

---

---

## Conversation in Advertising at Public Radio of Denpasar City

Cokorda Istri Sri Kristina Dewi

Magister Linguistic, Postgraduated Program, Universitas Warmadewa, Denpasar-Bali, Indonesia

[cok\\_kris@yahoo.com](mailto:cok_kris@yahoo.com)

Received: 20/04/2018

Revised: 25/06/2018

Published: 31/10/2018

### How to cite (in APA style):

Dewi, C, I, S, K.. (2018). Conversation in Advertising at Public Radio of Denpasar City. *RETORIKA: Jurnal Ilmu Bahasa*, 4(2), 100-106. doi: <http://dx.doi.org/10.22225/jr.4.2.848.100-106>

**Abstract**—This study aims to analyze the structure and the type of speech acts, as well as the maxims of conversation in ten advertisement spots, aired by LPPL Public Radio of Denpasar City. Data were collected through observation, recording and note-taking. I analyzed the data qualitatively with an inductive technique. Results indicated that there were three conversation structure models realized in the conversation broadcast on the Public Service Advertisement by LPPL Public Radio. Negative speech acts were found in nine of the advertisement spots. Quality and quantity maxims were found in nine advertisement spots too; maxim of relevance and manner were found in ten advertisement spots. The models of turn talking, adjacency pair and overall organization using positive speech acts and maxims of quality, quantity, relation and manner were required for the conversation in the advertisement. Maxim of manner plays a crucial important role in the delivery of messages. There are significant correlations of the topic with the maxims realized. These comprise turn talking model requiring positive speech acts in the maxim of quality and maxim of relevance and the adjacency pair model requiring positive speech acts that always correlate with the maxim of quantity. The overall organization model calls for positive speech acts in the conversations with maxim of manner. The negative speech acts in the conversation can use the turn talking, adjacency pair or overall organization model and can correlate with the maxim of manners.

**Keywords:** Advertisement; Conversation structure; Maxim; Speech Acts

### I. INTRODUCTION

The term ‘advertising’ is translated from Latin *advertere*, which means ‘to distract’. Widyatama (2007) divides advertising in general sphere including commercial and public service advertising. It is definitely a part of human life and activities (Arrington, 2012). Public service advertising is the one that does not give priority to the profit from its appearance and does not highlight one particular type of product to sell (Stone & Miceli, 2012). However, a public advertising is usually posted at the request of the Governmental or Non-Governmental Organizations (NGOs) to mobilize community solidarity on a problem (Lewis, 2012). The

public service advertisement discourse is an interesting object of a study to discuss as it involves the making of use of linguistic elements in stylistic way. Even it convincingly can be pronounced that the success of an advertising lies in capability of language skills utilization (Pe & Marti, 2012). Interestingly communicative language is used to draw on the consumers’ attention so that the ads delivered can be right on target. Therefore, advertisers, especially that of radio broadcasting world, must really have high creativity in compiling stylistic words to make the advertisement languages capture public’s interest of purchasing the goods or service being advertised.

A number of studies have been

conducted to examine the interconnection between pragmatic and commercial and public service advertising. Unfortunately, most of the studies were conducted only on television, newspaper and magazine or print media and were focused on a particular topic such as language structure or language functions (Pe & Marti, 2012; Simon & Dejica-Cartis, 2015; Ehsani & Zohrabi, 2014). On this occasion, the present researcher explores specifically structure, type of speech acts as well as the maxim of conversations contained in public service ads on LPPL Radio from the perspective of pragmatic study by suggesting the conversation structure models.

## II. METHOD

This study was conducted in electronic media owned by the Government and Community of Denpasar City, namely the Local Public Broadcasting Agency (LPPL) of Denpasar City Public Radio, which can also be accessed on its website: <http://radio.denpasarkota.go.id>. Data were collected by recording the conversation on the radio and by takings notes of important points. Conversations that occur in the ILM Spot on Denpasar City Public Radio LPPL were recorded using a tape recorder; the recording results were then written down on a data card. Data on the data card were then grouped and sorted according to the problems to be analyzed. Data were analyzed in qualitative method and inductive technique, that is, by explaining the data on clauses. Results of data analysis were presented using formal and informal methods.

## III. DISCUSSION

Turn talking: is a model that looks at the turn between participants. This condition is indicated by the change of speaker with ABAB structure (Degand, 2006); the communication goes two-way and balanced; the conversation is not dominated by any of the participants, as in the following conversation with the spot 'Rabies'.

