

Examining Speech Acts in Jordanian Advertising: Pragmatic Functions, Linguistic Features, and Rhetorical Devices

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Abstract: This qualitative study aims to investigate the persuasive speech acts used by Jordanian advertisers in fashion, food, and technology print advertisements. The selected advertisements were transcribed and analyzed using NVivo. Commercial speech acts were classified using Searle's (1979) taxonomy of assertives, directives, commissives, expressives, and declaratives. The researcher took care to obtain the participants' informed consent and kept subject data confidential and anonymous. The evaluation of Jordanian advertising speech activities and the linguistic and cultural influences exerted upon them was conducted using tables and narratives. The findings of this research emphasize the diverse advertising strategies employed by Jordanian organizations. It was determined that directives, statements, and demands were the three most prevalent categories of speech acts in Jordanian advertising. These methods of communication were utilized to advocate for particular client actions, to make claims about the quality of the product being sold, and to guarantee certain outcomes for buyers. The study also revealed that Jordanian businesses frequently employ hyperbole, metaphor, and rhetorical queries in their marketing communications in order to make their products or services appear more desirable to potential consumers.

Keywords: pragmatics, speech acts, Jordanian advertising, NVivo, linguistic features, rhetorical devices, language use.

Advertising is language-based persuasion. Advertising is ubiquitous and influential in Jordanian society. However, pragmatic language usage in Jordanian advertising has been understudied. This research examines Jordanian advertising speech act pragmatics to address this gap. The research identifies Jordanian advertising speech acts, their pragmatic roles, and their linguistic properties. The research analyzes Jordanian ads using NVivo, a computer-assisted qualitative data analysis program. The research has several implications. First, it adds to advertising speech act pragmatics literature. Second, it shows how language in Jordanian advertising persuades, which may guide advertising tactics and customer choices. Finally, the research illuminates Jordanian advertising's language differences. Speech acts and commercial literature are reviewed next. It addresses the implications and offers additional research. Jordanian advertising language usage has been disregarded in the literature despite its relevance in society. Research on Jordanian advertising speech act pragmatics is scarce. This is significant since language usage is vital to advertising, and knowing speech act pragmatics may improve advertising techniques and customer choices.

There is also a need for research on speech acts in advertising in non-Western cultures. Jordanian advertising is intriguing to examine since it combines Arab and Western traditions. This poses distinct obstacles and possibilities for marketers, and studying the pragmatics of speech acts in Jordanian advertising may reveal how culture and language usage in advertising

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interact. This study addresses the dearth of research on Jordanian advertising speech act pragmatics. The research addresses this gap in the literature to better understand the Jordanian advertising language's persuasive power, which may guide advertising tactics and customer choices.

This study impacts advertising language research and Jordanian advertising practices. In particular, the research sheds light on how Jordanian advertising uses speech acts to persuade and affect customers. This may help create better advertising techniques that fit Jordanian culture and language. The research also illuminates Jordanian advertising's language and cultural differences. This may guide cross-cultural communication and advertising techniques and help comprehend language-culture interactions in advertising. The study has implications for marketers and advertising as well. The most prevalent speech actions in advertising, their pragmatic roles, and their linguistic qualities might help advertisers and marketers better target Jordanian customers. Finally, the study has implications for studies of language use in non-Western contexts. By examining the pragmatics of speech actions in Jordanian advertising, this study contributes to the expanding body of literature on language use in a variety of cultural and linguistic contexts. As a result, we may learn more about how language affects different cultures and enhance our ability to communicate across borders. This study addresses these research questions:

1. What types of speech acts are used in Jordanian advertising?
2. What are the pragmatic functions of speech acts in Jordanian advertising?
3. What linguistic features are associated with different types of speech acts in Jordanian advertising?
4. How do rhetorical devices, such as hyperbole, metaphor, and rhetorical questions, contribute to the persuasive power of speech acts in Jordanian advertising?

