increasing significance of direct marketing, the accelerating fragmentation of the domestic mass market and a number of other consumption trends.

Angelelli (2000) has applied Hymes' SPEAKING taxonomy in his study in order to present a comparative analysis of two interpreting events. The selected events occur in different settings, the first one in a community setting while the other one in a conference setting. The findings indicate the insufficiency of a single standard of interpretation. The communicative events have more differences than similarities which require different performances by the interpreters. The differences found in the study show the complexity of social interaction which requires to be studied in its own right.

Hatice (2007) applied Hymes' SPEAKING model in exploring the discourse of betrothal ceremony in Turkish society. The betrothal ceremony, a common traditional arrangement before marriage ceremony, is a distinct speech event. The data consist of the audio recording of the betrothal ceremony have been analyzed, using Hymes' SPEAKING framework. The study described both verbal and non verbal elements of the speech. The finding of the study highlighted the structured and formulaic nature of the betrothal discourse. The study also proposes a model for act sequence.

Dada (2010) applied Hymes' (1972) framework and conducted a study on GSM advertisements in Nigerian electronic and print media. This study aimed at the analysis of communication and language use in the advertisements from sociolinguistic perspective. The study concluded that GSM advertisements in Nigeria use certain sociolinguistic strategies in order to make their message effective and to produce the desired impact on the consumers. Such sociolinguistic strategies, according to this study, include: code choice, ethnography, semiotics and neologisms. The research study traced the use of certain pattern and typology in Nigerian multilingual community. The study also revealed that the demographic, situational and

attitudinal variants controlled by socio-cultural norms of communicative appropriateness provide a basis for such patterns in the advertisements.

Another such study was conducted by Ray (2011) in order to test Hymes' (1972) 'Speaking model' in a set of homogenous speech community. This speech community comprises the academic staff of Anthropology Department in a university in India. The above mentioned studies have utilized Hymes SPEAKING framework in order to explore the way language is used in different contexts in social life.

More recently Vakili, Kashani & Farhad (2012) conducted a similar study in the analysis of media discourse. The data consist of TV comedy series and the model used was Hymes' (1972) SPEAKING model. The focus of analysis was Speech Events occurring in the comedy series "FRIENDS". The study was quite insightful since it presented a sample of more frequently occurring Speech Events along with a sample of cultural norms and rituals of native speakers. The research identified certain speech events which occur more frequently due to the contextual and situational context of the language. These Speech Events mostly recurring in friendly relationship include sharing and confiding personal affairs, problems or secrets with close friends. These also include asking for consultation and sympathy from friends. The study also identified certain speaking factors influencing each speech event under analysis. These identified factors are found in line with the SPEAKING model presented by Hymes (1972).

However, these studies do not focus mainly on the manipulation of the linguistic and contextual elements in the advance of hidden agenda and power dynamics of language use. The present study explores the way advertisers manipulate different elements in a speech event in persuading the target consumers into buying their services and products. Thus, the study attempts to unravel a different dynamic of language use in society through the use of Hymes' SPEAKING

model. The reviewed literature lacks significant studies which focus on the organization of speech events in the media discourse in general and in advertisement in particular. Particularly mobile telecommunication advertisements have not been analyzed from this perspective.

The present study applies Hymes (1974) SPEAKING model in the analysis of mobile telecommunication advertisements. The present study explores the linguistic and contextual element through which advertisers achieve the objective of effective communication. The study also uncovers the hidden ideologies of the advertisers in manipulating the speech events to achieve their desired objective i.e., to maximize their sale. Hence, the study focuses on an area not touched by the above mentioned studies. The study, unlike the above mentioned works, has focused on a vibrant area of mobile telecommunication advertisement, which is significant due to the importance of communication in the present global world.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

This chapter presents in detail the research methodology for the study. It elucidates the objectives of the present study and an appropriate methodology that could assist in the achievement of those objectives. Next, the chapter elaborates the categorization of the data, data collection and analysis procedure, along with the rationale of the data collected for the study.

#### **3.1. OBJECTIVES OF THE RESEARCH**

The objectives of the present study are to investigate the strategies used by the advertisers in speech events in the mobile telecommunication advertisements within the framework of Hymes' (1974) SPEAKING model. Furthermore, the study attempts to investigate the way the designing of Speech Events in Telecommunication advertisements helps advertisers: firstly, to communicate competently and effectively, secondly, to grab attention of consumers, and thirdly to boost up the sale of their products. The study also suggests the potential of Hymes' SPEAKING Model in teaching effective communication skills to EFL/ESL learners, based on communicative, socio-cultural and pragmatic competence that can be perked up.

#### **3.2. RESEARCH METHOD AND TYPE OF RESEARCH**

An appropriate methodology and research approach are prerequisites in order to find answers to the research questions and achieve the objectives of the study. There are different and varied categories of research methods according to different researchers.

Ary, Jacobson & razavieh (2002) state that the research methods can be divided into two broad categories: quantitative vs qualitative research. They assert (2002):



Quantitative research uses objective measurements and statistical analysis of numeric data to understand and explain phenomena. It generally requires a well controlled setting. Qualitative research, in contrast, focuses on understanding of social phenomena from the perspective of the human principles in the study (p.22).

In the same way, Dabbs (1982) also sets apart these two broad categories of research. He asserts that the idea of quality is part and parcel of the very nature of things whereas quantity refers to the amount of some entity.

According to some researchers, Qualitative methodologies are generally deemed less rigorous and thus non-scientific (Ary, Jacobs & Razavieh, 2002); however, Borman, LeCompte, and Goetz (1986) have argued that criticism of qualitative approaches arises out of an 'erroneous equation of the term 'empirical' with quantification, rather than with any real defect in the qualitative paradigm itself' (p.51). According to Berg (2001), methodological rigour is essential part of qualitative methods as well. In this regard, he asserts that in fact, good qualitative research can be very rigorous. The qualitative methods can (and should) be extremely systematic and have the ability to be reproduced by subsequent researchers. Replication and reproducibility, after all, are central to the creation and testing of theories and their acceptance by the scientific communities.

Qualitative researches are useful in the situations which demand in depth understanding of a phenomenon. According to Cresswell (1997), qualitative research offers a 'holistic picture and is an inquiry process that explores a social or human problem' (p.15).

The present study is a qualitative research as it attempts to attain an in depth understanding of the advertisement phenomenon and the way communicative events are structured in them. In line with the research questions and objectives of the present study, it

could be termed as ethnographic research. Ethnography is the systematic study of social interactions, behaviours, and perceptions that occur within groups, teams, organizations, and communities. Harris & Johnson (2000) define ethnography as, 'a written description of a particular culture - the customs, beliefs, and behavior - based on information collected through fieldwork.' (p.21)

Further, the present study applies Hymes' SPEAKING model on telecommunication advertisements, so, this study can be termed as Ethnography of speaking. Ethnography of speaking (EOS) is a specific method for describing and explaining culturally distinct communication patterns and practices using the sociolinguist Dell Hymes's SPEAKING acronym as a theoretical framework.

Since, the data for the present research consists of advertisement videos broadcast on television so in the context of media research the present study would be labelled as content analysis. Content analysis is a commonly used data analysis technique of qualitative research. Patton (2002) defines content analysis as, 'any qualitative data reduction and sense-making effort that takes a volume of qualitative material and attempts to identify core consistencies and meanings' (p.453).

### **3.3. DATA FOR THE STUDY**

The present study falls in the domain of qualitative research and employs purposive sampling technique for data collection. Patton (1990) states that in qualitative studies, the selection of sample for research is purposeful. This type of sampling serves the purpose of providing information rich cases which assist in gaining in depth understanding of the phenomenon (Gay, Mills, & Airasian, 2006). This method of data collection can be contrasted with another very

popular data collection method i.e. random sampling, which is used in quantitative research. Random sampling in contrast to purposive sampling is based on statistical probability theory.

However, a small, selective purposive sample, a prerequisite of the need of gaining in depth understanding in the qualitative research, may hamper the possibilities of generalizations; however, this weakness can effectively be overcome, as suggested by Hinton (1987), by a well defined sample; which in turn becomes rather a strength of this approach and enables the study to be generalizable to a large population.

In the present study, the data consist of mobile telecommunication advertisements obtained from electronic British media. Mobile phones are very common and have gone a long way in mitigating distances and bringing people closer to each other. According to Dushinsky (2009) the world we live in these days is a mobile one, and he even goes so far as to state that mobile phones have changed the whole history of marketing and thus the whole business. Now, almost 90 per cent of the almost 8 billion people in the world are within the range of a mobile signal and more than 5 billion people have a mobile connection of whom 3 billion, or three quarters, are unique mobile users; the distinction between these two figures lies in the fact that one person may carry several devices, not only a mobile phone, but also a laptop, tablet computer, navigation and many others.

In the United Kingdom, there are plenty of mobile operators; however, there are four of them which are considered the chief providers: Vodafone, BT Infinity, T-Mobile and Lycamobile. These mobile operators use numerous virtual operators, such as Virgin, GiffGaff, LeBarra and Lyca, Tesco and Asda (Anglie, 2006). All of the mobile operators are trying to interest and attract people into using their network through advertisements. An analysis of these adverts through the lens of Hymes' SPEAKING Model will help understand the strategies used by them

for building effective communicative events. Since, English is taught as a second language in Pakistan and is also medium of education, so this understanding of the language use in advertising phenomenon will assist the pedagogues and language instructors to utilize this insight. Further, they can use these ads as authentic material for teaching language competencies of various types. The videos of the selected advertisement are retrieved from [www.youtube.com](http://www.youtube.com) dated March 8, 2016.