**Made** : Aduh, aduh, Gung Aji, Gung Ai tyang nunas tamba.

'Ouch, ouch, Gung Aji, Gung Aji, I want some medicine.'

**Gung Aji** : Yeee, nak engken ne De?

'What's going on with you, De?'

**Made** : Niki Gung Aji, batis tyang caplok cicing puk.

My leg is bitten by a dog, Gung Aji.

**Gung Aji** : Mai, ma, tutug Gung Ajike pancoranne!

Come, follow me to the fountain!

The adjacency pair model is a model where speech is produced by two speakers in a row. The second assertion is identified in relation to the first utterance because the second utterance is considered to be a continuation of the first. This is certified by the exchange of conversation structures through the turn of the conversation topics, where each conversation is initiated by a trigger or initiation that serves as an opening interaction (Koester, 2002). Then the initiation will be followed by a response which is the response of the partner said. To facilitate the analysis, it is done by isolating it into the smallest units so that it produces the pair side by side (Simpson, 2001; Miller, 2000), as in the following conversation.

**Pak Putu** : Om swastyastu.

Greeting for Hindus people.

**Pak Gede** : Swastyastu, nyen ento?

'Who is coming?'

Ye, ade bli Putu, mai negak malu bli.

'Oh, brother Putu, please have a seat.'

The overall organization model is a model of conversational structure analysis which is done by dividing the conversation according to the conversation unit so that the introduction, core or content, and closing section are identified (Bayat, 2013).

### Introduction

**Gung Aji** : Wong kakak wong kalung, nyen nyelekak ye mekalung.

(A murmur like a spell)

**Made** : Aduh, aduh, Gung Aji, Gung Aji, tyang nunas tamba.

Ouch, ouch, Gung Aji, Gung Aji, I want some medicine.

In the above conversation, a sentence containing a phrase that sounds like a mantra but it is not a mantra, such as 'wong kakak wong necklace, nyen nyelekak ye mekalung' is presented. It sounded like the sound of a recited mantra. It was followed by a request for help with a groan by Made signifying being in a state of severe injury. It aims to create an impression for the listener to be interested in buying the drug being promoted. The two conversations above are referred to as the opening part because in this section the first

purpose of the conversation is to attract the attention of the consumer which contains the interesting and important advertising messages.

### Body

**Gung Aji** : Yeee, nak engken ne De?

‘What’s going on with you, De?’

**Made** : Niki Gung Aji, batis tyang caplok cicing puk.

‘My leg is bitten by a dog, Gung Aji.’

**Gung Aji** : Mai, mai, tutug Gung Aji ke pancoranne!

‘Come, follow me to the fountain!’

**Made** : Sshhh, sshhhh, nganggen napi niki Gung Aji? Adi ngaap gati asane?

‘What did you put on it, Gung Aji? It feels very painful’

**Gung Aji** : Meeeh de manying, ne detergen De!

‘Don’t be noisy. It detergent, De.’

**Made** : Napi Tu? Detergen? Kaden Tu pantingan batis tyange?

‘What’s it? Is it for wasing my feet?’

The content of this ad aims to attract the interest and awareness of potential customers, containing objective reasons (rational) and subjective reasons (emotional). The objective reason for the above conversation is found in Made's saying that his leg is bitten by a dog, and Gung Aji's conversation takes him to the shower and washes his feet with detergent. When viewed from the first handling protap on animal bites, bite wounds should be washed with fat solvent, one of which is underwater running detergent, ie shower. Then the subjective (emotional) reason can be seen in Made's speech that emotionally feels his legs are sore and asks what is used for washing. Thus this part of contents is one part of the overall organization model.

### Closing

**Gung Aji** : Woee, De, ne be anggo pertolongan pertama yening terkena gigitan hewan penular rabies, sekadi cicing, meong, bojog, miwah ne lianan, apang anyud laad paes cicinge ane mengandung virus rabies harus dicuci dengan sabun atau detergen di bawah air mengalir, suud to mare bersihin nganggo antiseptik atau alkohol, jangan ditutupi luka dengan perban, kainkasa, atau apapun! Biarkan luka tetap terbuka agar cepat kering, sube keto mai ajake ke klinik ngalih suntikan VAR (Vaksin Anti Rabies).