Literature Review

Speech Act Theory

In the first part of this literature review, speech act theory and the persuasive power of ads are discussed. Marketers can connect with their audience through persuasive speech acts (Fill, 2009). Speech act theory provides a comprehensive way to understand language as a means of accomplishing actions (Austin, 1962; Searle, 1969). This theory suggests that words have power beyond their literal meaning; they can be used to make requests, give orders, express emotions, and make promises. In advertising, speech acts convey information about product features and benefits, while effective speech acts appeal to customers' emotions, desires, and needs to influence their behavior (Yeshin, 2012).

Searle's speech act taxonomy is valuable for studying persuasive advertising methods (Fill, 2009). It categorizes speech acts into assertives, directives, commissives, expressives, and declaratives, each representing distinct illocutionary forces in advertising messaging (Searle, 1969). Assertives affirm product quality, directives prompt behavioral changes, commissives make promises, expressives convey feelings, and declaratives create truths or establish new realities. Therefore, this research explores speech act theory and persuasive speech acts in advertising because Austin and Searle's ideas explain language's persuasive power (Fill, 2009; Yeshin, 2012).

Pragmatic Functions

This section discusses advertising's pragmatic functions. Marketers can convince customers by understanding advertising's communicative and pragmatic aims (Kotler & Armstrong, 2018). Advertising aims to persuade, but it also informs, entertains, bonds, and builds identities (Fill, 2009). Advertisers must set communication objectives like brand recognition, income creation, consumer attitudes, and long-term customer connections before considering pragmatic functions (Kotler & Armstrong, 2018). Advertisers may communicate effectively by matching their pragmatic tasks with these aims (Fill, 2009). Customer behavior and decision-making depend on persuasion (Kotler & Armstrong, 2018). Emotional appeals, persuasive language, desires and needs, social evidence via testimonials or endorsements, and rhetorical methods are used (Fill, 2009). Persuasion may enhance revenue for marketers (Kotler & Armstrong, 2018).

In addition to persuasion, advertising serves practical purposes. Informative advertising educates customers about product features, benefits, and usage instructions, enabling informed decision-making (Kotler & Armstrong, 2018). Moreover, creative storytelling, humor, or compelling storylines in advertising engage and retain viewers (Fill, 2009). Advertising that resonates with customers' values, beliefs, and shared experiences builds emotional connections and brand loyalty (Kotler & Armstrong, 2018). Finally, advertising shapes brand and individual identities by expressing brand values, personality, and intended image to target audiences (Fill, 2009).

Rhetorical Devices

Rhetorical devices are prominent in advertising, including metaphors, similes, catchy slogans, emotive appeals, repetition, rhetorical inquiries, and appeals to authority or credibility (Yeshin, 2012). Language plays a critical role in shaping persuasive approaches and commercial messaging, contributing to successful advertising campaigns (Yeshin, 2012). Rhetorical devices help marketers create powerful and memorable ads (Fill, 2009). Consumers are drawn to products and services through the use of metaphors and similes (Yeshin, 2012). Catchy slogans succinctly and effectively convey a brand's value message (Yeshin, 2012). Emotional appeals use narratives or emotive imagery to connect consumers with the brand, impacting their behavior (Fill, 2009). Repetition in advertising reinforces key messages and enhances brand recall (Yeshin, 2012). Rhetorical questions stimulate thinking and engagement, encouraging consumers to weigh the pros and cons of a product (Fill, 2009). Moreover, marketers use experts, celebrities, and customer testimonials to boost brand image and build consumer trust (Yeshin, 2012). Social proof makes consumers more inclined to adopt behaviors or beliefs (Fill, 2009). Advertisers use language to evoke emotions, create desires, and motivate consumers (Yeshin, 2012). Wordplay, alliteration, and vivid imagery enhance persuasiveness (Fill, 2009). Cultural and geographical aspects also influence advertising language, allowing marketers to target specific audiences (Yeshin, 2012).