The following advertisements are selected for the analysis:

1. Lycamobile TV Commercial UK - FREE CALLS to any Lycamobile

<https://www.youtube.com/watch?v=u2kC1pJPBro>

2. New Lycamobile TV Commercial: Call India for 1p

<https://www.youtube.com/watch?v=NgLYf5AKIuA>

3. BT Infinity Hub 5 Ad

<https://www.youtube.com/watch?v=rwmsk06PAHo>

4. Vodafone UK Commercial - Network TV ad

<https://www.youtube.com/watch?v=RqnxLO2NrpU>

5. Drake T Mobile - 'Restricted Bling' 2016 Super Bowl TV Commercial

<https://www.youtube.com/watch?v=SdqwUix4C4U>

### **3.4. THEORETICAL FRAMEWORK AND METHODOLOGY**

The present study focuses on the identification and analysis of different speech events, designed and organized by the advertisers in the Telecommunication advertisements. Hymes' (1974) theory of Ethnography of Communication provides the basic framework for the present study. Specifically Hymes' SPEAKING framework has been employed as basis of analysis for the present research endeavor. Hymes (1974) SPEAKING model is briefly explained below:

**Setting/scene:** Setting and scene include the location and circumstances that surround a speech event. It encompasses both the spatial and temporal dimension. For example, the time of the day at which some meeting took place and the furniture in the meeting room etc.

**Participants:** participants include the individuals who take part in the conversational process in a speech event. It refers to the personal traits of the individuals in a speech event such as, age, sex, status of participants in society and their relationship with each other.

**Ends:** This term refers to the overall and general purpose achieved through the speech event. For example, a speech event could be result-oriented or even unintended. It also refers to the goals of the individuals engaged in conversation in the speech event.

**Act Sequence:** This term alludes to the organization of speech acts within a speech event. It refers to what is said and how it is said. It involves the topics, content and form of the message.

**Key:** This term refers to the mode, style or tone which is employed in the deliverance of a message that is said or written.

**Instrumentalities:** A speech event is transmitted via different channels or linguistic codes i.e. language, dialect, variety and channel i.e. speech or writing, telephone, electronic mail etc. which are referred to as instrumentalities.

**Norms:** Conventions that rule the social and speech behavior in a community are referred to as 'norms' in this model. Such conventions could be linguistic and nonlinguistic, universal or culture-specific.

**Genre:** This term is used to refer to the genre or the specific type of event. It includes the use of language for a specific purpose, for example, a letter, story, poem etc.

The data for the present study has been obtained from electronic sources. For the detailed analysis of the data, in line with the objectives of the present research the above mentioned categories have been followed. The analysis of data in accordance with the categories mentioned above will go a long way in establishing the idea of speech event construction in the advertisements. The study will explore whether all the advertisements use all of the above mentioned strategies to design the speech events or if there is variation in their approaches. It will also help to understand the way these factors (in Hymes' model), involved in formation of speech event help to control the language use within created environment. Furthermore, the study will assist to establish the way the manifestation of factors mentioned in Hymes' (1974) SPEAKING model contribute in the achievement of the essence of competent and effective communication as intended by the advertisers.

### **3.5. CATEGORIES AND PROCEDURE OF DATA ANALYSIS**

For the present study, Telecommunication advertisements obtained from electronic media have been analyzed following the categories of Hymes' (1974) SPEAKING model mentioned in detail in the framework of the study. The analysis would focus on how the Speech Events are organized following the factors mentioned in Hymes' (1974) SPEAKING model. The analysis would focus on how each factor such as the choice of setting, participants, ends, act sequence, key, instrumentalities, norms and genre are used to achieve the specific objectives of the advertisers.

Ethnographic researches are usually based on visual data, thus observation as a technique is used. The visual data is studied through content analysis within the required categories. This method does not require any additional visual analysis procedure just as, semiotics etc., as the purpose is to observe 'culture' and not to study meanings based on signified-signifier

relationship. The word culture here refers to the ways of doing things. Thus, the present research is also based on observation technique where content will be explored under different categories.

There are different strategies to embark upon data analysis procedure. To make the data manageable the lengthy data is usually reduced to different thematic categories. This process is known as coding of data. Since, the present study applies Hymes' descriptive SPEAKING framework so it employs coding categories onto the data from the very outset. This framework provides predetermined categories evident through the SPEAKING mnemonic (setting, participant, end, act sequence, key, instrumentalities, norms, and genre). This framework, presented by Hymes, has been used by different researchers in the analysis of different situations and a variety of cultural groups (e.g., Dollar, 1999; Katriel & Philipsen, 1981; Philipsen, 1975, 1992).

In the data analysis procedure adopted for the present study, the researcher would examine the ways the appropriate choice of setting is made by the advertisers in order to achieve their desired objectives. In the mobile telecommunication advertisements the selection of individuals and roles assigned to them are also significant areas of scrutiny. Since, such choices are made very aptly to achieve the target of attracting the attention of maximum consumers and thus to persuade them to buy the product. The advertisers arrange the speech events in such a way as to achieve specific results. This aspect of the advertisements is analyzed under the heading 'Ends'. In the same way, the content and formal properties of the text are of significance in presenting the specific point of view. Hymes' SPEAKING model (1974) mentions the term 'Act Sequence' to help in the analysis of such aspects in the advertisements under analysis. The advertisements use different modes or styles to communicate their messages to the consumers in order to create desired impact on them. Such modes could be oral, written, use of voiceover etc

in the advertisements. This aspect of the telecommunication advertisements under analysis would be studied under the heading 'Key' as mentioned in Hymes' SPEAKING model. The norms followed and genres adopted in the advertisements are also significant area of analysis to understand the organization of the Speech events. The analysis of the telecommunication advertisements using Hymes' SPEAKING model would be of great assistance in understanding the organization of Speech Events in the telecommunication advertisements. The organization of Speech events is manipulated to create desired impact on the consumer with the sole purpose of maximizing the advertisers' profit. An understanding of language and context i.e. Speech events from this perspective would be a valuable addition in the attempts to create awareness in the masses. The insight achieved through such an analysis would assist in creating a true understanding and perception of the hidden ideologies of the advertisers.

### **3.6. PRESENTATION OF DATA AND FINDINGS**

For the present study, the data has been categorized following Hymes' (1974) SPEAKING model. The analysis focuses on the way the Speech Events are organized in accordance with the factors mentioned in Hymes' (1974) SPEAKING model. The study also explores the way each factor such as the choice of setting, participants, ends, act sequence, key, instrumentalities, norms, and genre are used to achieve the specific objectives of the advertisers. The data has been transcribed first and then analyzed qualitatively.

### **3.7. TRANSCRIPTION OF THE DATA**

The selected television advertisements of the mobile telecommunication companies have been transcribed by the researcher for the purpose of data analysis. The transcription of the data is provided in appendix A. However, as the research focuses only on how communicative events



are structured, thus the paralinguistic features are not included in the transcription. For detailed visual observation, a recording of these ads is also provided in CD form (CD attached).

## **CHAPTER 4**

### **DATA DESCRIPTION AND DATA ANALYSIS**

This chapter employs Hymes' SPEAKING taxonomy (1974) in the analysis of English mobile telecommunication advertisements, in order to get at an in depth understanding of the phenomenon in line with the objectives of the study. The researcher has followed the categories mentioned in the SPEAKING framework for the analysis of data.

#### **4.1. ANALYSIS OF LYCAMOBILE ADVERTISEMENT**

The Lyca mobile advertisement is shot in an office setting. The dialogue takes place between two colleagues. The female colleague informs his male colleague about the amazing offer of free Lyca to Lycacalls. (Please see appendix A for the transcription of Lyca mobile advertisement.)

#### **SETTING AND SCENE**

According to Hymes (1974), setting and scene include the location and circumstances that surround a speech event. It encompasses both the spatial and temporal dimension. For example, the time of the day at which some meeting took place and the furniture in the meeting room etc.

The setting of the conversation can be divided into three categories which are: the physical circumstances; the psychological setting; the cultural scene.

In the under analysis speech event in the Lycamobile network connection TV commercial, the scene takes place in an office setting. So far as, the spatial arrangement is concerned there is a table and chair in the visible area of the office. There is another chair placed near the table. The male colleague enters the office carrying a paper in his hand. The open door gives a glimpse of the spacious office building. The room, where both of the colleagues are

engaged in interaction, is also spacious and neat. The walls of the office are painted blue and white, which gives a cool effect. The colour of wall paint matches with the Lycamobile logo of globe shape, showing blue colour for water. It indicates the international links which are made accessible due to the advertised network connection. There is a computer on the table and a few papers. The setting of the office bespeaks of the efficiency of the employees. The office setting shows no pile of files etc., a general characteristic of office places. There is a white board attached to the wall, behind the chair. A graph is drawn on it, showing a graph which indicates rising sales target. This element in the setting gives an impression of a successful and a growing organization. The selection of setting is quite purposeful, as it lends credibility to the product as well. The advertisers intend to give the impression that the advertised product is the choice of successful and educated people.

Setting also consists of the psychological situation which involves the interlocutors of the conversation. In the under analysis speech event, the two colleagues are shown talking in an informal, friendly and colloquial manner. They use idiomatic expressions. They speak in standard English. The scene in the advert, particularly justifies the need of such an amazing offer that could provide a chance to talk to one's relatives and friends who live in other countries. The selection of the setting is such as to lend credibility to the promised advantages of the network.

## **PARTICIPANTS**

In the selected Lycamobile advertisement, the participants are two young colleagues. The male colleague comes to his female colleague's office and finds her talking on her cell phone. These are the participants in the speech event as the dialogues occur entirely among these two characters. The advert aims at youth and presents young people as characters, so that the target consumers can identify themselves with. The participants belong to educated and professional

class. Through the advert, the importance of connectivity with one's relatives and friends who live abroad is highlighted. Thus, the advert through its effective presentation of participants makes the consumers perceive their need to avail themselves of such a useful service.

The two colleagues seem to belong to the same socio economic class, i.e., middle class. The female is tall and fair. She is dressed formally. She is wearing a skirt and a wrist watch. She speaks in a confident and self assured tone. The male colleague is also dressed formally, reflecting middle class urban population aura. Both of the participants are decently dressed up. Apparently, the male colleague comes to the office to discuss some official matter with his colleague which is evident from the paper he carries. But, as he finds her talking on phone so he comments on her being busy in talking on her cell phone most of the time. His colleague starts telling him about the amazing offer by Lycamobile. The male colleague gets interested in that offer and they start talking about the advantages of the offer by Lycamobile, setting aside his initial purpose of visit. The content of their interaction is informative. As the female colleague informs her male colleague saying, *"It's now free from my Lycamobile to any Lycamobile in seventeen countries within Europe, USA and Australia"*.