‘Hey, De, this is used for first aid if someone is

exposed to animal bite of rabies transmitter, such as dogs, cats, monkeys, and else. In order to dissolve the saliva of dogs containing rabies virus, it should be washed with soap or detergent under running water, after it was cleaned with antiseptic or alcohol. Do not cover it with gauze or anything! Let the wound stay open to dry quickly, then go to the clinic nyari VAR (Vaccine Anti Rabies) injection’

**Made** : Nggih ... nggih ... Gung Aji, suksma.

‘I get it, Gung Aji. Thank you so much’.

The sentence on Gung Aji's conversation that explains the first aid when being bitten by an animal that transmits the rabies virus and what to do next is the closing part of the Spot Rabies. In this section there are other important information relating to the advertised topic for the purpose of giving effect in the form of solicitation or may alter certain actions to a prospective consumer

In his book *Linguistic Meaning* Allan suggests that communication activities including speech acts are social activities (Allan, 1986). Based on the influence of soul/psychological state of the speaker and speech partner, speech acts are divided into two types: positive speech acts and negative speech acts.

Positive speech occurs when the psychological state of the speaker is calm, patient, generous, compassionate, sincere, meek, pure, not hypocritical/out of pretense, honest, helpful and so forth (Schröder, 2006). Other identification is the participants of the utterance are all actively involved in the process of speaking and cooperating with each other well, as in the following conversation quote.

**Komang** : Buruan nae Gung!

Come quickly, Gung!

**Agung** : Iya Mang, sabar dooong!

Yeah, a moment please!

**Komang** : Aduuuuhh, keburu telat Gung!

We’re late, Gung!

**Agung** : Iya. Sabar nae dong. Ini jalanan juga lagi padat dimana- mana Mang!

Please be patient. It’s bad jam everywhere.

Tadi udah tak lihat di aplikasi ATCS Denpasar.

adi, kita lewat jalan alternative!

‘We got direction from Denpasar ATCS application. We are taking an alternative

way.'

**Komang** : Hah? Aplikasi ATCS Denpasar? Apaan tuh Gung?

'What? Denpasar ATCS application? What's that, Gung?'

**Agung** : Ckckkck. Nah ketahuan nih! Kamu pasti belum install aplikasi ATCS Denpasar ya? Ini lho, aplikasi ATCS Denpasar inovasi terbaru dari Dinas Perhubungan Kota Denpasar, saat ini sudah merilis aplikasi untuk streaming arus lalu lintas, jadi fungsi aplikasi ini untuk memantau situasi jalan dan titik kemacetan di Denpasar Mang!

I get you!

You must haven't installed the Denpasar ATCS application, right? Listen, the application is a new innovation launched by Transportation Department of Denpasar. A new application for detecting the traffic flow is now released. So the application functions to detect the highway condition and the traffic congestion points over Denpasar city, Mang.

**Komang** : Beneran Gung? Kok aku ngak tau ya?

Emang kamu download dimana sih?

Are you joking, Gung? Why din't I know the app?

Where the hell did you download it?

**Agung** : Yahhh.... ketinggalan info kamu Mang! Aplikasi ini udah bisa kamu download di google play store, hp mu android kan?

Poor you. You missed the information, Mang. You can download the app from Google Play Store. Your mobile is android, isn't it?

**Komang** : Iya android lah Gung!

Yes, it is.

**Agung** : Nah itu udah mendukung, buruan deh download, biar kamu bisa memantau kondisi lalu lintas mang, malas banget kan kalau lagi buru-buru trus kejemak macet? Buang-buang waktu dan bensin belum lagi ngak tau jalan mana yang bisa di lewatin sebagai alternative, selain itu mang, aplikasi ini juga ada fitur notifikasinya, jadi kalau nanti ada jalan yang macet/padat kita bakal dapat notifikasinya langsung.

'Well. So it's true. Now, download it for detecting the traffic, Mang. Don't you feel annoyed whenever you are in hurry but you must be stuck to the bad traffic?'

You can spend your gasoline for useless and waste your time. Anyway, you couldn't even know the alternative way to take. You know this application is also equipped notification feature so you can be in control whenever you're near to a bad traffic jam.'

**Komang** : Wahh. Keren dong! Pantasan kamu tau banget dimana padat, ternyata berkat aplikasi ini toh? Aku mau download juga ah, malas banget kalau sampai kejemak macet, terus ngak tau jalan alternative. Thanks ya Gung!

'Wow! That's cool guys.' Now wonder if you can control the bad traffic jam. You use the application. Well, let me download it. I'm giving up of getting stuck to bad traffic but I couldn't even know the alternative way to take. Thanks, Gung.

