

LATVIJAS UNIVERSITĀTE

BAKALaura DARBS

RĪGA 2017

UNIVERSITY OF LATVIA
FACULTY OF HUMANITIES
DEPARTMENT OF ENGLISH STUDIES

ROLE OF HUMOUR IN ADVERTISING

HUMORA LOMA REKLĀMĀ

BACHELOR THESIS

Modern Language and Business Studies BSP

Group 4A student

Vlada Beketova

Matriculation Card No. vb13044

Adviser: prof. Gunta Roziņa

RĪGA 2017

Anotācija

Valodai ir būtiska loma mūsdienās, jo to izmanto dažādiem mērķiem. Lai gan lielākā pētījumu daļa ir saistīta ar valodas lietojumu profesionālos rakstos un runās, šis darbs pievērta uzmanību valodas lietojumam reklāmas diskursā. Tā kā reklāmas jēdziens visbiežāk ir pētīts mārketinga jomā, šī darba mērķis bija uzzināt, kāda ir humora loma drukātā reklāmā. Darbs fokusējās uz modificēto iespraudumiem izmantošanu smieklīgās reklāmās, jo šis instruments ietver netiešo nozīmi. Par pētniecības metodēm tika izmantoti gadījuma analīzes pētījums ar kvantitatīvās analīzes elementiem, kā arī modificēto iespraudumu diskursa analīze. Par šī darba korpusu tika izvēlētas 272 smieklīgas reklāmas. Pētījuma laikā tika atklāts, ka tikai 11 reklāmas no 272 saturēja modificēto iespraudumu. Turklāt divās reklāmās humors tika izmantots ne tikai uzmanības piesaistīšanai, bet arī pārliecināšanai kādas darbības veikšanā vai preces iegādāšanās.

Atslēgas vārdi: rakstisks diskurss, humors, drukāta reklāma, modificētais iespraudums, gadījuma analīze, diskursa analīze

Abstract

Nowadays, language plays a significant role, because it is used for different purposes. Although most of the research done is related to the analysis of language used in writings for professional purposes and speeches, the attention of this paper is on the investigation of the language used in the discourse of advertising. As the concept of advertising is frequently analysed in the field of marketing, the aim of this paper was to found out the role of humour in print advertisements. The paper was focused on the use of hedges in humorous commercials, as this instrument includes implied meaning. The research methods of the present paper are case study research with the elements of quantitative analysis, as well as discourse analysis of the hedges used in the advertisements. For the corpus of this paper, 272 humorous print advertisements were selected. It was discovered that only 11 of them contained a hedge. Moreover, only in two commercials, humour was used in order not to only attract attention, but to persuade to take an action or to buy a product.

Key words: written discourse, humour, print advertisement, hedge, case study, discourse analysis

Table of Contents

| | |
|--|----|
| Introduction | 1 |
| CHAPTER I. LITERATURE REVIEW | 3 |
| 1.1 The Concept of Humour | 3 |
| 1.1.1 Definition of Humour and Its Main Characteristics..... | 3 |
| 1.1.2 Forms of Humour | 4 |
| 1.2 Hedge and Its Main Characteristics..... | 5 |
| 1.2.1 The Concept of Hedge | 5 |
| 1.3 Creating Implied Meaning..... | 7 |
| 1.3.1 The Principle of Pragmatics | 8 |
| 1.4 Discourse of Advertising | 14 |
| 1.4.1 The Concept of Advertising..... | 15 |
| 1.4.2 Language of Advertising..... | 16 |
| 1.4.3 Humour in Advertising | 17 |
| Interim Conclusions | 18 |
| CHAPTER II. ANALYSIS OF PRINT ADVERTISEMENTS | 20 |
| 2.1 Methodology | 20 |
| 2.2 Research procedure..... | 21 |
| 2.3 Analysis of Print Advertisements | 21 |
| 2.3.1 Analysis of <i>Pedigree Petfoods</i> Advertisement | 22 |
| 2.3.2 Analysis of <i>Dermitage</i> Advertisement | 23 |
| 2.3.3 Analysis of <i>Windows 10</i> Advertisement..... | 25 |
| 2.3.4 Analysis of <i>Slim Fast</i> Advertisement..... | 26 |
| 2.3.5 Analysis of <i>NZ Pure</i> Advertisement..... | 28 |
| 2.3.6 Analysis of <i>La Provence</i> Advertisements | 29 |
| 2.3.7 Analysis of <i>Army Air Forces Training Command</i> Advertisement..... | 31 |
| 2.3.8 Analysis of <i>NurDie</i> Advertisement | 33 |
| 2.3.9 Analysis of <i>BIC</i> Advertisement..... | 34 |
| 2.3.10 Role of Humour in Advertisements..... | 35 |
| Interim Conclusions | 36 |
| Conclusions | 39 |
| Theses | 42 |
| References | 44 |

| | |
|--|----|
| Appendix | 49 |
| Appendix 1. <i>Pedigree Petfoods advertisement</i> | 49 |
| Appendix 2. <i>Dermitage advertisement</i> | 50 |
| Appendix 3. <i>Windows 10 advertisement</i> | 51 |
| Appendix 4. <i>Slim Fast advertisement</i> | 52 |
| Appendix 5. <i>NZ Pure advertisement</i> | 53 |
| Appendix 6. <i>La Provence advertisements</i> | 54 |
| 6.1 <i>Jellyfish swarm the beach</i> | 54 |
| 6.2 <i>Match postponed due to weather</i> | 54 |
| 6.3 <i>Taxes rising</i> | 54 |
| Appendix 7. <i>Army Air Force Training Command advertisement</i> | 55 |
| Appendix 8. <i>NurDie advertisement</i> | 56 |
| Appendix 9. <i>BIC advertisement</i> | 57 |

Introduction

Language plays a significant role in the modern world; it is an instrument that is used by everyone in every field and domain for different purposes. The significant part of research is done on the analysis of the use of language in writings for professional purposes, such as documents, reports, as well as in speeches. However, more attention has to be paid to the investigation of the language used in advertising.

In the previous investigations, the author of the present paper has dealt with humour in print advertisements, and it was found out that although the concept of advertising is widely examined in the field of marketing, considerable attention is not paid to the message structure in it. After examining the concept of humour in advertising, the author of this paper has developed a research interest in further developing this topic. For that reason, *Role of Humour in Advertising* was selected as a theme for this paper. **The goal** of the present research paper is to find out the role of humour in print advertisements. The paper focuses on investigating the use of hedges in humorous commercials, being a linguistic instrument that denotes implied meaning, which means that one thing is said, but another thing is meant.

Consequently, following **research questions** arose:

1. How frequently are hedges used in humorous print advertisements?
2. What role does humour play in humorous print advertisements having been selected as a corpus for this study?

The research methods of this paper are secondary research that is review of the available theoretical literature on the theme, and primary research, such as the case study that involve selected aspects of quantitative analysis, as well as discourse analysis of hedges used in humorous print advertisements that were analysed qualitatively. The paper sets the following enabling objectives to support the goal of this paper:

1. to read and analyse the available literature on humour and its main characteristics;
2. to examine theories on the principle of pragmatics and the related disciplines;
3. to study the concept of modality, linguistic politeness and conversational maxims;
4. to study the discourse of advertising and the use of language and humour in it;
5. to investigate the use of hedges in humorous print advertisements, as well as to examine the role of humour in them;
6. to draw relevant conclusions based on the theoretical and empirical findings.

The present paper consists of theoretical literature review and empirical data analysis chapters.

Chapter I deals with the theoretical background that is relevant to the topic. In this chapter, the

main characteristics of humour are provided from the theoretical perspective. Besides, pragmatics is examined as a subfield of linguistic, by drawing the attention to the aspects of modality, linguistic politeness and conversational maxims. Finally, this chapter provides a description of the discourse and language of advertising, and investigates the use of humour in advertising.

In **Chapter II**, the methodology and research procedure of the present paper are discussed. Besides, research data analysis and the discourse analysis of humorous print advertisements selected as a corpus are presented. Research questions are also answered in the same chapter. The main findings of the present paper are shown in the conclusions.

CHAPTER I. LITERATURE REVIEW

The present chapter deals with the literature review related to the topic under study. First, it discusses humour and reveals its main characteristics. Second, pragmatics and the related disciplines are reviewed. Besides, the principle of hedging is analysed. Third, the research attention is paid to the discourse of advertising.

The author of the present paper has dealt with the concept of humour in her previous research, which was related to humour in print advertisements. The present research is based on the same corpora, but is conducted from the different perspective.

1.1 The Concept of Humour

1.1.1 Definition of Humour and Its Main Characteristics

According to the previous investigations of the author of this paper, the word ‘humour’ originated into the English language from Latin *humour* in the meaning of

any of four kinds of fluids in the body – blood, phlegm, bile or choler and black bile or melancholy – the proportions and combinations of which were thought, in medieval times, to determine a person’s temperament’ (Kirkpatrick, 2015: 8 in Beketova, 2016: 2).

From the definition above, it can be stated that in Ancient times, the word ‘humour’ was linked to a person’s temperament. It was thought that if four types of fluids in the body were in balance, then the body was kept healthy and strong. Later, based on this explanation, Ancient scholars developed four theories of human characters, where the above-mentioned fluids were involved, such as sanguine, phlegmatic, choleric and melancholic temperaments.

Nevertheless, nowadays the word ‘humour’ is interpreted in another sense and has various definitions. Still, it is impossible to prioritise one precise explanation of this concept. It can be assumed that humour is a polysemic term, and there is a possibility of a confusion when using one terminology while speaking about different issues, or using different terminologies while referring to the same issue.

Humour is a very complex concept, which changes rapidly (Chang, 2005: 76). For example, Attardo (1994: 4) states that humour is ‘any event or object that elicits laughter, amuses or is felt to be funny’, which means that this idea is very broad and everything can be

somehow related to it. Wasson (1926) explains that humour is a phenomenon which generates ‘tickling of a brain’ (Wasson, 1926 in Chapman and Foot, 1976: 3). This definition is short and concise; however, due to the use of the figurative language, it can be hardly considered useful for the scientific research.

After having several definitions, it can be presupposed that humour itself can create a positive sense, such as joy, happiness and energy. It is a phenomenon which is caused by a humorous stimulus, for instance, a cartoon or a joke, and results in a response, such as laughter.

1.1.2 Forms of Humour

While investigating the concept of humour, various forms of it were identified. As stated by Shade (1996: 13), there are four forms of humour, such as:

- **Figural humour**, which involves comic strips, cartoons, caricatures; they can be seen in different medium, for instance, television, newspapers, magazines and movies (ibid: 13-14). The main feature in delivering the humorous message is the use of a picture (ibid).
- **Verbal humour**, which consists of jokes, puns, riddles, satire, simile, metaphor, hyperbole, irony, anecdote, yarns, tongue twisters and wit (ibid: 14). This form of humour contains the language use and can be represented by means of understatement, exaggeration, surprise, contradiction (ibid.) For example:

Anna: What is black and white and red (read) all over?

Julia: A newspaper.

- **Visual humour**, which contains practical jokes, clowning, sight gags and slapstick (ibid.). According to Shade (1996), this form of humour is not presented directly; it is shown in the background of a scene, and it is used in movies (ibid: 15).
- **Auditory humour**, which involves impersonations, noises and sounds that cause laughter (ibid.). Shade (1996) has provided the comedian Victor Borge as an example of the auditory humour user; he used different sounds for every punctuation mark and included them while speaking (ibid.).

The present paper deals with the discourse analysis of print advertisements; therefore, the focus of this research is made on the verbal humour.

1.2 Hedge and Its Main Characteristics

1.2.1 The Concept of Hedge

The concept of hedge is related to ‘the realisations of an interactional/communicative strategy called hedging’ (Markkanen and Schroder, 1992 in Roziņa, Karapetjana, 2011: 62). As it is stated by Roziņa and Karapetjana (2011: 58), the concept of hedging was mentioned for the first time by Weinreich in 1966. The article *On the Semantic Structure of English* written by him contains the information regarding ‘metalinguistic operators’, such as *so-called*, *true*, *real*, *like*, which ‘function as instructions for the loose or strict interpretation of designata’ (Weinreich, 1966: 163 in Roziņa, Karapetjana, 2011: 59). Later this theory was studied and broadened by Lakoff, involving in his research academic writings by Zadeh and by Rosch (Roziņa, Karapetjana, 2011: 59).