From the perspective of speaker/addresser and listener/addressee dyad, in the under analysis speech event, the advertiser is speaker/addresser and the audience or the target consumers are listener/addressees. The advertiser is cognizant of the nature of his audience and makes appropriate choices of participants to appeal the target consumers. In the under analysis advert, the participants are aptly selected to get the working class identify themselves with.

**ENDS**

The speech event is aimed at informing the target audience that the advertised Telecommunication Company has a solution to the very pertinent problem faced by the people,

who find it hard to afford to talk to their relatives living abroad. It provides an amazing facility of free calls on the same network. So, the purpose of the speech event is to persuade the target audience of the usefulness of the particular service. The advert is structured in such a way that it presents the main information directly, right at the start of the advert. Since, the advert is about the offer of Lyca to Lyca international free calls, so the first participant inquires the second participant, in the speech event, if it is an international call. His comment sets the context for the second participant to enumerate the advantages of Lycamobile network connection. The advert makes use of few words to convey this message as the male colleague asks his female colleague, *“International calls?”* and the female colleague starts telling her in detail about the offer.

Hymes (1974) further divides ‘Ends’ into goals and outcomes. From this perspective the goal of the speech event is to inform the consumers of the efficacy and usefulness of the particular service while the outcome of the speech event is to get the target audience buy the particular SIM.

## ACT SEQUENCE

In the under analysis advertisement, the speech event commences with the entrance of a male employee in his colleague’s office. He finds her engaged in conversing with someone on her cellular phone. He comments that she remains busy *“always”* on her phone now a days. As he says, *“You are always on your phone these days”*. He asks her if she is on international calls. The girl in response informs him about her calling to her relatives who live in USA and Australia. She calls them for free because of Lycamobile to lycamobile free offer. Their tone is serious and informal. Their facial expressions also show their feelings towards the product. The facial expressions of the male colleague show his surprise on such an amazing offer by Lyca network connection. The female participant explains the advantages of the free offer. She has a

smile on her face which indicates her satisfaction and pleasure. Her tone is assertive and reassuring.

In the under analysis telecommunication advertisement, different scenes follow a particular form and sequence. First, the male colleague enters the office and finding his colleague talking on phone expresses his amazement on her frequent calls to others. In turn, she informs him about her being able to talk to her brother and other friends, who live abroad, via phone due to the free offer from Lycamobile to Lycamobile. A proper introduction, body and conclusion structure is followed in the advert. There is a proper beginning, where the male colleague comments on the frequent use of cell phone by his colleague. Then, the female colleague responds him by hanging the phone which indirectly gives the message of the generosity of the free call offer. Thus, the commercial follows a proper introduction -body-conclusion sequence.

### **KEY**

In the speech event, in the selected advertisement the key is at first surprising as the male colleague shows his amazement on the frequent use of cell phone by his female colleague and inquires if she is on international calls. Through their words, gestures and facial expressions they show their satisfaction and pleasure on the amazing offer by the Lycmobile network connection. The girl's tone is reassuring and confident. The tone and facial expression of the male participant show his amazement at the unbelievable offer. Their tone is serious.

### **INSTRUMENTALITIES**

The channel and form of a speech fall within the field of Instrumentalities. According to Hymes (1974), the way a message travels from one person to another is called channel. In the under analysis speech event that occurs in Lycamobile telecommunication commercial, the message is

conveyed by both oral and written channels. Since the advert is a video commercial so it makes use of other instrumentalities such as camera angle, music, and voiceover etc. At the end of the speech event a written slogan with monogram of the Lycamobile Telecommunication Company flashes on the TV screen. As the commercial is broadcast on television channels, so it contains written text and slogan on TV screen that audience can see, thus remember the code words that they need to dial from their mobile phones to get the advertised service activated. The consumers are instructed to dial the code number to get subscription of the offered service. The advert makes use of imperatives to urge the target audience to subscribe to the advertised network connection.

Both the colleagues use informal and colloquial language. The use of gestures and non verbal language, in the speech event are also very significant. Non verbal language is used when the male colleague shows his amazement on Lyca to Lyca free call offer. His gestures and expressions, towards the end of the speech event, show that he has gotten convinced by his male colleague's enumeration of the advantageous offer. The characters speak to each other in an informal style.

Another ingredient of instrumentalities is form of speech. It includes, as defined by Hymes (1974), languages and their subdivision such as dialects codes, varieties, and registers. The knowledge of proper formulation of channel and form of speech in keeping with the participants, objectives and situation of the speech event in a communicative situation is inevitable for the speaker. Both the participants in the under analysis speech event converse in an informal and friendly tone which is characteristic of people in such settings as shown in the advert.

## **NORMS**

The term 'Norms' refers to the conventions of interaction and interpretation of a message. According to Coulthard (1985), the cultural values play a pivotal role in determining the interactional and interpretational patterns in any society. These patterns guide and make possible appropriate communication in a particular society and culture. The norms of interactions indicate the underlying set of non-linguistic rules regarding when, how, and how often speech occurs. According to Hymes (1986), norms of interpretation involve the belief system of a society. It focuses on the recognition of the implied meanings of the actual utterances. Both these norms of interaction and interpretation form a shared repertoire of a cultural group or society.

In the under analysis speech event, both the colleagues know well the norms of interaction and follow them accordingly. They follow turn taking properly. There is no overlapping or interruption during the conversation between the two colleagues. The male colleague's comment, "*you are always on your phone these days*" is understood as a question by the female colleague and in its response she explains the reasons of her being on phone most of the time. They use informal and idiomatic language. The use of lexicons is easy, simple, and taken from everyday vocabulary

## **GENRE**

The under analysis speech event, falls under the genre of commercial. To quote Hymes' (1974, p.61) words, 'by genres are meant categories such as poem, myth, tale, proverb, riddle, curse, prayer, oration, lecture, commercial, form letter, and editorial etc.' A detailed analysis of the speech event reveals it as a dramatic dialogue between the participants. It aims at highlighting the advantages of getting subscription of the advertised mobile telecommunication service providers.



## 4.2. ANALYSIS OF LYCAMOBILE CALL INDIA COMMERCIAL

Lyca mobile advert presents a young lady who comes to a general store to shop. She buys a box of chocolate from the shop. The box of chocolates costs four hundred and ninety nine pounds. The young lady hands the shopkeeper a five hundred pound note. The shopkeeper wishes him a good day. The lady asks for the penny and explains to the shopkeeper the importance of one penny for her. It could enable her to talk to her mother who lives in India. Thus, the advertisement highlights the low cost of Lycamobile network service. (Please see appendix A for the transcription of Lycamobile Call India advertisement.)

### SETTING AND SCENE

In the under analysis speech event, in the Lycamobile Call India network connection TV commercial, the scene takes place in the general store which is a common place of transaction. So far as, the spatial arrangement is concerned the shop has a showcase and cabinets having different items at display. A salesperson stands behind the showcase, which separates the salesperson and the customers. So far as, the physical location of the shop is concerned, the advert depicts just the interior part of the shop. There are two racks placed on the showcase displaying snacks and candies. The setting is such as people can readily recognize as a common site of transaction of business. The temporal dimension of the speech event reveals it taking place at a day time.

The dialogue between the customer and the shopkeeper takes place in colloquial manner. They use slang and idiomatic expressions. The language is simple, easy and every day. The shopkeeper uses formal language which reflects their status as customer and shopkeeper. He uses the honorific "*ma'am*". He speaks in a polite manner and wishes the customer a good day, "*have a good day, ma'am*". He expresses the wish in order to indicate the end of business transaction.

The scene in the advert particularly justifies the generosity of the network connection in taking care of the customers and offering calls on such low rates. The scene depicted is serious in nature.

The participants involved in the conversation are a shopkeeper and a customer. The scene also indicates the presence of an accountant who does not directly participate in the speech event. He is a hearer in the speech event. The young girl takes part in the speech event both as a speaker and hearer both and so does the shopkeeper. However, as the dialogues progress the roles change, since, both the participants take part in conversation.

The situation in the scene becomes a bit interesting when the shopkeeper does not return a penny to the young girl and comments "*What can you get with one penny*". The shopkeeper says this in a light tone. The young girl responds by informing the shopkeeper that with one penny she can talk to her mother who lives in India, to the surprise of the shopkeeper. Soon after that, she gives her mother a call and talks to her. The scene depicts her mother, who lives in India, talking with the girl via cell phone. This scene shows the mother in household setting. The scene uses different settings in order to inform the target audience of the low rates of the advertised network connection to enable people get connected to each other.

## **PARTICIPANTS**

In a speech event the persons engaged in a dialogue usually consist of a combination of speaker/addresser and listener/addressee. The speaker/addresser delivers a message, where as the message is transmitted to the listener/ addressee. The content and manner of speech gets influenced by the presence of a speaker/listener. The addresser and the addressee exhibit specific linguistic choices in a communicative event. The language variety is in accordance with the social and cultural factors in a particular society (Hymes, 1974).

The participants in the under analysis advert of Lycamobile Call India network connection, include a shopkeeper, a customer, an accountant, and an old lady. The accountant does not participate in the speech event directly. Even, through the camera angle we are just made aware of his presence when he presses the computer keys. The direct participants in the under analysis speech event include a shopkeeper, a customer and her mother, who talks to her daughter via cell phone.

The advert depicts the young lady, dressed in casual clothes arriving at the store. She is carrying a purse. She wears her hair loose with the sun glasses tucked on her head. The shopkeeper is dressed in pant and shirt which is a casual dress. The mother of the customer is dressed in shalwar, qameez and dupatta which is a typical dress used in India. The commercial depicts intimate relationship between the mother and her daughter. The daughter speaks enthusiastically with her mother who responds in an excited way. The intimate relationship between the mother and daughter is evident from the way they interact with each other.

## **ENDS**

According to Hymes (1974), in a speech event ends are further subdivided into i.e. outcome and goal. The purpose of a speech event from a cultural dimension is referred to as outcome, for instance interview, trade, business contract, advertisement etc. The purpose of individual participants in any given speech event is referred to as goal. Furthermore, the choice of language also gets influenced by the purpose/objective of the communicative events or by the participants.

