

UNIVERSITY OF BASRAH

**A LINGUISTIC ANALYSIS OF THE
LANGUAGE OF SOME ARAB COUNTRIES TV
COMMERCIALS IN TERMS OF FUNCTIONAL
GRAMMAR AND SPEECH ACTS THEORY**

A THESIS

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ABSTRACT

The present study is a practical account of the linguistic characteristics and structures of the language of Iraqi and Arab Gulf TV commercials in terms of Functional Grammar and Speech Acts theory.

This study falls into two parts each of which consists of three chapters. The first part investigates the purposes and the functions of this variety of language. It also attempts to identify some of its most noteworthy features which can be helpful in encoding and decoding TV commercials language.

The second part is a practical analysis of a set of commercials video-recorded from Iraqi TV and Arab Gulf TVs. These commercials are analysed in terms of the above theoretical frameworks so as to show the validity of the hypotheses and the adopted analytical frameworks.

Chapter one is a preliminary chapter which sheds light on the hypotheses, the data, transcription, the procedure implemented in the analysis of Iraqi and Arab Gulf TV commercials, the scope of the study and finally the value of the study.

Chapter two is a brief answer to the question: "what is a TV commercial?". It discusses and clarifies the possible definitions of TV commercial and some of the employed terminologies. Moreover, this chapter displays the types, elements and techniques of TV commercials.

An attempt to point out some major aspects of TV commercials language is made in chapter three. First, it briefly investigates the role and function of language in human life, and the significance of language mode. Then, it exposes some psychological aspects of commercials. This chapter ends with mapping out some of the major characteristics of TV commercials, giving examples from Iraqi and Arab Gulf TV commercials where possible.

With chapter four, part two begins. This chapter is dedicated to a brief account of the linguistic approaches for analysing the corpus of the present study, viz, "the Functional Grammar" and "Speech Acts Theory".

Chapter five will be devoted to the analysis of some Iraqi and Arab Gulf TV commercials in terms of "Functional Grammar".

"Speech Acts Theory" is the approach in terms of which the commercials in question will be analysed in chapter six.

This study will be rounded up by presenting some of the conclusions arrived at as a result of the analysis of the previous chapters. Moreover, some recommendations are offered for the sake of improving some linguistic aspects in the work of Arab advertising agencies in general and the Iraqi ones in particular.