**Agung** : No worry, Mang.

The above conversations include positive speech acts. This is indicated by the psychological condition of the speaker (Agung) who is honest, sincere, and voluntary (Bayat, 2013). With no coercion he would explain about how he knows the traffic density information that it is through the application of ATCS (Area Traffic Center System) of Denpasar installed on his android mobile, as well as to explain how the application system is functioning. Similarly, the interlocutor (Komang) is said to be honest in speaking sincerely without hesitating and not feel embarrassed to ask for information about the application (Stranovská, Munková, Fráterová, & Ďuračková, 2013). Even the said partners want to how to download the application. From the above explanation, communication between Agung and Komang goes well because both are actively involved and can work together well (Simpson, 2001). There is no opposition or rejection occurred, Komang even eagerly wanted to know in detail about the application and desire to download for use.

Unlike positive acts in conversation, negative one tends to sound unfriendly. In the conversation with negative speech acts, the speakers are usually impatient, miserly, pitiful, insincere, hard-hearted, malicious, dishonest, and not empathetic and one of the participants is not actively involved in communication activities. This condition can be seen in the conversation quote in the ad as follows:

A : Aduuhh pak, tolong saya pak, handphone saya dimana?

'Oh my... help me please, sir. Where's my mobile phone?'



B : Ape ... apa ...? Handphone?  
Lihat dulu barang dagangan saya  
mebrarakan ... bertebaran.

Aduuhh, daganganku benyah  
latig... hancur lebur, krupuk  
benyah ..hancur,taluh belah ..telur pecah..nu  
timun gen!

masih mentimun saja!

‘What ...? Mobile phone? Look at my ware! It  
scatters everywhere. Oh, my ware! It ruins.  
Everything ruins! Eggs’re broken. Crackers.  
I’ve only the cucumber in intact.’

A : Maaf, pak. Maaf. Jangan marah  
ya?

‘Forgive, me. Forgive. Don’t get angry.’

B : Apa mahap, mahap!

Bapak sudah liat kamu ngelen-ngelen. Lain-  
lain. berkendara sambil nelpun!

‘What forgive? I caught you phoned while  
driving.’

C : Ada apa ini pak? Kok ribut-  
ribut?

‘What’s going on in here? Why are you  
quarreling?’

B : Ini ulah si manusia handphone!

Ndak di jalan, berkendara, handphone nempel  
terus!

Wee, gus.

Luwungang tegul HP ne di kuping e pang sing  
keles-keles!

It’s all the act of handphone man. Whenever he  
goes and whatever he does, he always keeps  
the HP with him. Hey, gus. Why don’t you just  
tie the phone on your ear?

C : Bapak ini benar gus. dik, pakai  
handphone jangan sembarangan, gunakan pada  
saat dan waktuyang tepat!

Jika menerima telepon atau sms,  
sebaiknya ke pinggir dulu!

‘He is true, guys. Don’t use the mobile  
haphazardly. Mind your time and place to use  
it. You’d better stop driving for a while when  
accepting a cal lor message.’

The above conversation is called a  
negative speech act, identified through the  
psychological condition of an emotional and  
angry speaker B because he feels very  
aggrieved by A driving while calling 'A',  
causing his goods to fall apart. Although B has  
apologized, the A still cannot accept it because  
of the big losses he suffered. It is different from

C who came to overcome the condition.  
However, anger B has already jumped up and it  
is difficult to calm down.

The cooperative principle is based on the  
assumption that in communicating, speakers  
and the partners are willing to cooperate. For  
Grice (1975), cooperation forms the structure  
of our own contributions to the conversation  
and how we begin to interpret the contributions  
of others. So, cooperative principle can help the  
participants said to achieve the purpose in  
communicating. Maxim is a principle that must  
be obeyed by participants of a speech in  
interacting, both textually and interpersonally  
in an effort to smooth the process of  
communication. Cooperative principle in the  
activity of speech entirely includes four kinds  
of maxims, namely:

Maxim of quality is identified in  
speakers who convey something that is truly  
real and in accordance with actual facts in  
actual speaking activity, as well as achieving  
the intent and purpose of communicating. As  
with the speeches contained in the following  
conversation quotation (Vergis, 2017).

**Pak Putu** : Ape santai, ketogalakne,  
cicing ape adane to De? Adi jeg gede sajan  
buine galak?

‘How can I take it relax. That fierce. What kind  
of dog is it? It’s so big and fierce.’

**Pak Gede** : To pit bul adan ebli, cicing  
luar negri, mael ajine..., ongkon tyang nyage  
umah pang sing ade maling.

‘It’s Pitbul, brother. It was imported from  
overseas. It’s so expensive. I send to keep  
watch over my house from thieves.’