From another perspective, it could be stated that the intended goal of the commercial is to inform the people of the amazing offer of Lycamobile. This offer enables people to get connected to their loved ones who live abroad at the lowest possible rates i.e. one penny per minute. The advertisement emphasises the low rates of international calls offered by the

penny is worth enough for her. It surprises the shopkeeper. His tone shows amazement at the wonderful offer. The girl's tone is pleasant as she talks about the low rate of the advertised network connection. The language is used as a medium to perform the illocutionary act of informing the target consumers of the offer by Lycamobile network connection. Colloquial and idiomatic language is used in the advertisement.

### **KEY**

In the analysis of speech events, the term 'key' refers to the tone, manner or spirit in which speech takes place. It indicates whether the manner in which speech event takes place is serious, funny, humorous, ironic, sarcastic, or matter of fact. It also refers to the feelings, atmosphere and attitude. Tone and atmosphere are used in reference to the situation, whereas, manner, feeling and attitude are used in reference to the participants in speech event analysis. The use of language in a given speech event gets affected by the 'key' element to a great extent (Hymes, 1974).

In the under analysis speech event, the tone of the young girl shows annoyance as the shopkeeper does not return her one penny. In a speech event non verbal communication is also of great significance. Key reflects the attitude of the participants in the speech event, through their facial expressions and tone of voice. The shopkeeper has pleasant face and he interacts with the customer with a smile on his face. His mocking laughter shows his inability to believe in what the girl tells her. So in order to prove her assertion the girls makes a call to her mother. The mother speaks in Hindi and says, "*Hello, beta, kесеy ho.*" The tone of both the mother and the daughter during their conversation show their exuberance and excitement.

In the under analysis advert, the mode of communication is speech, while the form of message is colloquial and idiomatic. Most of the dialogues take place between the shopkeeper

and the customer. The message is conveyed with the intention of convincing the target consumers of the generosity of the mobile telecommunication service providers. The advert, thus, persuades the target consumers to get the subscription of the advertised network connection. The advert depicts the manner in which communication takes place between the shopkeeper and the customers. It also depicts the way interaction takes place between mother and daughter who live apart and are extremely happy to talk to each other.

### **INSTRUMENTALITIES**

The speech events in the under analysis Lycamobile advert, are transmitted through the channel of language. The advert makes use of idiomatic and colloquial language. The language variety is such as is commonly used in the outdoor setting. The lingua franca English, a common linguistic norm in UK, is used in this speech event. However, speech event also makes use of Hindi language which is spoken by the girl's mother, "*Hello, Beta kesey ho*". This gives credibility to the presentation of the speech event.

Since, Lycsmobile advert is a TV commercial, so it makes use of video techniques such as camera angles, music, voiceover, written transcript and logo on TV screen. The use of such techniques assists in communicating the message effectively to the audience. An informal and colloquial register is used in the advert. Form of speech is used appropriately according to the participants, purpose and situation in the under analysis communicative event.

The under analysis speech event, passes on the information about the low rates of international calls through the channel of TV. Television is a common and popular media in UK, like elsewhere in the world. The easy access and reachability of the media of TV has made it favourite with the advertisers to get across their message to the majority of the audience.

## **NORMS**

Norms include both norms of interaction and norms of interpretation. These norms are determined by the cultural aspects of a community and play a pivotal role in the conduct of appropriate communication within those communities and cultural setups.

The norms of utterances are observed in the under analysis speech event. The shopkeeper speaks in a respectful and polite manner to the customer, while the customer talks in an assertive tone. The norms of interaction in the dialogue show social status of the participants involved as customer and shopkeeper. The norms of turn taking are observed. The use of English language in the speech event indicates a linguistic norm of the Britian society.

## **GENRE**

The under analysis advertisement is a dialogue between a shopkeeper and a customer. The dialogue aims at informing the target consumers of the benefits of the new offer of Lycamobile network service.

### **4.3. ANALYSIS OF VODAFONE ADVERTISEMENT**

Vodafone UK TV advert is about the need of connectivity between family members on important occasions in their life when they desperately need each other's support. The advert depicts an official dinner party. The new director stands up, in applause of others, to speak on the occasion but is interrupted by a phone call and gets himself excused to talk on phone. The call is from his daughter, who is heartbroken and gloomy, since she is deserted by his friend. The father asks her, her whereabouts and reaches there in order to console her, leaving the dinner party. The immediate connectivity between father and daughter was made possible due to Vodafone

network connection. The advert highlights this aspect of the Vodafone network connection. (Please see appendix A for the transcription of Vodafone Advertisement.)

## **SETTING AND SCENE**

The speech event in the under analysis TV commercial, is set in a place where official dinner party is taking place. All ingredients of a party, such as, music, drinks and food etc are present there. The guests are busy in drinking, talking and gossiping with each other.

The second scene is set outdoors when the father is driving fast. He is going to see his daughter. While driving, he is also talking to his daughter on cell phone. The scene depicts night time. The roads are wide and spacious. The car passes under a bridge and move along the highway. There is traffic and the road lights are on. There is less traffic on the roads due to rain and late night time. In the first speech event the dialogue takes place between the girl's father (Company's new director) and his colleagues. In the second speech event the dialogue takes place between the father and his daughter.

The speech events depict both formal and informal situation. In the first speech event i.e. the dinner party scene, the situation is formal. The new director is requested to address the party guests. The director thanks them and stands up to address the guests. However, the situation in the second speech event is informal and intimate. The daughter is heartbroken and sad. She is in desperate condition and feels lonely. The father, leaving the party, drives to join his daughter. The advertisement highlights the role of the mobile network connection in connecting people. The dialogues take place both via cell phone and face to face. The situation, as evident through the setting, is informal and familiar.

In the under analysis TV commercial, the setting depicts a realistic situation. An official dinner party is an important social event for newly elected company directors. It provides them with an opportunity to make an impact. The presence of all the colleagues etc is of great significance on such an occasion. Through the depiction of a significant event the advertisers highlight the importance of connectivity, which is made possible through the particular advertised network connection. In UK, throwing such business parties and dinners is a common practice in corporate business culture. The setting is such as the audience can easily identify with. On the other hand, the advert highlights the significance of relationship between a father and daughter. Thus, a culturally significant event is used as setting to attract the attention of the audience. The scene of the utterances, in the under analysis speech events reveals, at first, a sobering and dispirited condition due to the depressive mood of the young girl who is deserted by her boy friend. However, due to the dependable signal of the advertised network she gets connected to her father who comes to console her in time. The advert uses the setting and equates the trustworthy relationship between the family members to the network connection. On the arrival of her father, she expresses happiness which is evident from her smile and expression of a sense of relief. Her grief is replaced by relief, consolation and happiness.

## **PARTICIPANTS**

In the under analysis speech event, the participants include, a company's new director, dinner party guests, and a young girl. This young girl is director's daughter. The relationship between the participants is shown through the use of specific situation and language. The company's new director is dressed up in a suit and the rest of the guests are also dressed up soberly and elegantly in accordance with the occasion.



Since, the advert targets young people, so the problem of connectivity and its significance for young generation is highlighted through the selection of young participants in the commercial. The significance of connectivity between family members on important occasions is highlighted through the presentation of setting in the speech event.

## **ENDS**

The goal of the utterance, in the under analysis speech event, is the company's new director's address to the dinner party guests. However, the director is interrupted before he could start his address. He is cut short in his conversation by a phone call. The goal of the utterances in the second speech event is father's attempt to console his daughter. The goal is father's assurance to his daughter of his support and love in time of her need. The objective of the speech event from the perspective of advertiser is to assure the target consumer of the reliable signal quality of the advertised network connection.

## **ACT SEQUENCE**

The mobile telecommunication adverts usually follow a particular sequence. The under analysis commercial also has a specific order. In this commercial, at first, the character is shown in some problem and then the advertised network connection is presented as a solution to her problem. The advertised network connection ensures connectivity between them in time of need. The speech event presented in the under analysis mobile telecommunication advert also follows an introduction, body and conclusion pattern.

The act sequence of the utterances is also quite obvious. A young girl is gloomy and upset at being deserted by her boy friend. She gives a call to her father and shares her feelings

with him. The father leaves the dinner party, which is arranged in his honour, and goes to see his daughter.

The illocutionary act performed through the medium of language is that of informing and promising. The advertisement makes use of informal and colloquial lexicons. The language is simple and easy to understand. The content of the speech is insurance of connectivity among family members in time of need.

### **KEY**

In the under analysis speech event a young girl is shown in a gloomy and depressed mood. She gets connected to her father via mobile phone. She expresses her emotions of sadness in a dismal tone "*Dady, he has left me*". The girl's tone shows her displeasure and disappointment due to the uncomfortable situation in which she finds herself. The father shows concern for his daughter. Having shared her feelings to her father she feels relaxed and consoled. At the dinner party all the characters are excited and happy which is evident through their expressions. Their voices and gestures are expressed in warm ways. They welcome their new director heartily. The telephonic conversation between the father and the daughter has emotional tone. The manner of talk between father and the daughter is serious and moving.

The paralingual aspects and the use of non verbal communication in the speech event are also of great significance. The party arrangement, food, serving of drinks etc all symbolically exhibit merriment. The speech event takes place in the mode of speech. The form of message is informal. The message is communicated with the intention to persuade the target consumers to take action and choose the particular advertised network connection. The speech event depicts

the way informal communication takes place between family members on important events. It also highlights the significance of connectivity between family members.

### **INSTRUMENTALITIES**

The under analysis speech event makes use of informal and colloquial language. Language is used as an instrumentality. The type of language is determined through the analysis of situation. The type of language variety used by the characters consists of idiomatic expressions. There is no use of highly conventionalized or formal language in the speech event.

The informative content of the ad is passed on to the consumers through the channel of television. TV is a very effective means of communication since it is quicker and more effective in influencing the literate, illiterate and semi literate audience alike with its images and voice quality. Vodafone service providers are apt in realising the potential of this channel in getting easy access to the maximum number of target consumers.

### **NORMS**

In the dialogues between the participants the norms of interaction show social status of the participants. The participants in the first speech event include a company's new director and his colleagues and subordinates. The norms of interaction show this relationship between the participants. In the second speech event, the father and daughter follow the norms of interaction. The girl shares her feelings with her father and he responds in an affectionate manner.