The academic writings by Zadeh (1965) were concentrated on ‘fuzzy sets’, which exist in the English language, and animals were taken as a corpus of this research, whereas the research paper *Natural Categories* written by Rosch (1973) was focused on ‘prototype theory’ developed by her, and the corpora of the study were categories of birds (ibid.).

In his research *Hedges: a Study in Meaning Criteria and the Logic of Fuzzy Concepts*, Lakoff (1972) says that there is a need to study ‘words whose meaning implicitly involves fuzziness – words whose job is to make things fuzzier or less fuzzy’ (Lakoff, 1972: 471). He has dealt with the research by exploring features of such words as *sort of*, *pretty*, *rather*, *par excellence*, and how they make things vague or less vague. From this study, it can be concluded that the perception of hedges is based on the context, in which they are used; besides, hedges serve as:

- Reducers of the membership of the component, for example, *a penguin is a sort of bird* (Roziņa, Karapetjana, 2011: 59);
- Increasers of the class membership, for instance, *John is very very tall* (ibid.).

The concept of hedging has been understood as the interpersonal function of language, which can

‘recognise the speech function, the type of offer, command, statement, or question, the attitudes and judgements embodied in it, and the rhetorical features that constitute it as a symbolic act’ (Halliday and Hasan, 1989: 45).

Consequently, this aspect has been investigated as a part of metadiscourse, specifically interpersonal metadiscourse (Geisler, 1994: 11).

According to Lakoff, hedges are words or expressions that make the meaning fuzzy (Lakoff, 1972 in Chen, 2010: 127). Besides, in the research *On Hedging in Physician-Physician Discourse*, Prince et al. assume that there are two different classes of hedges, such as:

1. Class of hedges, which ‘affects the truth condition of the proposition conveyed’ (Prince et al., 1982: 85);
2. Class of hedges, which ‘serves as an index of the commitment of the speaker to the truth of the propositional content conveyed’ (ibid.).

Roziņa and Karapetjana state that hedge is ‘a linguistic marker that attenuates or weakens the strengths of an utterance’ (2011: 62), and such researchers as Markkanen and Schroder (1992) have made a list of functions which can be conveyed by a hedge as linguistic marker, for instance:

- Modification of the addresser’s ‘responsibility for the truth value’ of the declared idea (Markkanen and Schroder, 1992: 121-130 in Roziņa, Karapetjana, 2011: 62);
- Modification of the importance the provided information has;
- Showing/concealing the addresser’s attitude towards the expressed idea;
- Textual manipulation of ‘responsibility for the truth-value of the information provided’ (ibid.).

Hedge is a complex linguistic expression, which is limitless. The main point is that any expression can be considered a hedge. This idea was maintained by Clemen in 1997. As to him, any linguistic item can be hedged through the context, in which it is used (Clemen 1997: 16); nevertheless, it is arguable if a hedge is concerned as grammatical class or functional class. For example, Hyland (1996) states that hedges are ‘equated with the expressions of tentativeness and possibility’ (Hyland, 1996: 433 in Roziņa, Karapetjana, 2011: 63), whereas Fraser (2008) has made up typical characteristics of linguistic items that can function as hedges in a specific context that were gathered by Roziņa and Karapetjana, who made a list of them.

As it was investigated, these items are adverbs and adjectives (*approximately, about, generally, kind of*), phrases with the personal pronoun one, concessive conjunctions (*although, even if, while, whereas*), hedged performatives, indirect speech acts and introductory phrases (*I believe that..., I think that...*), modal adverbs/adjectives/nouns/verbs (*possibly, probable, suggestion, might*), epistemic verbs (*to seem, to suggest*), if and passive constructions,

metalinguistic comment (*exactly, almost, so to say*) and other (Roziņa, Karapetjana, 2011: 63-65). This classification was applied in the theoretical part, because the present paper deals with the investigation of hedges used in humorous advertisements. In order to better understand the concept of hedges and to have a deep analysis, the categorization is needed.

As it has been mentioned before, the concept of hedge has no limits, which can make a confusion. There can be found academic writings with notions like *understatement* (Hubler, 1983), *downtoner* (Quirk et al., 1985), *downgrader* (House and Kasper, 1981), *indirectness* (Tannen, 1982), *tentativeness* (Holmes, 1983), *mitigation* (Stubbs, 1983) and others, when *hedge* could be the best term to be used.

Prince et al. (1982) were one of the first linguists that had paid attention to the study of hedges. Their suggestion is that there can be made a typofication of hedges into two large subtypes, such as:

- **Approximators**, which include hedges that are used to make a less specific number; in other words, the quantity can be larger or smaller from the given number, and there is an imprecision of a term (Varttala, 2001: 11).
- **Shields**, which involve hedges that create level of uncertainty (ibid.). They are used in order to express doubtful information, as well as subjective assumptions and ideas of a person (Prince et al., 1982 in Roziņa, Karapetjana, 2011: 71).

After analysing the above-mentioned characteristics, it can be summed up that being one of the most important principles in the language organization, hedges are used as a linguistic device that can increase or decrease the addresser's attitude towards the situation. It can be stated that the goal of the use of a hedge is as follows: to create the impression of linguistic politeness, to create effect of mitigation, to create the feeling of avoidance, vagueness, modality and evasion (Roziņa, Karapetjana, 2011: 66). Therefore, the focus of the present research is to examine the correlation between the concept of hedges and creating the implied meaning.

1.3 Creating Implied Meaning

As the present research is based on the role of humour in advertising, the main point to be discussed is creating the implied meaning via language-in-use. In order to achieve this goal, this subchapter is focused on the pragmatics and related disciplines, because pragmatics as a subfield of linguistics deals with this phenomenon.

1.3.1 The Principle of Pragmatics

Pragmatics is a subfield of applied linguistics, and it deals with the study of language ‘relation to contextual background features’ (Cutting, 2008: 2). Therefore, one of the main tasks of pragmatics is to analyse the differences of the same content in different contexts, for instance, religious, cultural, professional.

The term *pragmatics* was introduced by the philosopher Charles Morris (1938), who was concerned with **semiotics** (a science of signs). While being interested in semiotics, Morris has made three linguistic branches, such as **syntactics** (or syntax), which is the study of ‘the formal relation of signs to one another’ (Morris, 1938: 6 in Levinson, S. C., 1983: 1), **semantics**, which is the study of ‘the relations of signs to the objects to which the signs are applicable’ (ibid.) and **pragmatics**, which is the study of ‘the relation of signs to interpreters’ (ibid.). Since Morris has defined the concept of pragmatics, the definition has been broadened.

In her investigation, Yule (1996: 3) has provided the following four domains, in which pragmatics are interested:

- The study of speaker meaning, which means that it is concerned not with the words or phrases, but with the meaning of the proposition and the interpretation of the ideas expressed;
- The study of contextual meaning, which includes the interpretation of what is meant in a specific context;
- The study of invisible meaning, which deals with the investigation ‘of how more gets communicated than is said’ (Yule, 1996: 3);
- The study of the expression of relative distance, which focuses on the question of how the determination between what is said and what is unsaid is made (ibid).

Although the above-mentioned information is important, attention has to be paid to the aspect of linguistic politeness, because it is connected to the appropriate use of language that depends on a specific situation.

1.3.2 Aspects of Linguistic Politeness

After the examination of theoretical literature on subjects related to the present study, it can be stated that verbal humour form is closely related to the phatic communion, which deals with

creating harmonious environment during the verbal communication. Therefore, the Brown and Levinson's politeness theory has to be discussed, because its main function is to clarify how linguistic form and social intentions are connected.

Linguistic politeness has been investigated and characterized by many researchers from two perspectives, being a pragmatic and as a sociolinguistic branch of linguistics. For example, Watts et al. (1992) states that the concept of linguistic politeness is related to the way of how to 'successfully manage interpersonal relationships to achieve both individual and group goals' (Watts et al., 1992: 1), where linguistic politeness is the form of the language which allows to achieve these goals. Lakoff (1973) has related linguistic politeness to Gricean maxims, while Leech (1983) has developed the idea expressed by Lakoff by involving linguistic politeness in his interpersonal rhetoric. Brown and Levinson (1978/1987) have developed this topic in different manner; they have described linguistic politeness as a reason not to follow conversational principles by dividing them in separate frameworks.

As the present paper is concentrated on the pragmatic use of language, it applies theory of Thomas (1995), who suggests that linguistic politeness is 'the use of situationally appropriate language' (Thomas, 1995: 2), which is related to the use of polite language.

According to Roziņa and Karapetjana (2011), there are three conditions, under which polite language is used:

1. People are polite when establishing relationship with people of higher rank;
2. People are polite when the objective is important;
3. People are polite when communicating with people, with whom there is a social distance. (Roziņa, Karapetjana, 2011: 26).

It can be summed up that linguistic politeness is a phenomenon, which is expected to be learned for a long time, because one cannot be born with it. Moreover, it is the object for study not only for social sciences, but also for sociolinguistics and pragmatics as well.

As reported by Brown and Yule (1989), language has two major functions in general, such as:

1. *Transactional language function*, which aims to express valid information;
2. *Interactional language function*, which deals with the maintenance of social relationships (Brown, Yule, 1989: 1-4).

Therefore, it turns out that linguistic politeness, in general, is associated with the interactional language function, because it represents an acknowledgment of the relationship and attitude towards the ongoing situation; thus, establishing verbal relationship via verbal behavior.

Brown and Levinson (1987) have provided linguistic strategies of positive and negative politeness, which were presented by Roziņa and Karapetjana (2011). It can be summed up that Brown and Levinson (1987) have presented ten **linguistic strategies of positive politeness**, which includes optimism, respect, sympathy, common ground, both a speaker and a hearer in activity, jokes, seek of agreement and avoidance of disagreement, offers and promises, use of in-group identity markers, reasoning (Brown and Levinson, 1987: 102 in Roziņa and Karapetjana, 2011: 46). Besides, there are also ten **linguistic strategies of negative politeness**, such as pessimism, indirectness, questions and hedges, apology, impersonalisation, nominalisation, unobtrusiveness, generalization, taking anything for granted, giving respect (Brown and Levinson: 131 in *ibid.*). From the classification above, it can be stated that hedges, which are analysed in the advertisements selected as a corpus of the present study, represent the linguistic strategy of negative politeness. Moreover, it can be assumed that these strategies refer to demonstration and creating of implied meaning, which is the focus of the present research.

Linguistic politeness is one of the aspects to which attention has been paid by many scholars. This phenomenon can be viewed from two perspectives; however, the aim of the present paper is to reveal the data concerning linguistic politeness from the perspective of pragmatics. Therefore, the linguistic strategies of politeness were examined, because they are connected to the implied meaning; it can be summed up that these strategies are not universal, which means that they differ across cultures. However, as this research paper is focused on print advertisements in the English language, these linguistic strategies were useful.

1.3.3 Hedges and Modality

The concept of hedges is linked to the principle of modality. It has an importance in both – written and spoken – communication, because hedges are used as a pragmatic strategy of intercommunication when thinking of the effect created by the proposition. Hedges are usually implied in order to avoid confrontation while communicating. When hedges are used as linguistic devices, a particular communicative purpose (e.g., politeness, modality) is achieved. Therefore, attention has to be paid to the role of modality as well.

Modality is one of the most important linguistic fields; scientists have paid attention to this phenomenon; consequently, there are various definitions of modality. For instance, Stubbs (1986: 2) states that it is ‘the central organizing principle of the language’, while Halliday

(1970) states that modality considers ‘the assessment of probability’ and ‘the assessment of possibility’ (Halliday, 1970:322-361 in Roziņa, Karapetjana, 2011: 73). Therefore, it can be summed up that the concept of modality is referred to the attitude of a speaker towards the situation.

In the modal system of the English language, following three kinds of modality can be identified:

- **Deontic modality**, which is related to permission or obligation that is arising from the external circumstances, such as rules or laws stated by the addresser to the addressee (Palmer, 2001: 9-10).
- **Dynamic modality**, which is related to ability and willingness that is coming from the internal circumstances (ibid.).
- **Epistemic modality**, which deals with the speaker’s attitude towards the status of the proposition (ibid: 8).