**Pak Putu** : Mael dong sube mael, ape  
buin cicing luar negri, ngelah izin ngubuh  
cicing keto De? Nak sing dadi ngawag-  
ngawang ngubuh anjing ras, buine sesuai  
Peraturan Walikota Denpasar nomor: 25 tahun  
2009 tentang pengawasan, pemeliharaan dan  
peredaran hewan penular rabies atau HPR,  
semua hewan peliharaan apalagi beresiko  
menularkan rabies seperti anjing, kucing dan  
kera harus diikat atau di kandangkan. Mahal  
sih mahal, apalagi anjing luar negeri..., punya  
ijin memelihara anjing seperti itu De? Tidak  
boleh sembarangan memelihara anjing ras,  
apalagi sesuai Peraturan.

According to the Rule of Mayor of  
Denpasar number 25 of 2009 on supervision,  
maintenance and circulation of animals  
transmitting rabies virus. All pets, especially  
those at risk of passing on rabies such as dogs,

cats and monkeys should be tied up or kept in a captive.

It is indeed expensive; what's more it's from overseas. Have you got the permission to raise such a dog, De? It's not allowable to carelessly raise a dog, especially in accordance with the Rules.

The above speech activity includes a form of conversation that holds the principle of maxim of quality. It can be observed in a conversation between Pak Putu and Pak Gede who delivered something correct based on real evidence such as the expression "Denpasar Mayor Regulation number 25 of 2009 on the supervision, maintenance and circulation of animal transmitting of rabies".

Maxim of quantity is a form of cooperative principle when a speaker makes as informative as possible to contribute to his or her partner of speech, should not be excessive but should be in accordance with what is asked or needed by the said partner (Ephratt, 2012), such as those contained the following dialogue.

**Komang** : Buruan na, dong. Gung!

Hurry please, Gung!

**Agung** : Iya Mang, sabar dooong!

'Be patient, Mang.'

The fulfillment of the maxim principle of quantity occurs in the above conversation. Both speakers contribute to the communication according to the amount of information needed (Atifi, Mandelcwijk, & Marcoccia, 2011).

Maxim of relevance requires that each conversation participant make a relevant contribution to the topic of conversation, as in the following conversation (Tajabadi, Dowlatabadi, & Mehri, 2014).

**Ayu** : Mimih, dadi jeg mekejang tileh dagangan tyange jeroo!

'Alas, why are all my merchandise still a lot, huh!'

**Nyoman** : We, adi semengan sube ngemigmig, nak engken Yu?

'Hey, why are you noisy in the early morning? What happen, Yu?'

**Ayu** : Ne dong cingakin mbok, dagangan tyange jeg tileh uli dibi sing ade laku!

'Let me see! I still have a lot of merchandise. It turned out that no one was sold yesterday!'

The relevance of the information contributed appropriately to the topic under discussion occurs in the above conversation.

This is evident from the conversation between Ayu and Nyoman who made a relevant contribution. Conformity of information based on the topic of a conversation is a core or fundamental feature of fulfilling the cooperative principle of relevance (Atifi et al., 2011).

Maxim of manner requires the speakers to speak directly, clearly and not ambiguous, because if the information provided confuses his partner, communication can not run properly (Brumark, 2006). Such phenomena are explained through the following conversation quotations.

**Ibu** : Bapak ini, burung aja diurus, ada lihat uang ibu nggak? Uang itu kan mau dipakai bayaruang sekolahnya komang!

'You deserve to raise birds, dad. Did you see my money? The money is going to pay for Komang' school fee.'

**Bapak** : Coba dicari pelan-pelan bu, siapa tau nyelip, atau ibu taruh di tas yang lain?

'Try to look for it slowly. Who knows it's tucked away. Didn't you put it in another bag?'

The conversation contains an action to fulfill the cooperative principle of manner. This is seen from Bapak's conversation when answering Ibu's question about her missing money. In the phrase "Try to look for it slowly" is given instructions on how to make money, that is, by the way sought slowly. The affirmation of the manner through the searching slowly also aims to make the speech easier to understand, to be clear, concise and unambiguous (Lazăr, 2013).