The under analysis advert follows the linguistic norms of the English society, since it uses English language which is the language of wider communication in this region. The advert uses standard RP accent, the accent of educated classes in UK. At first the young girl expresses her disappointment at not getting connected to her brother via her cellular phone. Then, she feels

relaxed on getting connected to her father. The way her father addresses her and talks to her shows typical father daughter relationship in the English society. Thus, the advert depicts believable relationship between a father and his daughter. The paralinguistic convention in the advert is serving of food, drinks etc which highlight the aura associated with this important occasion i.e., a dinner party.

### **GENRE**

The speech event falls under the genre of dramatic dialogue. It depicts the form of communication that takes place among the family members. The genre of the utterances is illocutionary act of informing and promising the audience of connectivity in remote areas. The speech event highlights the importance of Vodafone network connection which ensures connectivity.

#### **4.4. ANALYSIS OF BT INFINITY HUB 5 ADVERTISEMENT**

BT Infinity Hub 5 TV commercial is about the internet packages offered by BT Infinity Hub 5 Wireless connection. The scene depicts a young man who is trying to work on his laptop. A scene is being shot. The director steps forward and tells him about the reliability of the network connection that makes him so relaxed that he feels as if he is not doing anything at all. The assistant directors also join in and comment on the high quality and reliability of the advertised wireless connection. Meanwhile, the director gets a call and excuses himself from the scene. The actor feels convinced of the high quality of the wireless network connection and asks the crew to take the shot. (Please see appendix A for the transcription of BT Infinity Hub 5 advertisement.)

### **SETTING AND SCENE**

The scene is set in the indoors. The speech event depicts a scene being recorded. On the set, a young man is shown working on his laptop. He is sitting on a sofa. There is another sofa set and a chair in the room. There is a table in front of him. On the table there are a small tray and some books. Near the sofa, there is also a lamp and another round table. On the table, BT Infinity device is placed. At the back of the sofa, there is a wide window. From the window glass city towers and green trees are visible. At the back of the sofa on a shelf, some decoration pieces are placed. In the back ground there is a cabinet. The shelves of the cabinet are stacked with books and files. On the opposite side of the young man, the recording crew is busy in their work. There are cameras, cables, and other recording gadgets. It is a spacious room having large paintings on the wall. There is another cabinet in the room where books and some decoration pieces are placed. The scene is set in the drawing room.

The dialogues take place between the actor, the director and the assistant directors. The speech event contains informal situation, as the participants in the dialogues are co-workers. The advertisement is a video commercial, so the scenes are presented in the form of a video. The written text is displayed on the TV screen. The advert makes use of specific techniques e.g. costumes, setting, music etc to attract the consumer's attention.

The scene of the utterances shows a young man who is dissatisfied with his work as he utters: "*Cut, cut, I don't feel kind of doing something*". The director comments on the reliability of the BT Infinity wireless connection. The two assistant directors also join in and enumerate the advantages of the advertised network connection. However, there is a twist when the director gets a call. At the end of the advert, there appears a written slogan on the TV screen.

## **PARTICIPANTS**

In this speech event, participants include an actor, a director, two assistant directors, cameramen and light men. The young actor is dressed in jeans and T-shirt. He is sitting on a sofa in a relaxed mood. He is depicted working on his laptop. The director is also a young man. He is dressed in a pant shirt and joggers. He is carrying a paper in his hand. He is eating a doughnut. His manners indicate that he is working in a relaxed manner and enjoys his work. There are two assistant directors. One of the directors is male while the other is female. Both of them are wearing their official identity cards. The male assistant director is dressed in pant shirt. The female assistant director is also wearing paint, shirt a coat and coat shoes. All of the participants are young and belong to almost the same age group. Their demeanour shows their professionalism. The female assistant director is also carrying some papers in her hands. The speech event highlights interaction between the people belonging to the same profession. In such a situation, the advertised network connection provides them chances to access and be connected to internet. The advertised network connection ensures reliable internet connection.

In the under analysis speech event, the actor is speaker/addressor while the recording crew is addressee. The actor shows annoyance and dissatisfaction with his job. His feelings get expressed through his gestures and facial expressions.

## **ENDS**

The goal of the utterances is to convey information about the reliability of the advertised network connection. In the speech event the actor feels dissatisfied with his job and expresses his feelings of annoyance. He intimates his director and the crew who in response informs him about the high quality service of the network connection. From the perspective of the advertiser, the goal of the advertiser is persuasion. The language is used accordingly to appeal the target audience.

## **ACT SEQUENCE**

The under analysis speech event is part of a TV video commercial. The ad is about the reliable and uninterrupted internet connectivity. However, the message form is dramatic and interesting. It has elements to appeal the target audience. The advert depicts the need of the young people of uninterrupted internet connectivity.

The advert has an introduction, body and conclusion structure. The advertiser makes use of voiceover, music, camera angle etc effectively to communicate the desired message. The utterances are performed in verbal ways. The illocutionary act performed through the medium of language is that of informing and promising of the reliable nature of the offer of the advertised network connection.

### **KEY**

The actor, a young man, feels dissatisfied with his work. The tone of voice and gestures of the characters are in accordance with the situation. The director speaks in a reassuring, polite and intimate way to his colleagues. In the under analysis commercial speech is used as a mode of communication. Manner of conversation is informal and casual between the coworkers.

### **INSTRUMENTALITIES**

The under analysis speech event makes use of video channel so, it utilises instrumentalities such as camera angles, voice over, music, written text and logo etc. The speech events in the under analysis TV commercial make use of informal colloquial language. Language is used as an instrumentality. The type of language is determined through the analysis of situation. The type of language variety used by the characters shows advertisers awareness of the sort of jargon used by the young people. The advert does not use conventionalized or formal language. Informal language and idiomatic expressions are used by the characters.

The informative content of the ad is passed on to the consumers through the channel of television. TV is a very effective means of communication since it is quicker and more effective in influencing the literate, illiterate and semi literate audience alike. BT Infinity service providers are apt in realising the potential of this channel in gaining easy access to the majority of the target consumers. The advertiser has made use of channel and form quite appropriately according to the participants, purposes, and situation in the given communicative event.

### **NORMS**

In the under analysis speech event, norms of politeness are observed by the co-workers in their interaction with each other. The linguistic behaviour of the participants shows their equal social status. The role relationship between the characters also gets reflected through the appropriate use of language. The assistant directors talk and behave in formal way, while the actor and the director talk in a more casual and informal manner.

The linguistic norm followed by the participants in the under analysis speech events, is the use of English language. In England English is an official and national language. Since English is a language of wider communication, so it is used in the commercial to access the literate, non literate and semiliterate people alike. The language serves as a unifying factor and ensures that no one is left out of conversation. The standard accent RP is used in the speech events in the adverts.

### **GENRE**

The speech event in the under analysis TV commercial comes under the genre of dramatic dialogue. They depict the significance of communication among young people. The dialogues aim at informing the public of the splendid offer by BT Infinity network connection.



#### **4.5. T-MOBILE DRAKE RESTRICTED BLING SUPER BOWL COMMERCIAL**

The T-Mobile advertisement titled as 'Restricted Bling' is about the packages offered by the T-Mobile service to the consumers. It makes use of the celebrity Drake and his summer hit song "you used to call me on my cell phone" as a marketing strategy to attract consumer's attention. The advertisement makes use of sarcasm to convey the message to the target audience. (Please see appendix A for the transcription of T- Mobile Restricted Bling Commercial)

#### **SETTING AND SCENE**

The scene in the under analysis speech event is set in a studio. The singer is shown dancing, and singing his summer hit song "you used to call me on my cell phone". He is dancing in the yellow box. The rest of the area is also part of a studio with cameramen, lightmen and the crew. There is a raised platform and stairs in front of the yellow box, where Drake dances. The area other than the bright yellow box is shown painted in dull grey. Three elderly persons, one woman and two men, from some unnamed telecommunication company appear and interrupt Drake in his song. They suggest some changes to the lyrics of his song. It distracts the singer and he gets engaged in conversation with them. The singer stands in the yellow box while the three unnamed executives stand on the platform.

The participants involved in the conversation are three elderly persons and a singer, Drake. The situation is formal and the persons are talking in a pleasant mood. The singer makes fun of the restrictions of the other network connections and uses sarcasm to mock at them.

The situation in the scene is formal. The conversation takes place between the three unnamed executives of some unnamed network connection and the singer. The unnamed

executives, dressed in formal suits, suggest Drake some changes in his lyrics. There is no indication in the commercial which exhibits an informal situation.

The data in the present research consist of video advertisements; therefore their language contains specific elements to attract the attention of the consumers. The use of camera angle, music, and voiceover has been made effectively to communicate the message. The scene and the utterances reveal an awkward situation. In the speech event, the singer uses sarcasm to show the worth of the advertised network connection. Since the advert is a taunt on other network connections, so it presents a funny situation.

## **PARTICIPANTS**

The participants, in the under analysis speech event in the T Mobile TV commercial, include three elderly executives, a singer and recording crew. Since the commercial is shot in the studio, so the crew including cameramen, light men, and voice recorder etc., present in the recording area also make up the background in the advert.

The participants in the advertisement seem to have formal professional relationship with each other. They seem to encounter each other for the first time. Their relationship is evident from the way they converse with each other. The elderly persons, the unnamed executives of some network connection, are dressed up formally. The singer, Drake, is dressed in turtleneck jumper and timberlands.

## **Ends**

The ends of a speech event are divided into outcome and goal. The goal of advertiser in the under analysis GSM commercial is to inform the subscribers of the T-Mobile offer called, '*Uncarrier*', to the target consumers. Thus, the objective of the advert is to inform the target

consumers of the generosity of the T-Mobile network connection. The advert encourages the target consumers to stay with the network connection those who are already there, and to persuade the new consumers to subscribe the network connection. It also aims to prove the comparative superiority of the service providers and to show that T Mobile is the best network as compared to the other existing networks.

The end of the speech event is to convince the target audience of the better quality of the T-Mobile. Through the use of humor as a strategy to attract attention, the three persons suggest the changes in the song thus taunt the other companies. Through their comments and conversation, they show how the rest of the phone carriers are not as good as T-Mobile. They also highlight the additional data charges on music streaming and hidden fee of the other networks which T-Mobile does not have.