It has to be pointed out that hedges are linked to epistemic modality due to the fact that both of them show the speaker’s confidence in the proposition. As the present paper concentrates on hedges in humorous advertisements, this research has made an emphasis on epistemic modality. Epistemic modality has three types, which can be identified as:

- **Speculative**, which shows uncertainty (ibid: 24). It can be expressed by the use of the modal verb *may*, e.g. ‘*Anna may be in her room now*’, which expresses uncertainty if Anna is in her room;
- **Deductive**, which makes an assumption based on the evidence (ibid). Such assumption is achieved using modal verb *must*, e.g. ‘*Anna must be in her room now*’, which is made from a judgement based on the evidence, because her car is parked, there is a light in her room, etc.;
- **Assumptive**, which makes an assumption based on what is generally known (Palmer, 2001: 24). This kind of assumption is formed by the use of the modal verb *will*, e.g. ‘*Anna will be in her room*’, which is based on the general evidence, such as that she has finished her work and has come home, etc. As the modal verb *must* is stricter than *will*, the assumption in the case of assumptive modality can be described as:
 1. A possible conclusion;
 2. The only possible conclusion;
 3. A reasonable conclusion (ibid: 25).

Besides, Roziņa and Karapetjana (2011) in their investigation have provided three levels of epistemic modals, which are used for the purposes of epistemic modality, proposed by Westney (1986), such as:

- I. **Epistemic modals with strong value**, e.g. *I know, I am sure, it is certain, must, will, should, would* (Westney, 1986: 315 in Roziņa, Karapetjana, 2011: 76); for example:

A: Let me see, when would he have been born?

B: He must be about 70 now.

A: No, he must be a good 80 or something like that, I know

(Roziņa, Karapetjana, 2011: 76).

- II. **Epistemic modals with intermediate value**, e.g. *I think, probably, likely, presumably* (Roziņa, Karapetjana, 2011: 76); for example:

'For the year, corn and soy-bean meal increases are likely to approach \$600 million', said President and CEO Richard Bond' (Star Tribune, April 29, 2008 in Roziņa, Karapetjana, 2011: 76).

- III. **Epistemic modals with weak value**, e.g. *possible that, may, perhaps, might* (Roziņa, Karapetjana, 2011: 76); for example:

'In at least five states – Texas, Oklahoma, Kansas, Missouri and Florida law-makers may seek to pass stricter rules in the next year, or so' (Star Tribune, April 29, 2008 in Roziņa, Karapetjana, 2011: 76).

It can be concluded that epistemic modality is used to show the attitude of the addresser towards the situation expressed, for example, judgment, assumption, confidence. Besides, hedges have the interpersonal function the same as modality has.

1.3.4 Grice's Conversational Maxims

In order to explain the concept of linguistic politeness, conversational maxims have to be reviewed, because it is important to understand how communicative harmonisation is achieved in interaction. Conversational maxims explain how the information is received from what is said to what is meant, specifically, how the movement from the level of expressed meaning to the level of implied meaning is done. It is a linguistic approach, which is linked to three major scientific researches of such scholars as:

- Lakoff (1973), who characterise politeness ‘as a tool used for reducing friction in personal interaction’ (Márquez-Reiter, 2000: 7);
- Grice (1975), who discusses the ‘indirectly implied meaning of a statement’ (Roziņa, Karapetjana, 2011: 29)
- Leech (1983), who shows interaction of Lakoff’s and Grice’s theories (ibid.: 32).

As the present research deals with the role of humour in advertising, the author of the research suggests that the most appropriate is Grice’s theory of conversational maxims. Grice has developed conversational maxims, which are based on the idea that the speech has to be established on the following principles of communication (Grice, 1989: 27 in Denham, Lobeck, 2009: 335):

1. *Maxim of quality*: do not say what is not true; do not say what you cannot prove. Without this maxim, other three maxims do not have value. It does not matter whether a speech is brief or lengthy, relevant or irrelevant, ambiguous or orderly, if these are lies. However, it is hard to evaluate expressive phrases and instructions (Finegan, 2008: 289).
2. *Maxim of quantity*: make the contribution as informative as it is necessary; do not say more than it is needed. This maxim determines that no more or no less information than is needed for the aim of the communication is provided (Grice, 1989: 27 in Denham, Lobeck, 2009: 335). For example, if a man, who is painting his house is asked what colour he had selected for the living room, and the reply was as follows:

‘The walls will be off-white to contrast with the black sofa and the Regency armchairs I inherited from my grandmother. Bless her soul, she passed away last year after a long marriage to my grandfather, who never appreciated her love of the performing arts. Then the trim will be peach except near the door, which Amber said should be salmon so it doesn’t clash with the black and red Picasso print I brought back from Spain when I vacationed there in, uh, let’s see, I think it was 2002. Or was it 2001? I forget, actually. Gosh! Time goes fast, doesn’t it? And the stairway leading to the bedrooms will be a pale yellow (Finegan, 2008: 287-288)’.

This is an example of the violation of the maxim, because there is too much unnecessary information described in detail. It is difficult to concentrate on such a long reply; therefore, the essence of a question is lost.

3. *Maxim of relevance*: say relevant things. The main point in this maxim is to be relevant to the current context or situation; otherwise, misunderstanding may appear (Grice, 1989: 27 in Denham, Lobeck, 2009: 335). For instance:

A: How is the weather outside?

B: There is a great movie on HBO Thursday night (Finegan, 2008: 288).

In the example above, a violation of the maxim of relevance is represented - the reply does not correlate to the question asked. However, the instance when this violation might appear are psychological problems, such as schizophrenia, when there is a difference in 'the sense of context' (ibid.).

4. *Maxim of manner*: avoid ambiguity and uncertainty; be brief and orderly (Grice, 1989: 27 in Denham, Lobeck, 2009: 335). For example:

'A birthday cake should have icing; use unbleached flour and sugar in the cake; bake it for one hour; preheat the oven to 325 degrees; and beat in three fresh eggs (Finegan, 2008: 288-289).'

This recipe seems unusual, because normally they are formulated in a chronological order of explaining steps of baking. Orderliness plays an important role when interpreting the information; therefore, the maxim of manner has to be followed.

From the use of the above-mentioned maxims, it can be stated that in order to be linguistically polite, there is a need to be truthful (*the Quality maxim*), informative (*the Quantity maxim*), relevant (*the Relevance maxim*) and brief (*the Manner maxim*).

1.4 Discourse of Advertising

The purpose of the present subchapter is to present the data on advertising as discourse. Although discourse analysis is based on the analysis of language in use, not only the language is involved. Therefore, this subchapter deals with the concept of advertising; it discusses print advertising in detail. Besides, language of advertising is revised, as well as humour in advertising is examined.

1.4.1 The Concept of Advertising

Nowadays, advertising is widely used in different medium. It is impossible to go down the street, shop, watch TV, read newspapers or magazines without noticing it. It is not a new genre; consequently, it has been changed slightly over the years. Advertising of 1950s is different from that of the 21st century. According to the Collins Concise Dictionary, it is ‘the promotion of goods or services for sale through impersonal media’. From this definition, it can be concluded that the aim of the advertising is product promotion.

However, Cook (2001:10) has pointed out some reasons, why this explanation is imprecise. For example, there are advertisements that do not sell a product, but are informative (e.g. healthy lifestyle or child violence advertisements), or they are in the form of song or poem can be seen. Therefore, it can be said that advertising overlies with other genres, such as song, film, political propaganda, jokes, cartoons, fairy tales, poetry, etc. (Cook, 2001: 9-12).

In the book ‘Contemporary Advertising’, Arens and Bovee (1994) have provided the explanation of advertising. They state that

‘advertising is the non-personal communication of information, usually paid for and usually persuasive in nature, about products (goods and services) or ideas by identified sponsors through various media’ (Arens and Bovee, 1994: 6).

From the abovementioned definition, it can be stated that advertising focuses on groups of people rather than individuals; therefore, it is called *non-personal communication of information*. Besides, most of the advertisements are *paid for* to be published in a newspaper or a magazine, heard on radio or seen on TV. Usually, advertising has *a persuasive nature*; however, there are cases when advertising plays informative role. In addition, the sponsor is always *identified*. Advertising is reached via *channels of communication*, such as a medium, which includes long-established mass media (TV, newspapers, magazines and billboards), as well as brochures, direct mail, shopping carts, etc.

In addition, Arens and Bovee (1994) have provided four main advertising criteria, such as:

- **Target audience:** in general, advertising is designed for a specific part of society. This criterion can be divided into two types:
 - Consumers: people who buy products (good and services) for the personal use. The biggest part of the advertisements in the mass media are concentrated on consumers;

- Businesses: individuals in business who are responsible for buying products (goods and services) in a specific domain. These advertisements are rarely published in the mass media. Usually, they are focused on the publications in professional business journals, as well as sent by e-mails. Business advertising can be divided into four types: industrial, trade, professional and agricultural. As it is not a focus of the present paper, there will not be provided any details regarding this typification;
- **Geographic area**: advertising can be of two types:
 - Local advertising is focused on the area where the biggest part of the consumers come from. The example of this advertising type could be a commercial of a local shop in Sigulda;
 - International advertising is focused on the international markets, which means that products (goods and services) recognised all over the world are advertised. The example of this advertising type could be commercial of Coca-Cola drinks;
- **Medium**: advertising can be classified according to the medium applied for the message transmission, such as radio, TV or newspaper.
- **Purpose**: there are various types of advertisements, which differ in their aims; there can be made a classification of advertising purposes, for instance:
 - Product advertising: goods and services are advertised;
 - Non-product advertising: ideas are advertised.

From all the information obtained, it can be summed up that advertising is a complicated and broad concept, because it aims not only for promoting goods and services, but for communicating consumers as well. The goal can be achieved by various methods; as this paper deals with the analysis of humorous text in advertisements, the focus is made on the language in print advertisements.

1.4.2 Language of Advertising

The language of media is a part of a communicative process. The language in the area of advertising is language used to attract attention, to persuade to buy products or services, to change consumers' behavior, etc. As stated by Kalmane (2012: 17), regular English is the language used regularly, which involves colloquial language with informal conversations, incorrect grammar and excludes academic and formal language. Although the language of

advertising involves the elements of the language used in everyday life and is related to the informal language, it is used in a different manner from the everyday language. There are basic characteristics of the language used in this field:

- Use of ellipsis, e.g. ‘25% less tar’;
- Use of comparatives, e.g. ‘It makes your hair smoother’;
- Use of imperatives to suggest, e.g. ‘Try it, you will like it’;
- Use of rhetorical questions, e.g. ‘Do you want to lose 20 pounds in two weeks?’;
- Use of adjectivalizations, e.g. ‘meaty taste’;
- Use of count nouns as mass nouns, e.g. ‘more car’ (Geis, 1998: 13 in *Concise Encyclopedia of Pragmatics*).

Kalmane (2012) has investigated beauty product advertisements and concluded that the language used in advertisements is casual and understandable, but it has a great emotional power, which is achieved by emotional and literal value, so that advantages of the product are emphasized (Kalmane, 2012: 18-21).

Besides, language used in advertising depends on the advertising medium. For example, spoken language, music and sounds are the main components in radio advertising; which means that an advertisement depends on what is said and how it is said. Verbal information and symbols are presented in print advertising, where language plays a variety of roles, for instance, to present the information or to attract attention. TV advertising combines all three components of both radio and print advertising, such as spoken and written language, graphical representation and sound effects. Although TV advertising is considered to be a visual medium, in most of the cases, what is said has a bigger importance than what is shown or presented.

1.4.3 Humour in Advertising

In the previous investigations, the author of the present paper had examined the research by Veerkumar and Jaiswal (2015: 40), who have revealed that the state of being funny is one of the most effective ways to attract customers’ attention. Consequently, humour can be ‘one of the best tools that can get people to pay attention to the advertisement’ (Beketova, 2016: 5-6). There does not exist a technique to be used to be successful; nevertheless, not always a funny advertisement generates success. It is possible that one commercial has everything done correctly and fails, whereas other advertisement is simple and brings success.

According to Sternthal and Craig, humour can be explained ‘in terms of the stimulus properties’, and it can be found in the advertisement when joke, pun, understatement or another humoristic device is applied (Sternthal and Craig, 1973 in Yarahmadi, 2015: 314).

Interim Conclusions

The present chapter has dealt with the theoretical background of the information related to the topic. It was investigated that humour has appeared in the English language from Latin, but the meaning has been slightly changed. It has different definitions; however, it is impossible to precisely explain this phenomenon. Besides, it was found out that humour has four main forms, such as figural, verbal, visual and auditory. Each form has its main characteristics and is different from others.