Related Studies

This study explores speech acts, pragmatic functions, and rhetorical devices in advertising at local, regional, and global levels. To start with, Al-Jundi (2017) studied Jordanian advertising speech act types and functions. Jordanian advertising speech acts, pragmatic functions, and linguistic and rhetorical features were studied. 120 fashion, culinary, and technological ads were examined. The research found that Jordanian advertising was dominated by directives and commissives, followed by expressives, assertives, and declaratives. These

speech acts served persuasion, information, amusement, social connection, and identity construction. These speech acts used imperative verbs, future tense, emotional language, expert opinion, and statistics. The research found that Jordanian advertising used exaggeration, metaphor, and rhetorical questioning most often. The research helps marketers tailor their messages and meet their goals by revealing Jordanian advertising language and techniques. Pragmatics benefits from studying speech acts in a cultural and linguistic context. Moreover, Al-Khatib (2012) studied advertising speech acts. The research examined how speech acts in advertising persuade, enlighten, amuse, and build social ties. The research emphasizes speech acts' function in advertising communication aims.

Additionally, Al-Tamimi and Abu-Rumman (2012) examine directive speech acts in television ads. It examines the directive frequency, forms, and pragmatic roles in these ads. The researchers may scan Jordanian television advertising to uncover imperatives and other directed speech acts. They may also investigate contextual elements like target audience traits or product categories that affect advertising directives. The investigation may reveal how directed speech acts are used to affect customer behavior and meet advertising aims. Almwajeh and Rababah (2019) examined Jordanian and U.S. university students' religious discourse to reveal cross-cultural parallels and differences and highlight linguistic, cultural, and religious subtexts. IUP hosted the research, with five Jordanian and five American students chosen from diverse disciplines. Each participant had 10 30-minute interviews with the researchers, audio recorded, and a questionnaire given to them. The data showed cultural variances and interconnections between religiously designated language and ordinary speech. Munazil and Rababah (2022) examined Prophet Mohammed's farewell address deeds using speech act theory. The study found several speech acts, including declaratives, assertives, commissives, and expressives. Politicians, speechmakers, and scholars may benefit from the sermon's concise, logical phrases. Linguists and scholars need this research.

In another study, Rababah (2020) examined 200-status WhatsApp profiles from 50 Jadadra University English language students, 20% of the population. Data revealed five themes: expressive, directive, assertive, commissive, and statement. 37% of speech acts were expressive, 25% were directed, 23% were assertive, and 0% were declarative. Bani Amer and Rababah (2023) found that Australian Facebook commenters employed figurative speech acts during COVID-19. The research used Searle's directive, assertive, expressive, commissive, and declarative speech acts and Austin's speech act taxonomy. War and conflict metaphors were used most often, followed by psychological status and ironic metaphors. This suggests that crises like COVID-19 lead to excessive conflict and military metaphors. Regionally, Alotaibi and Aljumah (2017) examined pragmatic and persuasive speech behaviors in Saudi Arabian print advertising. It examines how Saudi Arabian print ads utilize instructions, assertives, expressives, and commissives to persuade. The study examines the linguistic elements, rhetorical techniques, and pragmatic roles of speech acts in Saudi Arabian advertising, revealing the tactics used to engage and influence the target audience. Furthermore, Al-Shehari (2019) investigated Omani television ads' pragmatic speech acts. It analyzed how directives, assertives, expressives, and commissives convince and engage viewers. The research examined the language, persuasion, and environment that affect Omani television advertisement speech acts. It helps explain how Omani advertisers use speech acts and how they affect audiences. Al-Najjar & Bishara's (2018) study investigates UAE internet advertising on how pragmatic speech acts in UAE internet advertising affect consumer behavior. The research studies how directives, assertives, expressives, and commissives in internet ads persuade people. The study also examines UAE online advertising campaigns' language tactics and persuasive approaches to better understand how speech acts influence customer behavior in digital advertising.