The purpose of the speech event is to convince the cell phone subscribers to switch from their current carriers to T-Mobile. The advertisement underscores all the flaws of other telecommunication companies. Thus, it insinuates that T-Mobile has none of these flaws.

## **ACT SEQUENCE**

The content of the commercial is about the uncarrier offer by T-Mobile network connection. The commercial presents a comparison of T-Mobile to the other networks. Through the use of sarcasm, it taunts other network connections which have hidden charges and restrictions. The advertisement highlights T-Mobile uncarrier offer. In this way, it attracts the attention of the target consumers and persuades them to subscribe the advertised network connection.

Most of the GSM commercials on TV display specific form and sequences. There is Introduction–Body–Conclusion structure in many advertisements. This particular commercial

also displays a proper sequence. In the commercial, at first, there is introduction, then body and at the end there is conclusion. The speech event ends on highlighting the T-mobile uncarrier offer. The illocutionary act performed through the medium of language is that of informing and promising. The advert makes use of sarcasm.

The present advert follows the act sequence like this that the advert starts with Drake, the singer, dancing and singing his summer hit song "Hotline Bling." The shooting of the video is stopped by three executives from some unnamed company. Two of them are men while one of them is a woman. All the three of them are elderly persons. The woman, first, suggests Drake that he should add, "*That you are eligible for a new phone after 24 months*" to his song. Then one of them says, "*Streaming music will incur data charges.*" Then, the third executive adds on by saying, "*Unless they ask for hidden fees.*" All of them start laughing at these suggestions. Drake agrees with all these suggested changes and says sarcastically, "*These changes don't ruin the song at all.*"

### Key

In the under analysis TV commercial three unnamed executives are depicted interrupting a singer. They interrupt and stop the singer, as one of them says, "*Cut, cut, hold on, cut.*" They tell the singer that he should incorporate their cell phone contract jargon into his track. One of them suggests, 'When you say, "*Call me on my cell phone,*" just add "*device eligible for upgrade after 24 months,*" one of the suits suggested. After two more directors chimed in, Drake smiled and said: '*Genius! Fantastic idea! These changes don't ruin the song at all.*' Obviously these changes do ruin the song and the music. So the use of the sarcasm is very obvious. The key is funny and sarcastic. There is a taunt on other network connections. There is obvious sarcasm and the use of sly way to mock the competitors of T-mobile which is evident in the tone of the participants in the speech event. Their

tone and manner of speech shows their feelings. The sarcasm is evident from the singers comments on the suggestions put forward by the executives. The singer comments by saying, "*fantastic!, great idea!*". At the end he says sarcastically, "*These changes don't ruin the song at all!*". The message of the advertiser is conveyed through voice over announcing, "*wireless carriers ruin everything switch to the un-carrier-Stream all you want music.*"

The voice, gestures and tone of the participants show their experience in using their network connection. However, their tone gets ironic when they all laugh together. The use of non-verbal communication is also very significant. The mode of communication is speech and the form of the message is informal. The message is conveyed with the intent of persuading the hearer to take action. The manner of talk between the characters is quite formal at the start of the advert, but as the discussion goes on their conversation shows frankness and intimacy.

### **INSTRUMENTALITIES**

Speech event in the under analysis TV commercial makes use of video channel. It makes use of camera angle, music, voice over etc., in order to communicate its message effectively to the target consumers. The speech event makes use of colloquial language. Language is used as an instrumentality. The kind of language is determined through the analysis of situation. The type of language variety used by the characters shows the advertisers' knowledge of the sort of jargon used by the young people. There is no use of highly conventionalized or formal language. The speech event makes use of idiomatic expressions and informal register.

The informative content of the advert is passed on to the consumers through the channel of television. TV is a very effective means of communication since it is quicker and more effective in influencing the literate, illiterate and semi literate audience alike with its images and voice quality. It is more effective than print ads because of its accessibility to all and sundry. T-

mobile service providers are apt in realising the potential of this channel in gaining easy access to the target consumers. In the under analysis speech event both channel and form of speech have been used appropriately in accordance with the participants, purposes, and situation of the communicative event.

## **NORMS**

The under analysis speech event, involves three elderly persons and a celebrity (a singer) as participants. They have formal relationship with each other, which gets evident from their conversation. The use of sarcasm is evident in the advert. The tone of the speakers is jocular and sarcastic. The speech event makes use of English language. The use of idiomatic expressions and slang is also a norm among the English people. The language reveals equal social status of the participants. The use of studio as a setting of a studio is also significant. The advertisement has been able to hook the target audience attention through the use of humour. Furthermore, it also presents celebrity role of different characters to make people get attentive to the advert.

## **GENRE**

The under analysis speech event, in the T-Mobile network connection advert is a dialogue between a singer and three unnamed elderly executives of some telecommunication company.

## 4.6. DISCUSSION

The present study focuses on the role of language and its use along with the social context in creating reality for the consumers in mobile telecommunication advertisements. The study has used Hymes' (1974) SPEAKING model, taking speech event as the basic unit of analysis in order to explore the way, whereby these speech events are designed by the advertisers for effective communication. The present research has also explored, within the purview of Hymes (1974) SPEAKING model, the way the advertisers achieve the objective of maximizing their sale by persuading the consumers through skillful and artistic creation of the speech events. The study has used the sample of mobile telecommunication advertisements in English. It has explored not only the linguistic content but also the use of language and its context. Since, English language is also taught in Pakistan as a second language and is a medium of education at higher level, so the study also aimed at highlighting the significance of the use of Hymes' model in inculcating communicative competence among the students. According to Williamson (1983), the advertisements are an authentic material for teaching language. Advertisements function as a speech event and contain a context from the real world. So, the study also explored the potential of advertisement in using it as a resource in teaching English to the students.

The study revealed that the mobile telecommunication advertisements not only incorporate all the factors mentioned in Hymes' SPEAKING Model (1974) but also manipulate and organise these elements in keeping with the social norms of a society. In this way, they attract the attention of the consumers and persuade them to subscribe to the particular network connection. The speech events are designed in a way to communicate effectively. The strategies used in the speech events, include the careful choice of setting, participants, key,

instrumentalities etc to achieve their desired goal of convincing the target audience of the efficacy and usefulness of their advertised network connection.

Hyme's (1974) SPEAKING model identifies certain factors that are observed in every speech event. These factors are often manipulated in the organization of the speech events by different network connections and service providers in order to attract the target consumers. The analysis of such factors assists in understanding the role of money grubbing and profit oriented tendencies of the advertisers through the use of effective communication strategies.

The data in the current study indicates that in almost all of the mobile telecommunication adverts, the selection of settings and participants has been made very carefully. The mobile telecommunication adverts are about the need of connectivity and communication between people, so most of the adverts select both indoor and outdoor settings in one advert. In the selected adverts, such as Vodafone and Lycamobile network connection advertisements, the setting is both indoor and outdoor to assure the voice quality and signal accessibility further in the lowest possible rates. The purpose of the choice of setting is to highlight the before mentioned point. For example, in the advertisement of Vodafone, first the scene is in indoor setting: a dinner party; whereas the second scene is set outdoors. The indoor scene shows the hustle and bustle and noise of party; whereas the outdoor scene shows stormy weather. The depiction of these two settings, reinforce the idea of high quality of the powerful signals. From ethnographic perspective, the ad depicts the significance of social relations and associates the network connection with the social relations. In the advert, a boss is depicted who is elected as a new director of a company: when he is about to address the dinner party, he gets a call from his daughter. The setting where his daughter is shown is outdoors: a parking area. She is sitting in a parked car. The time is late at night as is evident from the less traffic on the roads. The setting is



chosen with the purpose to make the audience feel a need of some reliable source of connectivity. The hustle and bustle of the party, background noise and rain all serve to reinforce the powerful signals and the network's ability to connect people in any of the circumstances. Vodafone network connection is presented as a solution in the difficult situations. Different settings in these two speech events demand different type of communicative patterns. The communication that takes place in the first setting is more prone to formality while in the second setting the communicative pattern is more informal and intimate. The level of formality is determined by the relationship between the participants as well. This aspect of the advertisements can be exploited by the English language instructors in pedagogy by making the students choose structures and lexicons in accordance with the situation and setting in order to communicate effectively in the given situation. Fairclough (1989) and Erickson (1996) stress the importance of teaching context in classroom. Billmyer (1989) also emphasizes on the importance of the analysis of language function in the process of language teaching. The under analysis advertisements provide inbuilt context for language use and can be exploited for teaching English language in context. The researcher has made a sample lesson plan in order to demonstrate the way the advertisements can be exploited using Hymes' taxonomy in teaching English in Pakistan (See Appendix B).

The second speech event, in Vodafone advert takes place in outdoor setting and portrays the need of connectivity between the close family members. The value of care for close relatives is associated with the product. The subliminal message communicated through the advert is that if one cares for one's relations then one must choose the advertised product. The father reassures her daughter via cellular call, *"Don't worry, I'll be with you soon"*. The setting reinforces the high quality of the powerful signals of the advertised network connection. The analysis of the

advert from ethnographic perspective reveals the strong bonding between fathers and daughters in English society and fathers' concern for their daughters. The daughters are aware of their fathers' concern and recourse to them in time of need. In this situation, the advertised network service is presented as a solution to their problems and a means of lessening the worry of the family members. The setting is associated with the elite class lifestyle and smacks of success and wealth. In a way, the advert through the tactful setting and participants gives the message that this network connection is the choice of elite and successful people. In this way, the advert creates desirability for the product in the target audience. From pedagogic perspective this subliminal pull and manipulatory function of the advertisement enhances its value as a learning tool. The analysis of the English telecommunication advertisements can assist in learning appropriate vocabulary and in recognizing the iconic semiology of that culture and also helps to delve into the subliminal desires to which it appeals. Thus, it sharpens the student's perception of their own modern commercial environment. Through the use of language and the presentation of the situation, the advert implies that if the listeners do not subscribe to the advertised network connection, it will mean that they do not care for their children or parents: and that they would not fulfil their duty towards the older generation, which is a course book example of stigma and prestige in language. This aspect can be taught as social feature of language (focus is on developing socio cultural competence).