The present research has also drawn attention to the principle of implied meaning; the focus was made on the linguistic politeness, because it is connected to the appropriate use of language. It can be summed up that linguistic politeness can be divided into positive and negative, each having specific strategies. In addition, the conversation maxims by Grice were involved in the literature review because the focus of the present research is implied meaning in advertisements, and it is important to understand how communicative harmonisation is achieved while interacting.

Besides, the present paper has made an emphasis on the concept of hedges, as it is closely connected to the language use and linguistic politeness. It was found out that different linguistic items can function as hedges, for instance, adverbs, adjectives, indirect speech acts, modals, etc.

It can be assumed that hedges are related to the concept of modality. For that reason, the principle of modality was studied. The present research was concentrated on epistemic modality, because it is connected to hedges, which are one of the main issues in the present discussion; it can be added that epistemic modality is of three types, for instance, speculative, deductive and assumptive. Moreover, there are three levels of epistemic modals, such as epistemic modals with strong value, epistemic modals with intermediate value, and epistemic modals with weak value.

As this research deals with the analysis of print advertisements, the discourse of advertising was examined. As it was investigated, there are four advertising criteria: target audience, which is divided into consumers and businesses, geographic area, which is local and international, medium and purpose.

The language of advertising is used differently from the everyday language. The main points to be considered were that the language of advertising is simple, and words with emotive power should be used. To catch attention, the best tool to use is humour. Although there are not any specific rules how to achieve this effect, the main point is that humour can be found out in advertisement when joke, pun, understatement or any other humoristic device is used.

CHAPTER II. ANALYSIS OF PRINT ADVERTISEMENTS

Chapter II outlines the methodology used in the present research paper that investigates the research questions stated in the Introduction. It reveals the analysis of the print advertisements conducted in particular stages explained in the research procedure, presents the findings and the results of the analysis, and draws relevant conclusions.

2.1 Methodology

Case study is used as the research type of this paper, because a deep analysis is required in this paper, which is needed for work with humorous print advertisements, where hedges are used. According to Yin (1994), the case study research (CSR) is

‘an empirical inquiry that investigates a contemporary phenomenon (the “case”) in depth and within its real-life context, especially when the boundaries between phenomenon and context are not clearly evident’ (Yin, 2013, *Definition of the Case Study as a Research Method* section, para 7).

The present research deals with discourse analysis of print advertisements as a primary research method that is ‘essentially a practical discipline which bases its theoretical framework on the findings obtained from the analysis of authentic pieces of discourse’ (Alonso, Sánchez, Hyde and Moran, 2002: 9). This research method is chosen because the analysis of the use of a specific instrument, such as hedges, is provided in the empirical part of the present paper.

As discourse analysis is considered a qualitative research method, attention must be paid to the data validity, which shows if the results are ‘true and certain – “true” in the sense that research findings accurately reflect the situation, and “certain” in the sense that research findings are supported by the evidence’ (Guion, A.L., Diehl, C.D. and McDonald, D., 2002: 1).

Although the present paper has approached from qualitative perspective, there are some elements of quantitative research perspective involved, which ‘tends to be based on numerical measurements of specific aspects of phenomena’ (Thomas, 2003: 2), such as calculation of the average number of humorous advertisements with the use of hedges in comparison with those where hedged are not applied.

To make the data used more reliable, the literature related to the topic was examined, for instance, such books as *Principles of Pragmatics* by Leech, *Mood and Modality* by Palmer, *Discourse of Advertising* by Cook, *Pragmatics and Linguistic Politeness* by Roziņa and

Karapetjana. As reported by Paltridge (2006), reliability ‘refers to the consistency of the results obtained in the project’ (Paltridge, 2006: 217).

2.2 Research procedure

The present research was organized and conducted in the following steps:

1. An aim, enabling objectives and research questions were formulated;
2. A theoretical background was set and a theoretical framework was established;
3. A corpus of the present research was selected. In order to conduct the research, 10 print advertisements of different services and products were selected. The material for the analysis was retrieved from the Internet.
4. Discourse analysis of the commercials was conducted. The focus of the present research is the role of humour in advertising; therefore, the analysis was managed in the following stages:
 - Investigation of a hedge used;
 - Examination of modality level;
 - Analysation of four advertising criteria, which involves target audience, geographic area, medium, and purpose;
 - Determination of the type of humour involved in the commercial;
 - Investigation of the role of picture in the advertisements selected for the analysis;
 - Investigation of a role of humour in print advertisements selected for the present analysis.
5. The results were analysed. The above-mentioned stages were taken, and the analysis of the retrieved information was made. Besides, the relevant conclusions were drawn.

2.3 Analysis of Print Advertisements

Before starting the empirical part of the present paper, the author has examined different humorous print advertisements available on the Internet. In total, 272 print commercials were investigated. Unfortunately, only in 11 of them the cases with the use of hedges were found. It can be stated that hedges from all the humorous print advertisements, only 4,04 per cent were hedged.

2.3.1 Analysis of *Pedigree Petfoods* Advertisement

Pedigree Petfoods is a company that is controlled by the American group *Mars, Incorporated* that is focused on pet foods. *Pedigree Petfoods* has various advertisements; in one of its commercials, there was found a hedge (See Appendix 1). The advertisement promotes Pedigree light dog food. In the picture, a mug is stuck in the special hole for pets in the door, which is supported by the sentence at the bottom of the advertisement: '*Perhaps it's time to turn to Pedigree light dog food*', where *perhaps* is used in the form of a hedge.

When dealing with the analysis of the present commercial, it has been conducted in several steps. In the beginning, **the analysis of the use of a hedge** was done. First, a class of a hedge was identified. According to Prince et al. (1982), in this case, the hedge *perhaps* 'serves as an index of the commitment of the speaker to the truth of the propositional content conveyed' (Prince et al., 1982: 85). In other words, it is a class of hedges that includes fuzziness between the content of a message and its addresser. Second, it was investigated what linguistic items has served as a hedge. As stated by Roziņa and Karapetjana (2011), *perhaps* is a modal adverb that function as a hedge. Lastly, the type of a hedge was identified. In the present advertisement, a hedge *perhaps* is considered as a shield, because it creates a level of uncertainty and expresses subjective assumptions and ideas. Besides, by the use of *perhaps* in the advertising sentence, the effect of linguistic politeness is created.

After dealing with the analysis of a hedge, the emphasis was made on **modality**. As stated by Palmer (2001), this is an example of epistemic modality, which deals with the speaker's attitude towards the status of the proposition (Palmer, 2001: 8); particularly, it is a speculative modality, because it shows uncertainty (ibid: 24). Besides, as investigated by Wetney (1986), *perhaps* is an epistemic modal with weak value (Westney, 1986 in Roziņa, Karapetjana, 2011: 76).

The next issue for discussion was **linguistic politeness**. In the sentence '*Perhaps it's time to turn to Pedigree light dog food*', negative politeness is investigated, because the use of hedges is a linguistic strategy of negative politeness.

As stated in the previous paragraph, a hedge creates the effect of linguistic politeness. For that reason, the analysis was focused on **Grice's conversational maxims**. As it was examined, true information is provided in a polite way. The message itself is relevant to the current situation, which is shown in the picture. Besides, a picture and a sentence supplement each other; therefore, humorous commercial is created. There is not ambiguity or uncertainty made. However, the Quantity maxim was violated, because due to the use of a hedge *perhaps* in the

sentence '*Perhaps it's time to turn to Pedigree light dog food*', the message is not as informative as necessary, and only due to the use of a picture, the message becomes as informative as it is needed.

The analysis of **forms of humour** was needed after the application of Grice's conversational maxims. In this case, there is the mixture of two forms of humour – figural, which involves a picture, and verbal, which includes a message. The sentence '*Perhaps it's time to turn to Pedigree light dog food*' is supported by the picture of a mug stuck in the special hole in a door, and, therefore, humoristic advertisement is created.

Dealing with discourse analysis of print commercials, the following **advertising criteria** were applied to the present advertisement:

- *Target audience*: the advertisement is oriented to consumers, who have overweighed dogs;
- *Geographic area*: this is an international advertising, because the product is recognized all over the world;
- *Medium*: being a print advertisement, its medium are newspapers, magazines, tabloid or banners;
- *Purpose*: in the commercial, light food for dogs is advertised, therefore, it is a product advertising.

2.3.2 Analysis of *Dermitage* Advertisement

Dermitage is a product of an unknown beauty company. In the advertisement (See Appendix 2), 'miracle' skin cream is advertised. There are not many advertisements of the company, which are produced this skin. However, the present commercial was selected as a corpus for the analysis due to the use of hedges in it.

The advertisement promotes skin cream that smooths one's skin very quickly. This idea was expressed in the sentence '*Less wrinkles in only minutes*', where *less* and *only* are hedges. It was supported by the picture of a woman with one part of her face with wrinkles, and the other part of the face affected by this cream.

While dealing with the investigation, the primary attention has been paid to **the use of a hedge**. As it was investigated, the hedges *less* and *only* are the representatives of a class of hedges, which Prince et al. (1982) consider to 'affect the truth condition of the proposition conveyed' (Prince et al., 1982: 85). It means that fuzziness is involved in the content of a

message itself. Besides, according to the distinction provided by Roziņa and Karapetjana (2011), *less* and *only* are adjectives that function as the hedges in the present advertisement.

In this investigation, **modality** plays an important role, as it is linked to the concept of hedges, specifically, hedges are related to the concept of epistemic modality, because they are employed as a pragmatic strategy of intercommunication when thinking of the effect created by the proposition. According to the classification by Palmer (2001), the hedges *less* and *only* shows that it is a case of deductive modality, when assumption is based on the evidence, which is a picture of the present advertisement (Palmer, 2001: 24).

Attention has to be paid to **linguistic politeness** as well; during the analysis, it was found out that there is negative politeness applied, because Fraser (2008) has reported that hedges are considered as one of the linguistic strategies of negative politeness (Fraser, 2008 in Roziņa, Karapetjana, 2011).

Being related to the concept of linguistic politeness, **Grice's conversational maxims** have to be taken into account in this research. It was concluded that in the present advertisement, true information is presented, and relevant information, which is connected to the visualization of the commercial is discussed. Besides, the advertisement is brief and orderly. However, the Quantity maxim is not followed, because the contribution in the present advertisement is not as informative as necessary. It is stated that there will be '*Less wrinkles in only minutes*', but it is not precisely said, what time it will take to reduce wrinkles.

After conversational maxims being discussed, the paper concentrates on **forms of humour** involved in the advertisement. According to Shade (1996), the present commercial involves two forms of humour, such as figural form that includes picture that visualise the advertised product, and verbal form, which consists of the sentence '*Less wrinkles in only minutes*' that supports the picture used in the advertisement. As it was investigated, the humorous effect is created by the use of a photo of a woman that has applied this cream of one part of her face, and the immediate result is seen.

Finally, **advertising criteria** are analysed, because the advertisement has been examined, and there are following findings, such as:

- *Target audience*: the target audience of the present commercial are consumers, particularly, third-age women that have wrinkles;
- *Geographical area*: it is an example of an international advertising, because 'miracle' skin cream is widely known;
- *Medium*: being a print advertisement, it is print media, such as newspapers, magazines, tabloids and banners;

- *Purpose*: this is a product advertising, where magical skin cream is promoted with its immediate effects on a woman's skin.

2.3.3 Analysis of *Windows 10* Advertisement

Windows 10 is one of the latest operation systems for a personal computer, which was developed by Microsoft. The *Windows 10* advertisement is the brightest example of the use of a hedge in humorous print advertisements (See Appendix 3).

The commercial of *Windows 10* selected as a corpus promotes updates available for a personal computer. The idea is expressed via the sentence 'You may have missed some upgrades', supported by the photo of a man with a haircut that was popular some decades ago.

First, **the analysis of the use of a hedge** was conducted. The hedge applied in this commercial is *may*, which is a class of hedges, which 'serves as an index of the commitment of the speaker to the truth of the propositional content conveyed' (Prince et al., 1982: 85), which means that fuzziness is involved in the content of a message itself. According to the distinction of Fraser (2008), *may* is a modal verb (Fraser, 2008 in Roziņa, Karapetjana, 2011). Besides, a type of a hedge was determined, and as it was investigated, a hedge *may* is a shield, specifically, an attribution hedge, which expresses a subjective assumptions and ideas of a person (Roziņa, Karapetjana, 2011: 70).