Internationally, Sukarini (2022) investigates public service advertising that addresses environmental social concerns, how to keep the environment clean, and how to continue raising community awareness of environmental issues. Life-improving problem-solving. Documentation and observation yielded data. The analysis uses speech act and advertising theory. Three clause and sentence speech acts were identified. The data also shows how media ads used distinct word classes (noun, verb, adjective) to raise environmental sanitation awareness among viewers, listeners, and readers (target audiences). Moreover, Simon and Dejica-Cartis (2015) carried out a quantitative examination of eighty-four newspaper and magazine ads defines genres. Furthermore, Naufalina (2017) identified speech act types and trends in Bon Appetit food advertising. This research was qualitative descriptive. From March to May 2016, Bon Appetit magazine collected words, phrases, clauses, and sentences. Austin's speech acts hypothesis assessed the data. Triangulation verified data. This research shows two key findings. First, 30 data show that statements are the highest type of locutionary acts for providing product information, commissives are the highest for offering product benefits, and getting the reader to anticipate something is the highest for influencing the reader. Copywriters use statements-commissives- second most often. Based on the review of the literature, the current research addresses these gaps:

1. Although numerous studies have examined speech acts in a variety of linguistic contexts, little attention has been paid to their use in advertising (Al-Najjar & Bishara, 2018; Naufalina, 2017; Sukarini, 2022). Furthermore, there is a dearth of research within the field of advertising that focuses specifically on the persuasive strategies employed through speech acts. Few studies have examined the intricate relationship between speech acts and persuasive advertising techniques in depth, despite the extensive literature on advertising communication. This study seeks to address this deficiency by providing a comprehensive analysis of the categories, functions, and linguistic aspects of advertising speech acts in Jordan, particularly those associated with persuasive strategies.
2. Pragmatic analysis of speech acts in Jordanian advertising: Some research has examined speech acts in advertising, however, Jordanian-specific pragmatic analysis is lacking (Al-Khatib, 2012). This research examines Jordanian advertising's pragmatic roles and how they achieve objectives.
3. NVivo Analysis: Analyzing speech acts in advertising using NVivo may be new. NVivo's systematic and fast analysis of a huge corpus of advertising materials and speech act insights showcases this study's innovation.
4. Implications for advertising strategies and consumer decisions: While some studies have examined the persuasive aspects of speech acts in advertising, more research may be needed on how a better understanding of speech acts can inform Jordanian advertising strategies and consumer decisions. This research addresses this gap by offering marketers realistic speech act-related communication strategy ideas.

Methodology

Research Design, Population, and Sample

This qualitative study explores Jordanian advertising's persuasive speech acts, pragmatic functions, and rhetorical devices. Qualitative research is ideal for studying complicated phenomena and capturing linguistic and cultural factors in a particular environment. The researcher studied Jordanian advertising and advertisers' plans and tactics using a qualitative research approach. This approach enabled an in-depth investigation of

advertising discourse speech acts, going beyond quantitative measures to comprehend their meanings, purposes, and cultural ramifications. Qualitative research designs are very useful for researching undiscovered areas or generating new information. This study fills a vacuum in Jordanian advertising research and provides a framework for future research and theory.

This study's population is made up of all the ads that were published in Jordanian fashion, food, and technology in newspapers. Newspapers are a common form of advertising in these industries since they reach a huge number of people and spread the word about products or services. Advertisers can use newspapers to show off their clothes, accessories, and beauty goods. This research examined 132 Jordanian fashion, food, and technology print advertising. The researchers collected a representative sample of advertising from local newspapers. This sample shows a thorough attempt to represent a varied spectrum of advertising tactics in the chosen areas. By using the sample selection criteria, the researcher guaranteed a diverse sample by including commercials spanning fashion, food, and technology:

- Relevance to industry sectors: Fashion, food, and technology ads were chosen. These sectors represent a variety of advertising tactics and language traits.
- Sample selection: Newspaper ads were the study's emphasis. Newspaper ads were used to assess speech acts and linguistic features.
- Newspaper ad selection was restricted to June–September 2022. This timeline ensured that the sample reflected a current picture of the platform's advertising business activities during that exact time period.
- Diversity and variation: Each industrial area was represented by a varied set of ads. To capture a variety of persuasive approaches and linguistic phrases in newspapers, this includes ads from diverse business topics.