In Vodafone network connection advert, the value of family and close relations in society is depicted, by selecting both indoor and outdoor setting appropriately. This aspect of setting can be utilized by EFL instructor by pointing out the cultural similarities and contrasts in similar situations in the target and native language cultures. The learners can be provided with the

advertises to do analysis of the adverts and to discuss these aspects critically. Such activities can be useful to enhance the sociocultural competence of the students in English language.

Likewise, the situation in Lycamobile, Call India advertisement, depicts outdoor setting. The advert captures an important problem of the immigrants, which is their need to be in contact with their family members who live in their native lands. The low rates of international calls are a boon for them. The analysis of the setting i.e. transaction at a general store highlights the low rates of the international calls offered by the advertised network connection. The selection of setting is in accordance with the problem depicted which makes an impact on the audience. The language is used in accordance with the situation and context.

The Lyca to Lyca free calls advertisement captures an office setting. The sophisticated setting reinforces the need of educated employed people, belonging to middle and upper middle working class. In the advertisement, the choice of setting is quite appropriate. However, the setting is manipulated. The advert presents a sophisticated office and a grand setting in order to attract the consumer's attention and to create desirability in them for the particular service. The spacious office and other ingredients of setting give an impression of success. In the BT Infinity advertisement, the setting of a video shooting is appropriately manipulated to introduce reliability of the advertised network connection. Thus, the data analysis shows that the advertisers achieve their desired objective of maximizing the sale of their products through the appropriate choice of setting in the advertisements in order to make the target consumers identify their needs in the similar circumstances. The data analysis highlights the fact that not only the amount of speech and its nature are controlled by the advertisers but also the context in which it occurs.

The participants in the selected sample of mobile communication adverts are young. The mobile network connection is presented as a need of young, educated people. The adverts depicts both male and female participants. Majority of the adverts in the selected sample are based on the problems, needs and interests of the young generation. The adverts particularly address young people and offer them different packages of free SMS, calls and internet usage. Considering that young people have more need for entertainment, friendship and interaction and can be made to spend money. The advertisers make use of this aspect of the life of young people and exploit it in order to maximize their sale and profit. The participants represent educated and working class of the society. The data analysis reveals that the advertisers make an apt selection of individuals as characters and their roles and relations. The choice of participants in the selected advertisements is in accordance with the age group of the target consumers.

The under analysis adverts depict participants who are engaged in interaction in different social settings. The different social situations where interaction takes place are presented in telecommunication ads. These situations represent life episodes: at the dinner parties, at the office with colleagues, at the shop, at the recording set etc and more narrowly, the use of language in such settings.

These advertisements make use of social practices and meanings from everyday life and adapt to the experiential imagery of the product, thus contributing to the production of new meanings and practices. There is recurrent reference in the advertisements of social interactions which is understood by the target audience as a selection and representation of their own discourse on the social use of mobile phone technologies. Through the selection of such settings and interaction patterns among the participants, the advertisements not only deal with technologies but also with emotions (which are transmitted and shared), social situations where

interaction (related to security, availability, and personal identity), individual and collective experiences (fun, romance, and friendship) or technology-related values (such as efficiency or design) takes place. This implicit sociocultural aspect of the advertisements can be exploited by the pedagogues in making the language learners talk about such concrete experience and the way they are presented in the adverts.

Most of the adverts in the selected sample exhibit a proper act sequence. They have a proper introduction, body and conclusion structure. The conclusion of the ads makes the target consumers perceive the advert as satisfying their need and providing a solution to their problem. The ads end at a slogan which is usually in imperative mood, and the target audience are required to take action. They are instructed to visit the website of the advertised network connection.

The study reveals that the speech events in the selected sample, also make use of certain paralinguistic elements such as tone, gestures, and facial expressions along with the appropriate use of language; in order to convey their message effectively. In one of the advertisement, the tone of the girl while calling to her mother in India reveals excitement and exuberance. This use of tone is used to make the target audience think of the advertised network connection responsible in bringing people closer to each other and in this way contributing to their happiness. Likewise, BT Infinity, Vodafone and Lyca to Lyca free Call advert also focus on the communication of emotions of the participants through their tone and facial expressions. Through their gestures and tone they show satisfaction with the product. Thus, these elements have been manipulated in order to achieve the desired objectives of communicating the message effectively to the target consumers. Likewise, the proper use of instrumentalities such as language, register, camera angles etc have been made effectively to communicate the message

and create desired impact on the target consumers. The under analysis adverts use information rich content. They emphasise on the low rates and reliable nature of the network connection.

The speech events follow the norms of the English society. The selected data falls in the genre of dramatic dialogues. The Lycamobile Call India advert depicts the use of politeness strategies used in the interaction between the shopkeeper and the customer. Likewise, the norms of interaction are followed in the BT Infinity Wireless connection advert. The assistant directors address the actor, who is on set, in a polite manner while the manner of address of the director is more informal and direct. Norms of turn taking are also followed in the advert. These norms are implicit and the participants tend to abide by them in the course of the communicative events presented in the advertisements. This aspect of the advertisements can be manipulated by the language instructors in using the adverts as a rich recourse of teaching sociolinguistic competence which is a part of communicative competence.

Thus, the analysis illustrates that all the adverts included in the sample observe the factors mentioned in Hymes' SPEAKING model. The data also reveals that the speech events are constructed and planned in the mobile communication adverts keeping in view the advertising purpose of convincing the target consumers of the high quality and generosity of the service providers through highlighting their free minutes and internet packages. This purpose of persuading the customers to subscribe to the particular network connection is achieved through the appropriate selection of setting, participants, tone etc in the advert. Through these strategies the consumers are made to perceive their need in buying the particular product and service. Such strategies contribute to the effective communication of the message. These strategies can be utilized in teaching English as a second language.

The Vodafone advertisement shows the verbal behaviour of the speakers in verbal interactions with a boss (company's new director). The new director expresses his gratitude to the spokesperson politely. Likewise, in Lyca mobile network connection the shopkeeper follows politeness principle in his interaction with the customer.

The study shows that the choice of language gets influenced by the context in which it is used. The findings bring to the fore the fact that different contexts demand different type of communication and linguistic patterns. The language used in the context of family or office is different from that used in the context of interaction with friends. This aspect of language use is evident in the data analysis. The advertisers have manipulated the factors of settings, participants, key etc in order to communicate their message effectively, and thus to grab the attention of the target audience.

## **CHAPTER 5**

### **SUMMARY OF FINDINGS, RESEARCH IMPLICATIONS AND CONCLUSION**

The focus of the present research endeavor was to analyze qualitatively, the organization and designing of Speech Events in the mobile telecommunication advertisements within the theoretical framework of Hymes' (1974) Ethnography of communication using SPEAKING model as the basis of data analysis. The study explored the strategies employed by the advertisers the speech events in telecommunication advertisements in order to attract the attention of the consumers and thereby persuade them to buy the advertised product. The study also aimed to explore the strategies employed by the telecommunication advertisers to achieve the objective of effective communication. In addition, the study aimed to highlight and explore the potential of factors, mentioned in the SPEAKING Model to be skillfully used in EFL pedagogy to enhance communicative competence as well as the knowledge about construction of speech events.

The data for the present study was obtained from the electronic sources. The analysis has been conducted following the categories given in Hymes' SPEAKING model (1974) in line with the objectives of the present research. The study brings to the limelight the factors that contribute to the effective communication while designing communicative events in the mobile advertisements. The focus of the study is on the analysis of mobile communication advertisements in English. The increasing popularity of mobile services and their use world over also speaks for the success of the effective communication carried out by the advertisers through the mobile telecommunication advertisements. Hyme's (1974) SPEAKING model identifies certain factors that were observed in every speech event. These factors were often manipulated in



the organization of the speech events by different network connections and service providers, in order to attract the consumers.

The research question of the study was to discover the strategies used in the designing of speech events in the advertisements, using SPEAKING model. The analysis of SPEAKING factors shows that the advertisers' aptly use different sociolinguistic strategies in order to make people subscribe to such services. Through the pertinent use of participants, setting, and role relations of the participants the adverts bring home the need of their services as inevitable. The latest technological services find the youth as their potential customers. Majority of the adverts in the selected sample are based on the problems, needs, and interests of the young generation. The adverts, for example, Vodafone, BT Infinity, Lycamobile etc., particularly address young people, and offer them different packages of free calls and internet usage.

Along with the use of language, the use of certain paralinguistic elements, for example, gestures, and facial expressions etc., is also exploited to create the desired effect. Likewise, the proper use of instrumentalities, such as, language, register, and camera angles have been used effectively to communicate the message and create desired impact on the target consumers. The speech events present the norms followed by people in English society during interaction. The selected data also falls in the genre of dramatic dialogues.

The findings of the study illustrate that almost all of the speech events in the mobile communication adverts observe the elements mentioned in Hymes' SPEAKING model (1974). The factors (Hymes' model) involved in formation of speech events, help to control language use within the created environment. All of the speech events employ the factor, such as, the choice of setting, participants, ends, act sequence, key, instrumentalities, norms and genre appropriately in order to achieve the specific objectives of the advertisers. This also provides an answer to the

second research question regarding how the advertisers achieve their desired goal. This also contributes in achieving the essence of competent and effective communication as intended by the advertisers. The study illustrates the ways whereby the consumers' minds are manipulated by the mobile telecommunication agencies so as to persuade them to buy their products. Furthermore, the study also highlights the fact that not only the amount of speech and its nature is controlled by the advertisers, but also the context in which it occurs.

The analysis of telecommunication advertisements shows the importance of setting and relationship of participants in a speech event. Furthermore, it also shows the presence of politeness, language choice and style of expression in accordance with the context. These advertisements present various kinds of cultural information directly and indirectly through their visuals and language use. This cultural and social information helps to understand the context during the interaction.

Another research question explored was to find out how SPEAKING analysis of advertisements can be used effectively, in ELT domain. During the discussion of results, it has been shown that the various aspects of the SPEAKING analysis of ads can be used in EFL classrooms to enhance communicative competence of the students, particularly in the domain of pragmatics and sociocultural competence. The way speech acts are initiated can be of particular importance: in order to teach language students how to use a variety of acts in various situations (events) appropriately. Further, the settings, instrumentalities and norms can help teachers to make students aware of different social and cultural strategies of communications. In other words, it will build their socio cultural competence. Another important aspect of the study is to teach students how to plan and construct various speech events and how to communicate effectively in a given situation.