Another point to be considered in the analysis is **the case of modality**. As stated by Palmer (2001), it is an example of epistemic modality, which deals with the speaker's attitude towards the status of the proposition (Palmer, 2001: 8). Specifically, it is a speculative type of epistemic modality, which shows uncertainty (ibid: 24). Besides, Westney (1986) has developed a classification of epistemic modals, and in this case, *may* is an epistemic modal with weak value (Westney, 1986 in Roziņa, Karapetjana, 2011: 76).

After dealing with the concept of modality, attention has been paid to **linguistic politeness**. In this advertisement, a negative politeness is represented. As reported in the previous chapter, the use of a hedge is the linguistic strategy of negative politeness.

The next step of analysis involves **Grice's conversational maxims**, which are connected to the concept of linguistic politeness. Four main principles were examined, and it was found out that true information is expressed in the advertisement, the message is relevant to the situation, which happens in the picture. In addition, the commercial is brief and orderly. However, the Quantity maxim is not followed, because the message of the present advertisement is not as informative as necessary. Although it is supported by the use of a

picture, it is not clear how the message ‘*You may have missed some upgrades*’ and a man with an obsolete hairstyle are connected to Windows 10.

Forms of humour were also examined in this research. As it was investigated, in this advertisement, figural form of humour, which involves a picture of a man with an obsolete hairstyle, and verbal form of humour, which involves a message ‘*You may have missed some upgrades*’, are involved. In accordance with Shade (1996) and his theories, verbal form is expressed in the sentence ‘*You may have missed some upgrades*’, whereas its figural form is represented through the picture of a man with an obsolete hairstyle.

As it is an advertisement, **advertising criteria** has to be studied. The data retrieved from the analysis is as follows:

- *Target audience*: the present advertisement promotes goods to both consumers and businesses. As it is already known, Windows 10 is the latest update for operational system of a personal computer. This advertisement reminds those users, who have not done it yet;
- *Geographic area*: this is an international advertising, because Windows 10 by Microsoft is widely known, because most of the computers work on this operation system;
- *Medium*: as it is print commercial, it is published in print media, such as newspapers, tabloids, magazines and banners;
- *Purpose*: this is a product advertising, because the product, which is Windows 10, developed by Microsoft is advertised.

2.3.4 Analysis of *Slim Fast* Advertisement

Slim Fast is a brand of dietary supplement foods and cocktails established in the United States of America. These products are sold in Latin America, the USA, Canada, the United Kingdom, Ireland, Iceland, Germany and France. There was found one humorous advertisement of their products, where a hedge was used (See Appendix 4).

The advertisement deals with the promotion of their dietary shakes for women; on a wedding cake, a bride fell into the cake due to being overweighed, and the question is asked ‘*Need to lose a little weight before your wedding?*’, where *a little* is a hedge.

When examining the **concept of the use of a hedge** in the advertisement of *Slim Fast*, it was discovered that there is a hedge *a little*. According to the previous discussion, the hedge *a little* belongs to the class of hedges that ‘serves as an index to the commitment of the speaker

to the truth of the propositional content conveyed' (Prince et al., 1982: 85). In other words, it is a class of hedges, where fuzziness is involved between the content of a message and its addresser. Besides, as stated in the distinction of hedges made by Fraser (2008), *a little* is a modal adverb; the type of this hedge is the approximator, which is used to indicate the imprecision of a term.

After the examination of hedges, the focus has to be made on **modality**. As it was investigated, epistemic modality is involved in the present advertisement; more specifically, it is deductive modality, where assumption is based on the evidence. In a broader classification of epistemic modals by Westney (1986), the hedge *a little* is considered to be an epistemic modal with weak value.

Next step of the present analysis is **linguistic politeness**. In this advertisement, where sentence is '*Need to lose a little weight before your wedding?*', a negative politeness can be seen, because the use of the hedge *a little* represents the linguistic strategy of negative politeness in the present sentence.

As the concept of linguistic politeness is connected to **the Grice's conversational maxims**, which consists of four principles of communication, attention has been paid to the maxims, as well. As it was investigated, the present advertisement provides true information, and this information is relevant to the situation that happens in the picture of the commercial. Besides, ambiguity is not created in this commercial, and the Quantity maxim is not violated in this case, because the question asked in the advertisement is as informative as necessary. In addition, the present situation that occurs in the commercial is supplemented by the text of this advertisement.

When conversational maxims and their principles are discussed, attention has to be paid to **the forms of humour** applied in the advertisement. As stated by Shade (1996), in the present commercial, there are two forms of humour, such as figural humour, which is presented by the use of a picture of a wedding cake, where a bride fell in the cake due to being overweight, and verbal humour, which is applied by the use of a question '*Need to lose a little weight before your wedding?*'. It has to be pointed out that it is a rhetorical question that does not need to be answered, because the answer is hidden in the picture of the advertisement. Consequently, humour is created, and this commercial becomes funny and entertaining.

Finally, **advertising criteria** were examined. Following conclusions were made:

- *Target audience*: the present advertisement is meant for consumers, particularly, women who are going to get married and would like to be in shape;

- *Geographic area*: this is an international advertising, because this product is widely known;
- *Medium*: such advertisement is meant for print media, for instance, banners, tabloids, magazines and newspapers;
- *Purpose*: the aim of this advertisement is to advertise a product; the product is Slim Fast cocktail that helps lose weight, and the effect it creates is advertised as well, which means that it is a non-product advertising, too.

2.3.5 Analysis of *NZ Pure* Advertisement

NZ Pure is a beer label produced and sold in New Zealand. This brand has various advertisements; besides, one advertisement with the use of a hedge was found (See Appendix 5). The advertisement promotes beer that does not have any additives or preservatives. The text of the present commercial is as follows: ‘*No additives or preservatives. Because you can’t almost be a virgin*’, where humour is hidden in the second sentence, which is written in brackets. In this sentence, a hedge *almost* is used; therefore, this commercial was taken for the analysis.

First of all, **the analysis of the use of a hedge** was done. According to Prince et al. (1982), this is a class of hedges, which ‘affects the truth condition of the proposition conveyed’ (Prince et al., 1982: 85), which means that fuzziness is involved in the content of a message itself. A distinction of hedge used in this advertisement was examined as well, and it was found out that the hedge *almost* is an adverb. The last step in the analysis of a hedge was made involving typification of hedges; it can be summed up that it is a shield, which creates level of uncertainty, which is used in order to express subjective thoughts and ideas.

After the hedges being examined, attention has been paid to **the concept of modality**, because they are connected to each other on the pragmatic level. According to the information retrieved from the literature review, epistemic modality is involved in this case, which deals with the speaker’s attitude towards the status of the proposition. As this type of modality has subtypes, it can be said that it is a speculative modality, which is used in order to show uncertainty.

After the investigation of modality, **linguistic politeness** has been discussed. According to Fraser (2008), the use of a hedge represents negative politeness, because it is one of the linguistic strategies of negative politeness.

Linguistic politeness is connected to **the Grice's conversational maxims**, because they deal with the implied meaning involved in the message. In accordance with Grice (1975), there are four principles of communication. It has to be stated that true information is presented in the present advertisement, because beer that is promoted does not contain any additives or preservatives. Besides, this commercial is as informative as necessary; it also can be assumed that it is too informative, but the second sentence '*Because you can't be almost a virgin*' is used in order to create a humorous effect. Overall, the information of the advertisement is relevant; the message is brief and orderly, but ambiguity can be created by the sentence in brackets, which is '*Because you can't almost be a virgin*', because a noun *virgin* can be interpreted differently.

The last step of the analysis is concentrated on the discourse of advertising, as it is one of the main focuses of the present paper. It involves investigation of the following advertising criteria:

- *Target audience*: first of all, this advertisement is meant for consumers, specifically, for men who drink beer;
- *Geographic area*: it is a local advertising, because this beer is produced and sold in New Zealand;
- *Medium*: being a representative of a print advertising, this commercial can be seen in newspapers, magazines, banners or tabloids;
- *Purpose*: the aim of this advertisement is a product advertising, because beer that does not have any additives or preservatives is promoted.

2.3.6 Analysis of *La Provence* Advertisements

La Provence is a daily newspaper published in the French language in France. This newspaper does not have a lot of advertisements; however, there were found three humorous commercials that were selected as a corpus of the present paper. Being similar to each other, one analysis was made for all *La Provence* advertisements.

All three advertisements represent the same issue. In the newspaper, specific articles were written, and in the commercial, ignorance of problems discussed in them is represented. For instance, the first advertisement is about jellyfish swarm (See Appendix 6.1); the second advertisement is about football match deposition (See Appendix 6.2); the third advertisement is regarding tax rising (See Appendix 6.3).

The first step in the investigation was **the analysis of the use of hedges** in all three commercials. As it was discovered, all three *La Provence* commercials involved the same hedge, which is *would*. According to Prince et al. (1982), this is a class of hedges, which ‘affects the truth condition of the proposition conveyed’ (Prince et al., 1982: 85). In other words, fuzziness is involved in the content of a message itself. In addition, it was found out that the hedge *would* is a modal verb. Besides, according to the types of hedges presented in the literature review of the present paper, the hedge *would* is a shield, because the subjective opinions and ideas are expressed in these funny commercials.

The concept of modality has been also examined, and it was found out that it is the case of epistemic modality, which more specifically is deductive modality. As reported by Palmer (2001), deductive modality involves the assumption based on the evidence (Palmer, 2001: 24). The evidence in the present advertisements is the situation represented in a picture in each of three advertisements.

The emphasis has been made on **linguistic politeness** as well. It was investigated that it is negative politeness, because hedges are used as a linguistic strategy of negative politeness. In these advertisements, the hedge *would* was applied in order to employ negative politeness.

Linguistic politeness is connected to **the Grice’s conversational maxims**, which contains four principles of communication. It has to be stated that in all three commercials, true information is represented, which is supported by a sentence that is the same in all three advertisements selected for the analysis, such as ‘*You would have read it in La Provence*’. The advertisements are as informative as necessary; besides, there are pictures that support the information provided in the commercials. The message is relevant to the situation in the commercials. Nevertheless, ambiguity and uncertainty could be created, if the newspaper article that has discussed the issue represented in the picture would not be mentioned, for example, ‘*Jellyfish swarm the beach*’ (See Appendix 6.1), ‘*Match postponed due to weather*’ (See Appendix 6.2), ‘*Taxes rising*’ (See Appendix 6.3).

After dealing with the above-mentioned steps, **the forms of humor** have been discussed. As it was investigated, the present advertisements consist of figural form, which involves visual material of the advertisement, and verbal form of humour, which consists of a sentence that is in all three commercials. Figural form is represented in the humorous picture of the commercials, which is supported by verbal form of humour, which is represented in the sentence ‘*You would have read it in La Provence*’ that is applied in all three commercials.

Finally, the emphasis has been made on the **advertising criteria**, which are as follows:

- *Target audience*: the present advertisements are meant for people who read ***La Provence***;
- *Geographic area*: these are the examples of local advertising, because the newspaper ***La Provence*** is a French newspaper;
- *Medium*: being print advertisements, these are meant to be published in magazines, newspapers, tabloids or banners;
- *Purpose*: the aim of all three commercials is product advertising; if the newspaper was read, there would not be any of the problems represented in humorous way in the advertisements.

2.3.7 Analysis of *Army Air Forces Training Command* Advertisement

Army Air Forces Training Command was a United States Air Force unit, which now is not active. The organization has dealt with the new personnel training and preparation for military service. While looking for the materials for the analysis, their advertisement was found with the use of a hedge (See Appendix 7).

The aim of the commercial is to pay attention to the subject of venereal disease. However, it is done politely and with the use of humour. The message of the advertisement is as follows: ‘*You may think she’s your “gal”, but she may be everyone’s pal*’, where *may* is used as a hedge. The main idea of the advertisement is represented in the last sentence, such as ‘*Prophylaxis prevents venereal disease*’, so that it becomes clear what the aim of the commercial is.

The analysis of the present advertisement has been started with **the examination of a use of the hedge**. It was discovered that there is a hedge *may* used two times. Prince et al. (1982) suggest that the hedge *may* ‘serves as an index of the commitment of the speaker to the truth of the propositional content conveyed’ (Prince et al., 1982: 85), which means that fuzziness is involved between the content of a message and its addresser. Besides, a hedge *may* is considered to be a modal verb. It also can be classified in accordance with a type, and it has to be stated that the hedge *may* is a shield, which creates level of uncertainty (Varttala, 2001: 11) and expresses the subjective assumptions and ideas (Fraser, 2008 in Roziņa, Karapetjana, 2011: 70).