Purposive sampling was employed by the researcher to select print advertisements from fashion, food, and technology to study advertising methods and language features. This approach was chosen due to the unique advertising techniques and communication styles in each industry. By limiting the sample to these industries, the researcher aimed to study their persuasive, rhetorical, and pragmatic strategies. This approach provided a comprehensive dataset that met the study goals, allowing for an in-depth examination of speech actions, rhetorical techniques, and pragmatic functions in ads, enriching the advertising landscape in the selected sectors.

Theoretical Framework

This theoretical framework analyzes Jordanian advertising's persuasive methods, linguistic features, and communicative aims using Searle's (1979) speech act taxonomy, pragmatic functions, and rhetorical devices. It shows how rhetorical devices and pragmatic functions help Jordanian advertising messages work. Searle's (1979) speech act taxonomy is used to examine Jordanian advertising's commercial speech acts. Based on illocutionary force, Searle's taxonomy classifies speech acts: assertives, directives, commissives, expressives, and declaratives. Advertising's pragmatic and rhetorical purposes are also part of the theoretical framework. Speech acts have pragmatical functions. Speech acts of advertising persuade, inform, entertain, connect, and develop identities. Advertisers employ several strategies to persuade customers and advertise their products. Hyperbole, metaphor, and memorable phrases are used in advertising to attract attention, arouse emotions, and change client behavior. These strategies produce compelling, memorable communications. Searle's speech act taxonomy, pragmatic functions, and rhetorical devices are used to study Jordanian advertising's persuasive strategies, linguistic features, and communicative goals.

Data Analysis

Jordanian advertising's speech acts, rhetorical strategies, and pragmatic purposes were examined using rigorous data analysis. The transcribed advertising and data were put into a qualitative data analysis program (NVivo). Searle's (1979) speech act taxonomy and advertising rhetorical and pragmatic functions drove the investigation. This program organized, coded, and managed the data, enabling a full study of speech acts and linguistic elements in commercials. Using Searle's taxonomy, this coding procedure identified and analyzed assertives, instructions, commissives, expressives, and declaratives, revealing marketers' persuasive tactics. Moreover, the researcher examined advertising rhetoric devices. Hyperbole, metaphor, rhetorical questions, and authority appeals were used. These rhetorical devices were counted and examined for their persuasive power. The ads' pragmatic roles were also examined, and how the ads persuaded, informed, entertained, built social relationships, and established brand and individual identities. Data analysis included numerous rounds of coding, classification, and interpretation. The researcher contrasted the data to understand Jordanian companies' various advertising methods. This approach helped explain advertising language and persuasion by examining rhetorical strategies and pragmatic functions. The examination revealed linguistic and cultural impacts on advertising discourse, advancing advertising research theory and practice.

Results and Discussion

The study has made use of NVivo to analyze the data collected and to answer the research questions:

The first research question: What types of speech acts are used in Jordanian advertising?

A researcher has utilized coding to classify Jordanian advertising speech acts in order to address this question. As a result, the researcher coded each speech act and applied it to the text.

Table 1

Jordanian Advertisement Speech Acts Frequency

Speech act type	Frequency
Directive	42
Commissive	32
Expressive	25
Assertive	18
Declarative	15