#### IV. CONCLUSION

This study has revealed language use principles that form the socio-culture of human in nature. This study deals with pragmatics field. It is found that Public Service Advertisement on LPPL Public Radio meets the three conversation structure models. Negative speech acts found in 9 advertisement spots. Quality and quantity maxims were found on 9 advertisement spots; Maxim of relevance as well as maxim of manner was found on 10 advertisement spots. The model of turn talking, adjacency pair and overall organization by using positive speech act and maxims of quality, quantity, relation and manner are required for the conversation in the advertisement. Maxim of manner plays a very important role in the delivery of messages. There is a correlation of the topic covering: the turn talking model requires positive speech acts

in maxim of quality conversation and maxim of relevance; the adjacency pair model requires positive speech acts that always correlate with the maxim of quantity; the overall organization model calls for positive speech acts in the conversations with maxim of manner; the negative speech act in the conversation can use the turn talking, adjacency pair or overall organization model and can correlate with the maxim of manner.

### Acknowledgement

The author would like to thank the parties who have contributed to this writing, whether in relation to other aspects of supporting material or finance and accommodation. Hopefully this paper can provide intellectual benefits for readers.

### References

- Allan, K. (1986). *ROUTLEDGE LIBRARY EDITIONS: LINGUISTICS Volume 8 LINGUISTIC MEANING*. New York: Routledge.
- Arrington, R. L. (2012). Advertising. *Encyclopedia of Applied Ethics*, 47–55.
- Atifi, H., Mandelcwaig, S., & Marcoccia, M. (2011). The co-operative principle and computer-mediated communication: The maxim of quantity in newsgroup discussions. *Language Sciences*, 33(2), 330–340.
- Bayat, N. (2013). A Study on the use of Speech Acts. *Procedia - Social and Behavioral Sciences*, 70, 213–221.
- Brumark, Å. (2006). Non-observance of Gricean maxims in family dinner table conversation. *Journal of Pragmatics*, 38(8), 1206–1238.
- Degand, L. (2006). Speech Acts and Grammar. *Encyclopedia of Language & Linguistics (Second Edition)*, (1982), 673–679. -7
- Ehsani, F., & Zohrabi, K. (2014). Assessing Translation of Advertising Text ( English-Persian ) Based on House ' s Functional - Pragmatic Model of TQA. *Procedia - Social and Behavioral Sciences*, 98, 420–424.
- Ephratt, M. (2012). “We try harder” - Silence and Grice’s cooperative principle, maxims and implicatures. *Language and Communication*, 32(1), 62–79.
- Koester, A. J. (2002). The performance of speech acts in workplace conversations and the teaching of communicative functions. *System*, 30(2), 167–184.
- Lazăr, A. (2013). Teaching Absurd Literature—A Pragmatic Approach to Ionesco’s Transgressive Dramatic Discourse: The Conversational Maxims. *Procedia - Social and Behavioral Sciences*, 76, 441–445.
- Lewis, S. W. (2012). The potential for international and transnational public service advertising in public spaces in American and Chinese global cities: Conclusions from a 2010 survey of advertisements in subways in Beijing, New York, Shanghai and Washington, DC. *Public Relations Review*, 38(5), 765–778.
- Miller, S. (2000). Speech acts and conventions. *Language Sciences*, 22(2), 155–166.
- Pe, M., & Marti, G. (2012). A pragmatics theory on television advertising, 44, 453–473.
- Schröder, K. C. (2006). *Media: Pragmatics*. Elsevier, (1980), 623–631.
- Simon, S., & Dejica-Cartis, D. (2015). Speech Acts in Written Advertisements: Identification, Classification and Analysis. *Procedia - Social and Behavioral Sciences*, 192, 234–239.
- Simpson, P. (2001). “ Reason ” and “ tickle ” as pragmatic constructs in the discourse of advertising \*, 33, 4–7.
- Stone, M. P., & Miceli, T. J. (2012). Optimal attorney advertising. *International Review of Law and Economics*, 32(3), 329–338.
- Stranovská, E., Munková, D., Fráterová, Z., & Ďuračková, B. (2013). Analysis of Politeness Speech Acts in Slovak and Foreign Language Texts of Requests in the Context of Cognitive Style. *Procedia - Social and Behavioral Sciences*, 82, 764–769.
- Tajabadi, A., Dowlatabadi, H., & Mehri, E. (2014). Grice’s Cooperative Maxims in Oral Arguments: The Case of Dispute Settlement Councils in Iran. *Procedia - Social and Behavioral Sciences*, 98(1975), 1859–1865.
- Vergis, N. (2017). The interaction of the Maxim of Quality and face concerns: An experimental approach using the vignette technique. *Journal of Pragmatics*, 118, 38–50.