The concept of hedges is related to **the concept of modality**; therefore, the emphasis has been also made to it. As it was investigated, hedges are related to epistemic modality that deals with the speaker’s attitude towards the status of the proposition (Palmer, 2001: 8). In addition to that, it can be stated that it is speculative modality that shows uncertainty (ibid: 24), because

the most regularly, it is expressed by the use of a modal verb *may*. What is more, according to the classification of epistemic modals by Westney (1986), the hedge *may* is considered to be the epistemic modal with weak value (Westney, 1986: 85).

Modality is related to the concept of **linguistic politeness**. After the investigation of the present advertisement, it has to be mentioned that by the use of a hedge *may* in a sentence ‘*You may think she’s your “gal”, but she may be everyone’s pal*’, negative linguistic politeness is shown, because hedges are used as a linguistic strategy of negative politeness.

Next issue to be discussed has been **the Grice’s conversational maxims**, that are connected to the concept of linguistic politeness. Besides, it contains four principles of communication, which were examined, and it was found out that in the present advertisement, the information provided is truthful; the message of the advertisement is as informative as it has to be. Besides, the information is relevant to the whole situation that happens in the advertisement with ambiguity and uncertainty being avoided, which means that all four principles by Grice are followed properly.

After the analysis of the Grice’s conversational maxims, the emphasis has been made on **the forms of humour**. According to Shade (1996), only a verbal form of humour, which involves the written message of the advertisement, is applied in the present commercial, and it consists of a joke. Although there is a picture of a woman on the advertisement, it is not considered as figural form of humour, which involves visual representation, because the picture in this case has only an illustrative effect and does not involve or supplement a joke.

Finally, the investigation of **advertising criteria** was made, and it was discovered that:

- *Target audience*: this advertisement is designed for consumers, not for businesses, because it is focused on the people related to the air forces;
- *Geographical area*: it is a local advertising, because it is focused on the narrow group of people that are somehow connected to the army air forces training command;
- *Medium*: this commercial is meant for print media, which involves banners, magazines, newspapers and tabloids;
- *Purpose*: this is a non-product advertising, because the idea as such is advertised, not the product.

2.3.8 Analysis of *NurDie* Advertisement

NurDie is the company established in Germany; they produce qualitative products for women, such as lingerie, nylon products, socks and other products. *NurDie* has various advertisements; however, only one of them was found humorous, as well as with the use of a hedge (See Appendix 8). The commercial promotes opaque tights produced by NurDie company. In the picture of the advertisement, a robber is shown with these tights on his face instead of a mask, supported by an explanative sentence ‘*Very, very opaque stockings*’. In that sentence, *very, very* is used as a hedge.

When analysing **the use of a hedge**, it was found out that in this advertisement, according to the classification made by Prince et al. (1982), *very very* is considered to be a class of hedges, which ‘affects the truth condition of the proposition conveyed’ is used (Prince et al., 1982: 85). In other words, fuzziness is involved in the content of a message itself. Besides, it was discovered that the hedge *very, very* is an adverb in this advertisement. After investigating the type of hedges, it can be assumed that *very, very* is a shield, which is considered to be used in order to express doubtful information.

After the analysis of a hedge, attention has been paid to **the concept of modality**. As it was found out in the previous chapter, hedges deal with epistemic modality. Therefore, as stated by Palmer (2001), the hedge *very, very* represents deductive modality, when assumption is based on the evidence (Palmer, 2001: 24).

Next step was the analysis of **linguistic politeness**. This example shows negative politeness due to the use of the hedge *very very*, which is considered to be the linguistic strategy for negative politeness.

Grice’s conversational maxims was the next issue to be investigated, and the results of the analysis are as follows: true information is provided in the advertisement, which means the the quality maxim is not violated. The message of the commercial is not as informative as necessary, because the background information about the *NurDie* and its field of production are needed. However, the idea expressed in the sentence is relevant to the current situation, which is represented in the picture, and the present advertisement does not create ambiguity.

The emphasis of the empirical part was made on **the forms of humour** as well. According to Shade (1996), this is the case of the combination of figural form of humour, which involves the picture of the advertisement, and verbal form of humour, which involves the written message of the advertisement (Shade, 1996: 13-14). The statement ‘*Very, very opaque stocking*’ is supported by the situation that happens in the picture of the advertisement. What is more,

these two components supplement each other, making the whole picture of the situation clearer. Thus, humour is created by the idea expressed in the advertisement – stocking of NurDie are perfect to be used when robbing a bank, because they are very opaque.

The last, but not the least point of the analysis was **the advertising criteria**, such as:

- *Target audience*: this is a consumer-oriented advertisement, specifically, women, because tights and their density are promoted;
- *Geographical area*: this is an example of an international advertising, because *NurDie* products are worldwide recognised by women;
- *Medium*: being a print advertisement, it is meant for print media, such as magazines, newspapers, tabloid or banners;
- *Purpose*: the aim of this commercial is to advertise the product – tights and their density are advertised and presented as well.

2.3.9 Analysis of *BIC* Advertisement

BIC is a corporation that is based in France; it is well-known for producing ballpoint pens. It also makes such products as lighters, razors, pencils, etc. Being well-known brand, there are many advertisements of their products. Besides, one humorous advertisement was selected as a corpus of the present research due to a humorous message and the use of a hedge.

The advertisement promotes softgel pen, which is made by the new technology (See Appendix 9). As it is stated in the slogan at the top of the commercial, *BIC* has helped students cheat since 1945, which is the year of their establishment. Besides, it is written that with this new pen, it is more comfortable to cheat. In the sentence ‘*Softgel pen make cheating even more comfortable*’, a hedge *even* is presented.

The investigation begins with **the analysis of a hedge**. It was discovered, a hedge *even* belongs to the class of hedges, which ‘affects the truth condition of the proposition conveyed’ (Prince et al., 1982: 85). It means that fuzziness is involved in the content of a message itself. Besides, as it was investigated, the hedge *even* is an adverb in this case. Also, it can be stated that this hedge is a shield, which is used in order to express subjective ideas and thoughts.

Being closely related to hedges, **the concept of modality** has to be investigated. As it is already known, this is epistemic modality, which can be subdivided into three types. In his case, there is deductive modality, because the assumption in this advertisement is based on the evidence.

After dealing with the concept of modality, **linguistic politeness** has to be taken into account. By the use of the hedge *even*, negative politeness is represented, because hedges are used as one of the linguistic strategies of negative politeness.

The concept of linguistic politeness is connected to **the Grice's conversational maxims**, because they both deal with the implied meaning. As it is known, conversational maxims consist of four principles of communication, and it was investigated that in this advertisement, true information is provided, which is supported by the picture of a hand with perfectly written mathematical formulas on it. The message of the advertisement is relevant to the situation presented in the picture of the advertisement; besides, ambiguity is not created, and it is brief. However, the Quantity maxim is not followed, because the advertisement is not as informative as necessary. It is not clear, why and how this softgel pen makes cheating more comfortable.

Next step of the analysis is investigation of **the forms of humour** applied in the present advertisement. As reported by Shade (1996), this advertisement contains verbal form of humour, which involves a written message of, and figural humour, which involves visual representation of the advertisement. Verbal form of humour is represented in the sentence '*Softgel pens make cheating even more comfortable*', and is supported by the picture, where humorous effect is hidden. In the combination of the message and the picture, it becomes clear that this softgel pen helps in cheating by its structure.

As the analysis conducted is connected to the discourse of advertising, four **advertising criteria** have been examined. The investigated information is as follows:

- *Target audience*: the present advertisement is focused on students, because pens that are promoted are of the best quality; besides, it is easier to cheat with them, which is supported by the picture of the advertisement;
- *Geographical area*: it is an international advertising, because **BIC** brand is known all over the world;
- *Medium*: as it is a print advertisement, it is published in tabloids, newspapers, banners and magazines;
- *Purpose*: the present commercial deals with a product advertising, which shows the positive aspect of the new pen.

2.3.10 Role of Humour in Advertisements

After the analysis of print advertisements selected as a corpus being made, attention has been paid to the role of humour in them in order to answer the research questions stated in

Introduction. As it was investigated, humour plays an important role in these advertisements. Although there are not many humorous commercials with the use of hedges, it can be stated that humour attracts attention and creates likeability of the advertisement. These commercials stay in mind for a long time; however, not all of them encourage to do anything.

The commercials of *La Provence* are humorous, but they do not stimulate to buy this newspaper in order to stay up to date. Another example is the *BIC* advertisement of softgel pen, which ‘*Makes cheating even more comfortable*’, which is also funny, but does not encourage to go and buy specifically their softgel pen. The same effect is created in the *Dermitage* advertisement. It is humorous, but the effect of this skin cream shown in the picture of the advertisement is so unrealistic that it does not persuade to buy this product. The *NZ Pure* advertisement of beer, which is humorous, does not boost sales of this product as well. The *NurDie* product is also advertised in a humorous way; however, it is not inspiring. In the advertisement of *Slim Fast*, negative politeness is clearly represented, because a bride fell into the wedding cake due to her being overweight. This commercial is humorous, but it not only does not stimulate to buy their product, but even discourages from purchasing it.

However, the advertisement of *Army Air Forces Training Command* is made by professionals. First, this commercial is funny and linguistically polite; second, this advertisement encourages to take an action regarding the issue discussed. The commercial of *Pedigree Petfoods* is also humorous and linguistically polite, and it stimulates to buy the light food for a dog, which is overweighted, in order to become fit and slim.

Therefore, from the above-mentioned discussion, it can be concluded that humorous advertisements are catchy, they attract attention and stay in mind for a long time; however, not in all the cases they persuade to buy the product advertised or to take any action.

Interim Conclusions

The present chapter has dealt with the empirical part of this research. In Methodology, research methods used in the present paper were discussed, and it was found out that this paper involves three research types. First, it is the case study research with elements of quantitative analysis, because humorous advertisements with the use of hedges were selected for the investigation, and it was calculated how frequently such advertisements are created. Besides, it is qualitative analysis, because the focus of the present research is discourse analysis of hedges used in the commercials selected as a corpus. In Methodology, the research procedure was described in detail. The investigation was conducted in the following steps: first, the aim, enabling

objectives and research questions were formulated; second, a theoretical background and its description was examined; third, a corpus was selected; next, discourse analysis of advertisements was done; fifth, the role of humour in the advertisements selected for the analysis was discussed; last, results were analysed, and the relevant conclusions were formulated.

While dealing with the analysis, it was discovered that hedges are not frequently used in the advertisements. For the analysis, 272 commercials were investigated, but hedges were found only in eleven of them. Therefore, it can be stated that the hedges are rarely used in the discourse of advertising.

Eleven advertisements were selected as a corpus of the present paper, such as the advertisement of *Pedigree Petfoods*, which deals with the promotion of the light food for dogs, *Dermitage*, which is related to the skin cream that has immediate positive effects, *Windows 10*, which deals with the issue of the new upgrades available for a personal computer, *Slim Fast*, which aims at promoting their dietary shakes, *NZ Pure*, which is related to the promotion of their beer positive qualities, *Army Air Forces Training Command*, which deals with an intimate topic in a humorous way, *La Provence*, which promotes the newspaper, *NurDie*, which represents the positive aspects of their product, and *BIC*, which aims at promoting their new softgel pen.

After the analysis done, it can be stated that both classes of hedges were discovered in the advertisements selected for the analysis. Besides, linguistic items, such as adverbs, modals verbs, adjectives, modal verbs and modal adverbs have functioned as hedges. In most of the cases, shields as a type of hedges were applied; however, there was one case of an approximator.

As it was investigated, the advertisements taken as a corpus were the examples of epistemic modality, which can be divided into subtypes. The subtypes of epistemic modality found were speculative and deductive modality. In cases of speculative modality, the epistemic modals with weak value were applied.

The next step of the analysis has been related to the analysis of linguistic politeness. According to the data retrieved, negative linguistic politeness was represented in the advertisements, because hedges are used as one of the linguistic strategies for negative politeness. Besides, linguistic politeness is related to the Grice's conversational maxims. As it was investigated, three maxims were followed properly and were not violated. However, in most of the cases, the Quantity maxim was not followed.