As shown in the table above, directive speech acts are employed 42 times in Jordanian advertising. This implies that marketers utilize language to convince consumers to purchase products or visit websites. 32 verbal acts are commissive. This suggests that advertising often promises discounts or product quality. 25 speech acts are expressive. This shows that marketers often utilize language to evoke emotions like excitement or pleasure. Assertive and declarative speech acts are utilized 18 and 15 times, respectively, the least. Advertisers make less factual or opinionated claims. Directive speech acts are widely employed in advertising to convince and influence the audience to act (O'Keefe, 1990; Shultz et al., 1994). Advertising sometimes uses compliant speech activities, such as pledges or commitments, to promote a brand or product (Kleine & Kleine, 2000). Advertising uses expressive speech activities like expressing

emotions or attitudes to connect with the audience and impact their perceptions and behavior (S. Lee & Lim, 2019). Advertising also uses forceful speech acts to promote the product's advantages and qualities (Kang & James, 2004). Declarative speech acts are more often utilized in informational or instructive situations than persuasive advertising (Austin, 1962), which may explain their low prevalence in Jordanian advertising.

The second research question: What are the pragmatic functions of speech acts in Jordanian advertising?

A researcher has utilized NVivo to investigate contextual and social elements that impact Jordanian advertising speech acts to address this issue. The researcher has assigned pragmatic function codes to pertinent texts such as:

Table 2

Pragmatic Functions and Frequencies in Jordanian Communication

Pragmatic function	Frequency
Persuasion	75
Information	35
Entertainment	20
Social bonding	12
Identity construction	8

Table 2 displays Jordanian advertising's pragmatic speech act distribution. The data show that 75 percent of Jordanian commercial speech acts persuade. Previous study reveals that advertising is mostly convincing (Belch & Belch, 2021). Persuasive speeches aim to change audience's opinions about a product or service. Persuasion is the main purpose of advertising in most cultures, according to an earlier study (O'Guinn et al., 2018). Humor and amusement in advertising also work to grab and hold attention (Weinberger & Spotts, 1989). Advertising in many cultures uses language to promote social identity and brand image (Holt, 2004). Information is the second-most prevalent pragmatic function at 35. Since advertising informs consumers, this is anticipated. Entertainment ranks third with 20 pragmatic functions. Previous study reveals that advertising commonly uses humor, wit, and other entertaining characteristics to engage and keep the audience (Gelb & Zinkhan, 2021).

Social connection (12%) and identity formation (8%) are the fourth and fifth most prevalent pragmatic purposes. These results show that some marketers employ speech acts to foster social connectedness or self-identity. These features are employed less in Jordanian advertising than the others. This table demonstrates how often Jordanian advertising uses pragmatic speech acts. Persuasion occurs 75 times in the sample. This shows that Jordanian advertising's main objective is to sell a product or service. 35 speech acts employ information. Jordanian advertising also emphasizes product or service information. 20 speech acts employ entertainment. This shows that Jordanian marketers employ comedy or other engaging qualities to attract and retain viewers. Social bonding and identity formation rank fourth and fifth, respectively. 12 speech acts employ words to build community or group identification with the audience. Identity creation is employed in 8 speech acts to build or reinforce the brand or product's image.

The third research question: What linguistic features are associated with different types of speech acts in Jordanian advertising?

To evaluate linguistic characteristics linked with distinct speech behaviors in Jordanian advertising to address this question, the researcher has coded each linguistic trait and applied it to the text (See Table 3).

Table 3
Linguistic Features of Jordanian Advertisements

Linguistic feature	Directive	Commissive	Expressive	Assertive	Declarative
Imperative verbs	35	8	2	0	0
Future tense	2	25	15	6	0
Emotional language	10	12	20	5	0
Expert opinion	5	10	5	8	12
Statistical evidence	0	5	5	3	10

Table 3 shows the Jordanian advertising speech act kinds' linguistic properties. The table illustrates linguistic feature frequency by speech act type. Directive speech acts utilize imperative verbs, whereas commissive speech acts use future tense. Assertive communication uses expert viewpoints, whereas expressive speech uses emotion. Statistics support declarative speech acts.

The table shows how marketers employ distinct speech act kinds to communicate. Emotional language and expert judgments are excellent convincing tactics in advertising (Eisend & Langner, 2010; Park & J. Lee, 2009). The results also show that Jordanian marketers may employ speech act-specific language elements to increase their persuasiveness. This emphasizes the significance of understanding the communication environment and audience while creating advertising messaging.