This aspect of language i.e. language in context has implication for pedagogues in the domain of language teaching and especially in second language teaching. The traditional practices of language teaching in Pakistan focus on teaching pet structures and sentences devoid of their context. The result is that the students/learners lack the ability to apply and pragmatically use the linguistic skills in other contexts. Through the traditional practices of language teaching, the learners are stuffed with the pet sentences but they are rendered incapable to communicate effectively in everyday life pragmatically and functionally.

The present study provides a useful sample to the ESL instructors, as it highlights the role of the ingredients such as setting, participants, end, and act sequence etc., in the effective use of language for the purpose of communication. Likewise, the language instructors can make language learners familiarize with the cultural aspects of the language speakers/users which is an important part of language learning process. In the domain of second language pedagogy, the emphasis is shifted from the teaching of structures to the functional and communicative aspects of language teaching, which are of foremost significance in teaching language in contexts. As Widdowson (2000) mentions that the knowledge of language means the ability to use sentences for effective communication and not just understand, speak, read or write sentences devoid of context or their functional use. Since, the purpose is to use language as a tool for communication; the students should be trained accordingly. Therefore, it is the responsibility of the teachers to turn this principle into action by teaching language in appropriate contexts with emphasis on the functional aspect of language.

## **5.1 RECOMMENDATIONS AND IMPLICATIONS OF THE STUDY**

Thus, the study has implications for pedagogues, instructors and lesson planners in the domain of language pedagogy. The learners can be taught effective language by familiarizing

them with the speech events and their construction as the basic unit in language use in context. It highlights the role of speaking components in effective communication. It will enable them to use language appropriately according to the specific contexts. From the pedagogic perspective, the use of context and speech events can beneficially be used by the language teachers and learners, as these outlines and indicate the features essential for effective communication. Hymes' framework has been used as a basis of many methods (Bachman & Palmer 1981; Canale & Swaine 1980; Harley & Swaine 1984) that advocate communicative competence as an objective in teaching language. Hymes' concept of communicative competence involves not only linguistic but also paralinguistic, social, strategic, and discourse competencies. Thus, the instructors, in the field of applied linguistics and language learning, should incorporate all these aspects of communicative competence to ensure learning of effective communicative skills. Priority should be given to learner's need of the use of language in everyday life. It shifts focus from language learning to language as a social behaviour. The aspects of linguistic situation outlined in the SPEAKING taxonomy can be applied to a discourse sample or a communicative message. It highlights the significant aspects of a communicative situation.

Unlike so many of the language samples, that we work with in ESL classes not only is an advertisement a self contained piece of language from the real world but also carries its own built-in situational context, that of a writer trying to sway the reader. And the students trained in critically analyzing ads become intensely involved in analyzing the ads to achieve the personal satisfaction of understanding how the language of ads is intended to manipulate, so that they are not tricked either in the language classroom, or out in the real world.

Finally, the study is also beneficial for the laymen, since everybody needs effective communicative strategies to be a functional member of a society. The data analysis in the

purview of Hymes SPEAKING model (1974) highlights the essential factors involved in effective communication and their role in context. The understanding of the construction and constituent elements of speech events has implication for effective language use for the advertisers as well, who can manipulate these elements in order to create desired impact on the target consumers. The study underscores the importance of speech events for effective communication in our daily life.

To conclude, Hymes' SPEAKING model is an important tool to analyze and highlight the factors that assist in teaching sociopragmatically appropriate language as a complement to the foundations of communicative and grammatical competence. The present study has highlighted the manipulation of such factors in media discourse i.e., telecommunication advertisements by the advertisers. The study has underscored the way advertisers achieve the purpose of persuading the target consumers to buy their products, through effective communication. The study has implication for pedagogues in teaching English as second language learning. The study suggests the use of advertisements as authentic material in teaching communicative competence.

The present study has used Hymes' SPEAKING model in the analysis of speech events in telecommunication advertisement. This methodological tool can effectively be utilized in the analysis of other genres such as dramas, movies, novels etc in the future researches. The model will help in the critical analysis and in depth understanding of language use in the above mentioned domains.

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## Appendix A

### 1. Lycamobile TV Commercial UK

S1: You're always on your phone these days (.)

S2: International Calls?

S1: Yeah, I call my sister in America and my brother in Australia and my friend in Italy. I have a Lycamobile and they have a Lycamobile in their country too and it's free for us to call each other.

S2: Free?

S1: Yeah. ↑It's now free for my Lycamobile to any Lycamobile in any 17 countries within Europe, the USA and Australia. ↓Just visit Lycamobile.com

S2: with Lycamobile call the world for less!

### 2. NEW LYCAMOBILE TV COMMERCIAL: CALL INDIA FOR 1P

S1: There before ninety nine ma'am.

(2)

S2: There you go

S1: Thank you (1.2) and have a great day ma'am.

(.1)

S2: What about my change?

S1: What can you get with 1 P?

S2: I call to my mom who lives in India

S1(laughing): haha[↓hahahaha]

S2: [You don't believe me?] (.1)Mom!

S3: Hi beta!

Background Voice: ()

S2: How are you?

Voice Voice: Call Indian landlines and mobiles for only 1 Pence per minute audio free simat your Lycamobile dot co dot UK today.

### 3. BT Infinity Hub 5 Ad

S1: Cut cut

S1: Sorry! Is this really what you want me to do? I don't feel like [short pause] I'm doing anything here.

S2: That's the beauty of my idea, you know. The BT infinity Hub 5 is doing everything for you. So you can just chill!

S3: Yeah it's our most reliable wireless connection ever. Only BT hubs proactively monitor and fix your wireless connection

S3: Shhhhhhh. Can you hear that?

S1: No, what?

S3: Listen. That's the sound of reliability. {Whispers} Embrace it. (Phone rings, ringtone is Wiley Busy) Oh sorry, sorry guys. I'm on set, I said I'd call you later Mum!

S1: Go again.

S3: Sorry, it's one of my girlfriends.

S4: BT Infinity Hub 5 our most reliable wireless connection ever.

### 4. Vodafone UK Commercial - Network

Voice: LETS hear from our new director

(clapping)

S1: Th (h) ank you < Well, thank you for those kind words <

(Phone rings)

S1: Excuse me. hh

S1 : An (h)a

S2: Dad he has le : ft me

S1: (.) hh Where are you?

S2: On a path ,power plant High street < I couldn't drive in while crying < It just made me so an : gry and I tr : y to understand what he wanted . I just wanted us to be happy < Is that too much?

S1: (.) No.

S2: And then he said it was ov : er like he didn't ca : re =

S1: = Don't worry . I will be with you very soon.

(Enters Ana's car)

S2: You weren't do: ing anything . Were you?

S1: No, (.) just emptying the dishwasher.



4.5. T-Mobile Drake Restricted Bling Super Bowl Commercial

S1: DRAKE: You used to call me on my cell phone

SS: Cut, cut, hold on, cut.

S2: Perfect? here are the changes.

S1: I LOVE changes.

S3: When you say, 'Call me on my cellphone,' just add: 'Device eligible for upgrade after 24 months.'

S1: Genius!

S4: You know what, also, (.) you need to include that streaming music will incur data charges.

S1: Fantastic idea! These changes don't ruin the song at all!

[All of them laugh together]

S4: We're Gonna Go Again!

Voiceover: wireless carriers ruin everything switch to the un-carrier

Other carriers ruin everything, switch to T-Mobile — the uncarrier.

Stream all you want music.

T Mobile

THE UN-CARRIER

#You Got Carriered

1-800-TMOBILE

T-Mobile.com

## Appendix B

<b>Lesson Plan</b>	
<b>Topic:</b>	<b>Dialogue between a Shopkeeper and a Customer as Shown in Lyca Mobile Call India Advertisement</b>
<b>Level:</b>	<b>Advance</b>
<b>Duration:</b>	<b>40 minutes</b>
<b>Objectives:</b>	<ul style="list-style-type: none"><li>• To provide the students opportunity to be familiar with, and practice language in context with SPEAKING model</li><li>• To enable the students to apply the observations gained through the SPEAKING model on social interaction in everyday life.</li><li>• To enable the student to link classroom activities with real life like social situation and thus learn language in an authentic way and thus practice language and gain communicative competence</li><li>• To reproduce and practice interaction observed in the naturalistic environment in the class room.</li></ul>
<b>Material:</b>	worksheets (SPEAKING model), assignment instructions
<b>Procedure:</b> <b>Presentation Stage:</b>	<p>10 minutes: Explain to the students SPEAKING model and its components in detail.</p> <p>10-15 minutes: Think / Pair / Share: How do people interact at a departmental store/shop?</p> <p>Teacher shows the video of the advertisement to the students and asks them the following questions.</p> <ol style="list-style-type: none"><li>1. What is the ad about?</li></ol>

	<ol style="list-style-type: none"> <li>2. Who is the ad specifically addressed to and what kind of life style does the ad represent or suggest?</li> <li>3. Who are the participants?</li> <li>4. What kind of relationship is established between the represented participants and the viewer?</li> <li>5. What kind of clothes are the participants wearing? Are the clothes related to concepts such as elegance, romance, casual-ness power, wealth, etc.?</li> <li>6. What kind of background is there?</li> <li>7. What type of tone and language is used?</li> <li>8. What sociocultural meanings are represented? Are these meanings conveyed in the ad similar to social values in your community or country?</li> </ol>
<p><b>Production Stage:</b></p>	<p>15-20 minutes: Pass out the SPEAKING work sheet and show the students the advertisement of Lyca mobile Call India advertisement. They will watch the video fill up the worksheet accordingly.</p> <p>Make the students discuss the importance the SPEAKING model for effective communication.</p> <p>Ask the students to discuss the way factors in the SPEAKING model contribute in effective communication</p> <p>The students are asked to watch the advertisement video in which people are shown in interaction. They will analyze the interaction using SPEAKING model worksheet.</p>
<p><b>Assessment:</b></p>	<p>10-15 minutes: Make the students to reproduce the interaction with their peers the way they have witnessed it in naturalistic setting.</p>