The examination of forms of humour has been done as well. It can be stated that in most of the cases, the combination of verbal humour, which involves the written message of the

advertisement, and figural humour, which involves visual representation of the advertisement, were investigated; however, there were cases when only verbal form of humour was used.

Finally, advertising criteria were analysed, and it was discovered, that in most of the cases, consumers were selected as the target audience, although there was one case when both businesses and consumers were the target audience. The biggest part of the advertisements was advertised internationally, because well known products were advertised. All the commercials were meant for print media, such as newspapers, tabloids, banners and magazines. The purpose of advertisements was product advertising; however, there were cases when non-product advertising was applied.

After the examination of the commercials, the paper has been focused on the role of humour in advertising. As it was investigated, in the advertisements selected as a corpus of the present paper, it was discovered that humour attracts attention, and such commercials stay in mind for a long time. However, it has to be mentioned that only in two of them, humour encouraged to take an action and buy product. In other advertisements, humour did not perform this function.

Conclusions

In the modern world, language plays a significant role, because it is used by everyone for different purposes. Although many researches are based on the language used in formal writings and speeches, not enough attention has been paid to the language used in advertising. As the author of the present paper has dealt with the investigation of humour in print advertisement, and being interested in this theme, the topic of the present paper is *Role of Humour in Advertising*. The paper is focused on the use of hedges in humorous advertisements, as this instrument includes implied meaning. In Introduction, the research questions were formulated, research methods and enabling objectives were stated, thus helping during the investigation.

The present paper consists of two chapters. The first chapter has dealt with the theoretical background of the information related to the topic. It was found out that humour has originated from Latin, but nowadays humour has a different meaning. It is a broad concept that has different meanings; therefore, it is impossible to clearly explain, what it is. In addition, the forms of humour were investigated, and it was found out that there are four forms, such as figural, verbal, visual and auditory, each performing its own functions.

Attention has been paid to creating the implied meaning via language-in-use. The concept of pragmatics was touched upon, and as it was investigated, it is interested in four following fields: the study of speaker meaning, the study of contextual meaning, the study of invisible meaning, the study of the expression of relative distance. Besides, it is related to the concept of linguistic politeness, which can be divided into positive and negative. Each type of politeness has different strategies. In addition, the Grice's conversational maxims were investigated, because they are connected to the above-mentioned concepts. As it was examined, conversational maxims consist of four principles of communication, such as maxim of quality, maxim of quantity, maxim of relevance and maxim of manner. It can be stated that in order to be linguistically polite, it is necessary to be truthful, informative, relevant and brief.

Another point to be discussed has been the concept of hedges, because this is related to the use of language and linguistic politeness. It can be concluded that hedges are of two types, and different linguistic items can function as hedges, such as adverbs, adjectives, modal verbs, indirect speech acts, etc. Besides, there are two types of hedges, such as approximators and shields. Hedges are related to the concept of modality. There are three kinds of modality: epistemic modality, deontic modality and dynamic modality. This paper was focused on epistemic modality, which, in turn, is of following three types: speculative, deductive and assumptive. Besides, there are three levels of the epistemic modals, such as the epistemic

modals with strong value, the epistemic modals with intermediate value, and the epistemic modals with weak value.

Being concentrated on the analysis of print advertisements, the discourse of advertising was investigated. Four following advertising criteria were analysed: target audience, geographic area, medium and purpose. In addition, humour in advertising was discussed, and it can be concluded that humour is one of the best tools to attract the customers' attention.

The empirical part of the present paper has dealt with the analysis of print advertisement selected as a corpus. When dealing with the analysis, it was found out that the hedges are rarely used in advertisements. There was made the investigation of 272 humorous advertisements, where only 11 of them consisted of a hedge. Although they are applied rarely, this research is valuable, because this phenomenon is not widely studied, especially in the discourse of advertising.

Advertisements selected as a corpus of the present paper were of the following companies or brands, such as *Pedigree Petfoods*, *Dermitage*, *Windows 10*, *Slim Fast*, *NZ Pure*, *Army Air Forces Training Command*, *La Provence*, *Nurdie*, *BIC*. After the investigation, it can be summed up that both classes of hedges were applied in the advertisements. Adverbs, modals verbs, adjectives, modal verbs and modal adverbs have functioned as hedges in the commercials selected for the analysis. Besides, in most of the cases, these hedges were shields, and in one case it was an approximator. Besides, it was investigated that these were examples of epistemic modality, specifically, speculative and deductive modality. In cases of speculative modality, the epistemic modals with weak value were applied. Being related to each other, linguistic politeness was examined, and it was found that negative politeness was represented in the advertisements, because hedges are used as one of the linguistic strategies of negative politeness. The Grice's conversational maxims were also analysed, and it can be concluded that three principles of conversation were not violated in all the commercials. Nevertheless, the Quantity maxim was not followed. Forms of humour were investigated as well; according to the data retrieved, the mixture of verbal and figural forms of humour was applied; however, there were cases when only verbal humour was used. Besides, advertising criteria were studied, and it can be stated that in most of the cases, consumers were selected as the target audience, although one case of consumers and businesses as the target audience was found. These commercials were advertised internationally, because most of the products are known all over the world. Besides, these advertisements are meant for print media, such as newspapers, magazines, tabloid or banners. The purpose of commercials was product advertising; nevertheless, there were cases of non-product advertising.

Finally, the focus was made on the role of humour in advertising. From the information retrieved during the analysis, it can be assumed that humour is used in order to attract attention, and the advertisements where humour is applied, stay in mind for a long period of time. However, not in all the commercials taken for the analysis, the effect of persuading to buy a product was made. Only two commercials, such as the commercials of *Army Air Forces Training Command* and *Pedigree Petfoods* encouraged to take action or buy a product.

Theses

1. The word “humour” has come to the English language from Latin in the meaning of four kinds of fluids in the body; however, it has slightly changed its meaning nowadays. Although it has various definitions, it is not possible to precisely explain this concept. It can be stated that humour is a phenomenon that is caused by a humorous stimulus, such as joke, and is finished with a response, such as laughter.
2. Humour consists of four main forms: figural humour, verbal humour, visual humour, auditory humour. Figural humour uses pictures to deliver the humorous message. Verbal humour consists of the use of language and is shown using understatement, surprise, etc. Visual humour is a form that is used in the background, and is a typical feature of movies. Auditory humour involves impersonations, noises and sounds, which cause laughter.
3. Linguistic politeness is a phenomenon which is related to the appropriate language use. As the language has two functions - transactional and interactional - linguistic politeness is associated with the latter, which deals with the maintenance of social relationships. Besides, linguistic politeness has two strategies - positive and negative, each performing specific functions.
4. The conversational maxims by Grice discuss the implied meaning, and have following principles of communication: maxim of quality, maxim of quantity, maxim of relevance, maxim of manner. To be linguistically polite, it is necessary to be truthful (maxim of quality), informative (maxim of quantity), relevant (maxim of relevance) and brief (maxim of manner).
5. Hedge is a complex phenomenon that has been studied by many scholars; the hedges are words and expressions that make the meaning fuzzy and have two classes. There are various linguistic items that can perform a function of hedges, such as adverbs, adjectives, introductory phrases, modal adverbs, modal verbs, modals nouns, passive constructions, conditional clauses, etc. There are two types of hedges - approximators and shields. The former is used in order to change the term and indicates the imprecision. The latter is used to express doubtful information, subjective assumptions and ideas.
6. The goal of the use of hedges is to be linguistically polite, to soften a saying, to make the effect of avoidance, vagueness, modality and evasion. Therefore, it can be stated that hedges are related to the concept of modality. Modality is of three types: epistemic,

deontic, dynamic. Hedges are linked to epistemic modality, and it can be subdivided into speculative, which shows uncertainty, deductive, which assumes based on the evidence, and assumptive, which assumes based on the general knowledge. Besides, the epistemic modals can be classified as: the epistemic modals with strong value, the epistemic modals with intermediate value, the epistemic modals with weak value.

7. Advertising is considered to be the promotion of goods and services through medium; however, not always advertisements sell. Consequently, advertising overlaps with other genres, such as political propaganda, cartoons, jokes, songs etc. There are four main criteria of advertising: target audience, which is divided into consumers and businesses, geographic area, which can be local and international, medium, and purpose, which can be product advertising or non-product advertising. The language of advertising depends on the advertising medium, but it can be stated that the language must be simple, and words with emotive power should be used. To attract attention, humour is the best tool to be applied.
8. Hedges are rarely used in print advertisements. Only in 11 advertisements out of 272, hedges were applied. Both classes and types of hedges were found in commercials. Besides, the use of hedges represents a linguistic strategy of linguistic politeness. In cases of speculative epistemic modality, hedges functioning as the epistemic modals with weak value were used.
9. Three Grice's conversational maxims were not violated in all the advertisements. Nevertheless, the Quantity maxim was not followed properly.
10. Most of the advertisements were focused on consumers all over the world with the aim of to advertise a product.
11. The aim of humour in commercials is to attract attention and persuade people to buy the product advertised. Humorous print advertisements selected as a corpus combine both figural form and verbal form of humour; they attract attention, but only two cases persuade people to buy or to take any action.

References

1. Alonso, P., Sánchez, J.M., Hyde, J. and Moran, C. (eds.) (2002) *Aspects of Discourse Analysis*. Salamanca: University of Salamanca.
2. Arens, W. F., Bovee, C. L. (1994) *Contemporary Advertising*. Fifth Edition. Burr Ridge: Irwin Professional Publishing
3. Beketova, V. (2016) *Humour in Print Advertisements*. Unpublished paper. Riga: University of Latvia
4. Brown, G., Yule, G. (1983) *Discourse Analysis*. Cambridge: Cambridge University Press
5. Brown, P., Levinson, S. (1978) Universals in Language Usage: Politeness Phenomena. *Questions and Politeness: Strategies in Social Interaction*, ed. Goody, E. N., 56-289. Cambridge: Cambridge University Press
6. Brown, P., Levinson, S. (1987) *Politeness: Some Universals in Language Usage*. Cambridge: Cambridge University Press
7. Chang, N.-F. (2005) *Yes Prime Manipulator: How a Chinese Translation of British Political Humour Came into Being: Chang Nam Fung*. Hong Kong: The Chinese University Press
8. Chapman, A. J., Foot, H. C. (1996) *Humor and Laughter: Theory, Research and Applications*. New Brunswick: Transaction Publishers
9. Clemen, G. (1997) *The Concept of Hedging: Origins, Approaches and Definitions*. London: Croom Helm
10. *Collins Concise Dictionary Plus* (1989). London and Glasgow: Collins
11. Cook, G. (2001) *Discourse of Advertising*. London and New York: Routledge
12. Cutting, J. (2008) *Pragmatics and Discourse: A Resource Book for Students*. Second Edition. London and New York: Routledge
13. Denham, K., Lobeck, A. (2009) *Linguistics for Everyone. An Introduction*. Boston, MA: Wadsworth/ Cengage Learning
14. Finegan, E. (2008) *Language: Its Structure and Use*. Fifth Edition. Boston, MA: Thomson Wadsworth
15. Geis, M. L. (1998) Advertising. *The Concise Encyclopedia of Pragmatics*, ed. Mey, J. L., 13-14. Exeter: BPC Wheatons Ltd