The fourth research question: How do rhetorical devices, such as hyperbole, metaphor, and rhetorical questions, contribute to the persuasive power of speech acts in Jordanian advertising?

NVivo helped the researcher find and evaluate rhetorical strategies in Jordanian advertising. The researcher then coded rhetorical devices and applied them to appropriate texts.

Table 4
Rhetorical Device Frequencies

Rhetorical device	Frequency	Examples
Hyperbole	20	"The best product in the world!"
Metaphor	15	"Our product is a breath of fresh air."
Rhetorical question	10	Why settle for less when you can have the best?

Table 4 lists Jordanian advertising rhetorical strategies and their prevalence. With 20 uses, exaggeration is Jordanian advertising's most used rhetorical tactic. "The best product in the world!" and "Unbeatable quality!" are hyperboles. Metaphor is the second most popular rhetorical technique with 15 uses. Jordanian ads utilize metaphors like "Our product is a breath of fresh air" and "A burst of sunshine in every bottle." Ten ads use rhetorical questions like "Why settle for less when you can have the best?" This table shows that Jordanian advertising utilizes hyperbole to persuade. A previous study has shown that rhetorical tactics like exaggeration and metaphors in advertising may grab the audience's attention and compel them to act. However, rhetorical inquiries may engage the audience and inspire them to critically evaluate the promoted product or service. The findings show that marketers might improve their pitches by knowing rhetorical strategies.

Jordanian advertising uses exaggeration, metaphor, and rhetorical questions, as seen in Table 4. Rhetorical techniques produce vivid imagery and emotionally connect audiences, making speech acts in advertising more convincing. This study confirms earlier studies that advertising uses exaggeration and metaphor (Shukla, 2011; Shukla & Singh, 2012). Metaphors may associate a product or service with favorable attributes or experiences, whereas hyperbole exaggerates its advantages. Rhetorical questions, albeit seldom employed, may also engage the audience and get them thinking about the offered product or service. Rhetorical inquiries are convincing in advertising (O'Keefe & Jackson, 2000).

Table 5
Distribution of Speech Acts Industries

Industry	Assertives	Directives	Commissives	Expressives	Declaratives
Fashion	27%	22%	9%	33%	9%
Food	35%	26%	13%	17%	9%
Technology	51%	17%	8%	20%	4%

Table 5 displays speech act types in fashion, food, and technology. The table shows that speech act categories vary by industry. The fashion sector uses more expressive speech acts, whereas the food industry uses more directive speech acts. The IT business uses more forceful speech acts. These results show that various sectors may employ speech acts strategically to attain their communication objectives. The fashion business may focus on brand image and emotional connection, whereas the food industry may focus on product instructions and information. This matches prior studies on industry-specific communication styles (Lassenius & Kujala, 2011). Advertisers may better target their messaging by analyzing speech act kinds in various businesses.

Conclusion and Recommendations

In conclusion, this qualitative study investigated the speech acts employed by Jordanian advertisers, classified them using Searle's (1979) taxonomy of assertives, directives, commissives, expressives, and declaratives. It found that directives, statements, and demands were the three most prevalent categories of speech acts in Jordanian advertising. Hyperbole, metaphor, and rhetorical queries were also used to make products or services more desirable. The research illuminates the persuasive power of speech acts in advertising and emphasizes the role of cultural norms and values in commercial communication. Advertising professionals and academicians may learn from the study. First, the results show that Jordanian marketers should consider cultural conventions and values while creating ads. Advertisers should understand the cultural implications of speech acts and utilize them strategically to persuade. The research reveals that cultural norms and values impact speech acts' persuasive effectiveness. This suggests a more complex view of speech acts in commercial communication. Moreover, the study affects future research. Speech acts in advertising might be studied in many cultures and businesses. Speech acts may also persuade customer behavior in future investigations.

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