16. Geisler, C. (1994) *Academic Literacy and the Nature of Expertise: Reading, Writing, and Knowing in Academic Philosophy*. Hillsdale, NJ and Hove: Lawrence Erlbaum Associates, Publishers
17. Guion, A.L., Diehl, C.D. and McDonald, D. (n.d.) *Triangulation: Establishing the Validity of Qualitative Studies*. Publication #FCS6014. Retrieved from University of Florida IFAS Extension. Available from <http://sites.duke.edu/niou/files/2014/07/W13-Guion-2002-Triangulation-Establishing-the-Validity-of-Qualitative-Research.pdf> [Accessed on March 28, 2017]
18. Halliday, M. A. K., Hasan, R. (1989) *Language, Context and Text: Aspects of Language in a Social-Semiotic Perspective*. Oxford: Oxford University Press
19. Holmes, J. (1983) Speaking English with the Appropriate Degree of Conviction. *Learning and Teaching Languages for Communication: Applied Linguistic Perspectives*, ed. Brumfit, C., 100-113. London: Centre for Information on Language Teaching and Research
20. House, J., Kasper, G. (1981) Politeness Markers in English and German. *Conversational Routine*, ed. Coulmas, F., 157-185. The Hague: Mouton
21. Hubler, A. (1983) *Understatements and Hedges in English*. Amsterdam and Philadelphia, PA: John Benjamins Publishing Company
22. Kalmane, R. (2012) *Advertising: Using Words as Tools for Selling*. Second Edition. Riga: Lulu Enterprises Ltd
23. Kaltenbock, G., Mihatsch, W., Schneider, S. (2010) *New Approached to Hedging*. Bingley: Emerald
24. Lakoff, G. (1973) *Hedges: A study of Meaning Criteria and the Logic of Fuzzy Concepts*. Available from <https://georgelakoff.files.wordpress.com/2011/01/hedges-a-study-in-meaning-criteria-and-the-logic-of-fuzzy-concepts-journal-of-philosophical-logic-2-lakoff-19731.pdf> [Accessed on March 12, 2017]
25. Leech, G. (1983) *Principles of Pragmatics*. London and New York: Longman Group Ltd.
26. Levinson, S. C. (1983) *Pragmatics*. Cambridge: Cambridge University Press
27. Markkanen, R., Schroder, H. (1997) *Hedging and Discourse. Approaches to the Analysis of a Pragmatic Phenomenon in Academic Texts*. Berlin: Walter de Gruyter & Co
28. Márquez-Reiter, R. (2000) *Linguistic Politeness in Britain and Uruguay: A Contrastive Study of Requests and Apologies*. Philadelphia: John Benjamins

29. Palmer, F. R. (2001) *Mood and Modality*. Second Edition. Cambridge: Cambridge University Press
30. Paltridge, B. (2006) *Discourse Analysis: An Introduction*.
31. Prince, E., Frader, J. and Bosk, C. (1982) *On Hedging in Physician-Physician Discourse*. Available from http://www.cs.columbia.edu/~prokofieva/CandidacyPapers/Prince_Hedging.pdf [Accessed on March 14, 2017]
32. Quirk, R., Greenbaum, S., Leech, G.m Svartvik, J. (1985) *A Comprehensive Grammar of the English Language*. London and New York: Longman
33. Reppen, R., Fitzmaurice, S. M., Biber, D. (2002) *Using Corpora to Explore Linguistic Variation*. Amsterdam and Philadelphia: John Benjamins Publishing Company
34. Roziņa, G., Karapetjana, I. (2011) *Pragmatics and Linguistic Politeness. A Practical Introduction*. Rīga: University of Latvia
35. Shade, R. A. (1996) *License to Laugh: Humor in The Classroom*. Englewood: Teacher Ideas Press
36. Stubbs, M. (1983) *Discourse Analysis: The Sociolinguistic Analysis of Natural Language*. Chicago: The University of Chicago Press
37. Stubbs, M. (1986) A Matter of Prolonged Field Work: Notes Towards a Modal Grammar of English. *Applied Linguistics*, 7 (1): 1-25. Available from <https://academic.oup.com/applij/article-abstract/7/1/1/191380/A-Matter-of-Prolonged-Field-Work-Notes-Towards-a> [Accessed on March 15, 2017]
38. Tannen, D. (1982) Ethnic Style in Male-Female Conversation. *Language and Social Identity*, ed. Gumperz, J. J., 217-231. Cambridge: Cambridge University Press
39. Thomas, J. (1995) *Meaning in Interaction: An Introduction to Pragmatics*. London and New York: Longman
40. Thomas, R. M. (2003) *Blending Qualitative & Quantitative Research Methods in Theses and Dissertation*. Thousand Oaks: Corwin Press
41. Varttala, T. (2011) *Hedging in Scientifically Oriented Discourse. Exploring Variation According to Discipline and Intended Audience*. Tampere: University of Tampere. Available from <https://tampub.uta.fi/bitstream/handle/10024/67148/951-44-5195-3.pdf?sequence=1> [Accessed on March 19, 2017]
42. Veerkumar, V., Jaiswal, N. (2015) *Impact of Television Advertisement on Children's Pester Power and The Purchases Made for Them in The Family*. Hamburg: Anchor Academic Publishing

43. Yarahmadi, F. (2015) *Perception Differences Towards TV Commercials: A Gender Comparison in Iran*. Amman: AENSI Publications, Inc.
44. Yin, R. K. (2013) *Case Study Research: Design and Methods*. Fifth Edition. Thousand Oaks: SAGE Publications, Inc.
45. Yule, G. (1996) *Pragmatics*. Oxford: Oxford University Press

Online sources:

1. *Army Air Forces Training Command Advertisement*. Available from <https://onsizzle.com/i/you-may-think-shes-just-your-gal-she-may-be-9895279> [Accessed on March 11, 2017]
2. *BIC Advertisement*. Available from <http://nalydenise.wixsite.com/getthebetterad-asst3/single-post/2015/08/13/BiC-Helping-Student-Cheat-Since-1945> [Accessed on March 11, 2017]
3. *Dermitage Advertisement*. Available from <http://www.adrants.com/2008/01/face-cream-makes-your-grandma-as-hot-as.php> [Accessed on March 13, 2017]
4. *La Provence Advertisement. Jellyfish swarm the beach*. Available from <https://www.coloribus.com/adsarchive/prints/la-provence-newspaper-jellyfish-14406805/> [Accessed on March 15, 2017]
5. *La Provence Advertisement. Match postponed due to weather*. Available from <http://graphicdesignjunction.com/2011/06/advertising-posters-most-effective-poster-design-inspirations/> [Accessed on March 16, 2017]
6. *La Provence Advertisement. Taxes rising*. Available from <https://www.coloribus.com/adsarchive/prints/la-provence-newspaper-taxes-14406705/> [Accessed on March 15, 2017]
7. *NurDie Advertisement*. Available from <https://www.coloribus.com/adsarchive/prints/nur-die-yucca-8051455/> [Accessed on March 15, 2017]
8. *NZ Pure Advertisement*. Available from <http://www.advertolog.com/nz-pure/print-outdoor/virgin-13511455/> [Accessed on March 16, 2017]
9. *Pedigree Petfood Advertisement*. Available from <http://www.caninest.com/clever-dog-advertising/> [Accessed on March 15, 2017]
10. *Slim Fast Advertisement*. Available from <https://adstrategy.wordpress.com/2010/02/03/slim-fast/> [Accessed on March 16, 2017]

11. *Windows 10 Advertisement.* Available from
<https://www.pinterest.com/pin/3237030963129926/> [Accessed on March 16, 2017]

Appendix

Appendix 1. *Pedigree Petfoods advertisement*





simulated imagery

LESS WRINKLES IN MINUTES

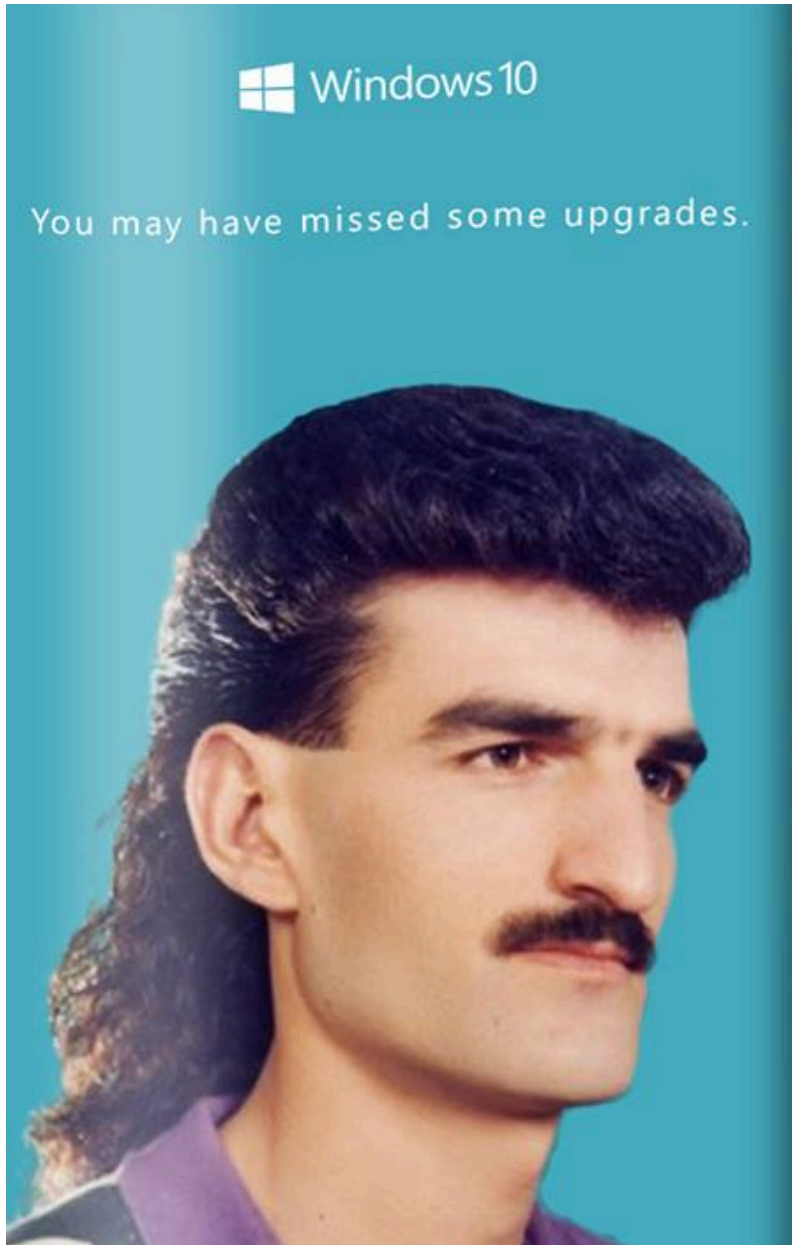
- 83% saw less wrinkles & fine lines*
- 86% said they looked younger*
- 90% noticed smoother skin*



TRY IT TODAY!



www.dermitage.com



Windows 10

You may have missed some upgrades.

ALIQUAM ERAT PAT.

Morbi nec purus venenatis, blandit eros quis, vehicula est. Nullam sit amet metus justo. Nam vel tempor turpis, vel auctor sem. Mauris sed lorem ligula. Phasellus lobortis quam lectus, eget pellentesque nulla laoreet a. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quis purus id quam aliquam molestie vitae vitae nisi. Cras eu neque latinia, lobortis metus in, viverra purus. Nulla gravida turpis a neque euismod, quis condimentum odio suscipit..

Appendix 4. *Slim Fast* advertisement





Appendix 6. *La Provence* advertisements

6.1 *Jellyfish swarm the beach*




6.2 *Match postponed due to weather*



6.3 *Taxes rising*





You may think she's
just your "gal"
But
She may be
Everyone's Pal.


PROPHYLAXIS *Prevents* **VENEREAL DISEASE**

CP-18 1947-1952
LAPARIC
1007 Drafting Station



www.StrangeCosmos.com

Appendix 8. *NurDie* advertisement







Helping Students Cheat Since 1945.



New Softgel pens make cheating even more comfortable!



In no way does BIC endorse what you do with your BIC pen. BIC is not responsible for the F in your *Football* when you hit the football player with a spitball, for any clothes own shapely after open a BIC product, nor are we responsible for any prisoner stockings from the result of our products. Use at your own discretion.



Dokumentārā lapa

Bakalaura darbs „Role of Humour in Advertising” (Humora loma reklāmā) izstrādāts LU Humanitāro zinātņu fakultātē.

Ar savu parakstu apliecinu, ka pētījums veikts patstāvīgi, izmantoti tikai tajā norādītie informācijas avoti un iesniegtā darba elektroniskā kopija atbilst izdrukai.

Autors: Vlada Beketova

24. 05. 2017.

Rekomendēju/nerekomendēju darbu aizstāvēšanai

Vadītāja: profesore Dr. Philol. Gunta Roziņa

24. 05. 2017.

Recenzents:

Studiju metodiķe: Sintija Karule

24. 05. 2017.

Darbs iesniegts Anglistikas nodaļā

24. 05. 2017.

Darbu pieņēma:

Darbs aizstāvēts bakalaura gala pārbaudījuma komisijas sēdē

2017. gada..... jūnijā, prot. Nr., vērtējums

Komisijas sekretāre: