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## **Communicative Implicatures in Philippine TV Ads: Inputs to Communicative Language Teaching**

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### **ABSTRACT**

This study dealt with Philippine TV ads shown during primetime in the two (2) leading television networks – ABS-CBN and GMA. It primarily aimed to determine the characteristics of the TV ads, specifically to know the conventional implicatures, identify the language functions, and determine which ads can be used as instructional materials in language classes. Discourse analysis was used for this research, guided by communication and language theories, particularly the communicative language teaching (CLT) approach. From the ads analyzed, 38 expressions fall under conventional implicatures topped by presuppositions and followed by metaphor, entailment, paraphrase, and implicatives. In conversational implicatures meanings of utterances are only indirectly associated with the linguistic content. They were: representatives which ranked first, expressives followed, directives, declaratives or performatives, and commissives. Under language functions, ranking first is the representational function. Instrumental followed, then personal, and heuristics. No single instance or text came under the imaginative function. All the ads can be used as instructional materials in teaching general education language courses.

**Keywords:** Communicative Implicatures, TV Ads, Communicative Language Teaching

### **I. INTRODUCTION**

This study serves the department of languages and communication in its will to come up with research outputs that would not only benefit the students but the instructors as well. Primarily, analyzing the language contact in Philippine TV ads will give the language teachers the idea of possible subject matters where the ads can be used as instructional aid. Secondly, the students will be provided with research-based instruction, hence better outcomes-based performance. In addition, it is not only the language program which will benefit from the research, but the Devcomm program as well. The program will be provided inputs on production of communication materials, as TV ads is one of the outputs asked from the student.

According to Maslog advertising is perhaps one of the most stable business sectors in the Philippines today. Its role in communicating information, ideological and values orientation can never be neglected. Apparently, television retained the lion's share of the advertising pie. The advertising industry and the mass media as conduits of social information and sellers of social agenda stand out as some of the most potent transmitters of values and ideas that could bring about the proper changes in the social structure.

As mentioned by Malthouse, Maslowska, and Franks that television hugely impact the media consumers' consumption. And that television advertisements effect upon the viewing public has been so pervasive and successful in the last decade. And it is on this note that the study tries to look at this angle of advertising as a potent material for language instruction.

Sells and Gonzales have explored the advertising language in the context of readers' general knowledge of language. The English language has evolved to many different kinds of functionality, each of which corresponds to different situations and styles of use. That many literatures point out to the effect of advertising breaking the rules of normal language and language use. However, from the perspective of a professional linguist, only a few of these claims can be supportable.

According to Cook, advertising is one of the most prominent, powerful, and ubiquitous contemporary uses of language. He held that advertising's creative use of language makes it a particularly rich site for language and discourse analysis.

The language of advertising is a genre in itself. It is probably not as defined as other types of genres but its approach and its aim make it so. The language features of the advertisements has varieties that may include any language that might be between informal spoken language among close friends and technical and scientific descriptions which are more likely to be in a written form.

In linguistics, meaning is often derived from syntax and semantics. Meaning however, is more than syntactic form and semantics. Hatch, mentioned Grice who claimed that what is conveyed by an utterance falls into two parts: What is said and what is implied. He uses the term “implicature” to cover what is implied. In Grice’s system, there are two types of implicatures: conventional and conversational.

Philosophers and linguists categorize some of these conventions in terms of entailment, paraphrase, conventional, metaphorical meaning, presuppositions, and implicatives. While the second type of implicature points that the meanings of utterances are only indirectly associated with their linguistic content. According to Grice, these implicatures are drawn from the principle of cooperative conversations.

While Micheal AK Halliday, a well-known linguist points out as the functions of language the following: Instrumental (suggesting, requesting for help, commanding); regulator (disapproving, agreeing, disagreeing, granting a request, denying or rejecting a request, objecting to an opinion); representational (giving information, explaining, narrating events, stating an opinion/comment, giving a reaction, relaying a message, asserting/insisting a reason or opinion/decision); interactional (greeting, congratulating, inviting, accepting invitation, accepting apologies, parting/leave-taking); personal (expressing gratitude/thanking, expressing concern or support/consoling, expressing displeasure, expressing doubt, sympathizing, admiring/appreciating, complimenting, expressing anxiety, expressing feeling of surprise, apologizing, expressing goodwill, promising/giving assurance, expressing desire to help); heuristic: asking for information, soliciting comment/reaction, seeking permission/suggestion, asking for confirmation/clarification, requesting/initiating a topic change); and imaginative (creative use of language).

The objective of this study is to determine the Philippine TV ads shown during primetime on leading TV networks, analyze the language use in these ads, identify language contact present in the analyzed ads, and provide inputs for communicative language teaching.

## II. METHODOLOGY

This study is guided by theories of communication and theories of language, particularly the Communicative Language Teaching (CLT) approach. The discourse analysis of advertisement is to be done to analyze the subject TV ads. Largely, this study was inspired by the research advertising discourse, advertising being the site of language contact. TV ads were recorded for a period of 1 week, during primetime, transcribed, and analyzed as to the communicative implicatures which became the bases of the inputs for communicative language teaching.

Adapting the qualitative methodology, data analysis could go while data gathering was being made such that the researcher formed partial categorization of the ads while recording them. Using a self-filled form, the researcher was able to outline the points in focus as determined by the problems stated. The researcher devised a methodology on how to determine the language functions under the communicative language approach and the pragmatic aspect of language. this was done through studying the expressions/utterances as used in the context. After all the questions were answered, the researcher submitted her analysis for validation. The analyzed texts were subjected to validation of two senior professors in the department of languages and communication, College of Arts and Communication, UEP, both having considerable knowledge and experience in handling authentic materials in language teaching. In determining which ads can be used as instructional materials in English, the syllabus of the general education English subjects were consulted. Those that contained lessons with the topics discussed in this study were considered to be the subjects where the ads can be used as instructional material.

## III. RESULTS AND DISCUSSION

### Language of Philippine TV Ads

It was observed that out of the 93 ads analyzed, 55 or 59% are in pure English, 18 or 19% are in majority English words, or 10% are with minimal English words, 8 or 9% are those with half-English and half-Filipino words and 3 or 3% are ads with very few English words, while non is with zero English word.

This finding infers to how Filipino advertisers capitalize on the effectiveness of the English language in reaching their consumers. This could be related to the study of Hornikx et.al that demonstrated the preference of consumers for English language if it is easy-to-understand. That participants of the study even preferred the English language, if it is easily comprehensible, over the native language.

**Table 1: Language of Philippine TV Ads**

Language of Philippine TV Ads	Frequency	Rank
Ads in pure English	55	1
Ads in majority English	18	2
Ads with minimal English words	9	3
Ads with half-English and half-Filipino words	8	4
Ads with very few English	3	5

### Pragmatic Aspect of Language

Conventional Implicatures Out of the 93 ads, only 38 expressions fall under conventional implicatures. Making it to rank on with 23 instances/texts are presuppositions. Metaphor followed in the ranking of expressions, entailment ranks 3<sup>rd</sup>, followed by paraphrase, while none fall under implicatives expression. The overall data on conventional implicatures show that advertisements being brief and more direct to the point because its expressions are more persuasive in nature and are characterized by brevity because it costs much in production and TV air time.

**Table 2: Conventional Implicatures in Philippine TV Ads**

Conventional Implicatures	Frequency	Rank
Presupposition	23	1
Conventional Metaphorical Meaning	7	2
Entailment	5	3
Paraphrase	3	4
Implicatives	0	5
Total	38	

### Conversational Implicatures

In conversational implicatures, ranking 1<sup>st</sup> is representatives with 82 instances/texts. Expressives with 53 instances ranked 2<sup>nd</sup>, followed by directives with 49, declaratives having 46 utterances, and commissives with 33 texts.

Analysis of the ads show that there are more instances of conversational implicatures compared to conventional implicatures. Advertisements are examples of authentic materials that cater to their target consumers rather than to consensus of communication participants such as in classroom exchanges/conversations where repairs, elaboration, clarification are needed or can be resorted to as needed. One more thing is the brevity of ads despite the need to achieve the needed effect due to its high TV air time cost.

**Table 3: Conversational Implicatures in Philippine TV Ads**

Conventional Implicatures	Frequency	Rank
Representatives	82	1
Expressives	53	2
Directives	49	3
Declaratives	46	4
Commissives	33	5
Total	263	

### Language Functions

Results of the analysis showed that ranking first is the representational function of language having 87 instances/texts. Instrumental function comes next with 54 instances. Having 49 instances/texts and ranking 3<sup>rd</sup> is the personal function. Heuristic or trying to find out things about the world accounts for 29 instances/texts which is rank 5.

That in the ads analyzed no single instance or text came under imaginative function only indicates that ads do not employ words or expressions that pertain to creating imaginary systems as this does not cater to their needs to reach out to diverse publics who are target of the ads. The imaginative function is more appropriate to academic purposes and those that are more inclined to artistic expressions but not to advertisements.

**Table 4: Language Functions in the Philippine TV Ads**

Language Functions	Frequency	Rank
Representatives	87	1
Instrumental	54	2
Personal	49	3
Heuristic	29	4
Regulatory	17	5
Interactional	11	6
Imaginative	0	7
Total	247	

### Lesson where Ads can be used as Instructional Materials in English

Syllabus of general education subjects were checked for the lessons contained. Those that are related to the aspects of the ads studies were listed down.

Lessons related to oral communication are viewed to benefit most from this findings of this research. These are lessons on effective speaking voice, sounds of English, rhythm of English, intonation patterns, and art of conversation.

Next would be lessons on understanding explicit and implicit information, knowing unfamiliar words or context clues, interpreting non-prose forms, non-conventional speech or writing, re-ordering information, summarizing, paraphrasing, and writing paragraphs.

Also lessons on discriminating and articulating the sounds of English, building vocabulary, and conducting/answering and interview.

The number of lessons in the general education subjects where aspects in the ads can be analyzed indicate that the ads are good instructional materials. They are current day communication materials that the student can easily relate with; it would not be difficult for them to recall what these ads are. They are readily available since almost all of the students have access to television and it follows that they are familiar of the ads shown on primetime TV.

As Gossage stated, advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audience. "Advertising justifies its existence when used in the public interest – it is much too powerful tool to use solely for commercial purposes."

**Table 5: Ads that can be used as Instructional Materials in English in terms of Pragmatics Aspect**

Pragmatic Aspect	Language Functions	English Lessons
Presupposition	Representatives	<ul style="list-style-type: none"><li>– On Oral Communication: effective speaking voice, sounds of English, rhythm of English, intonation patterns, and art of conversation.</li><li>– On understanding explicit and implicit information: knowing unfamiliar words or context clues, interpreting non-prose forms, non-conventional speech or writing, re-ordering information, summarizing, paraphrasing, and writing paragraphs.</li><li>– On practical skills: building vocabulary, and conducting/answering and interview.</li></ul>
Conventional	Instrumental	
Metaphorical Meaning		
Entailment	Personal	
Paraphrase		
Implicatives	Heuristic	
Representatives	Regulatory	
Expressives		
Directives	Interactional	
Declaratives	Imaginative	
Commissives		

### IV. CONCLUSIONS AND RECOMMENDATIONS

The TV Ads analyzed revealed the pragmatic general characteristics of the ads. That generally speaking they are mostly English which implies that advertisers recognize the power of the English language in reaching more global audience. As to the pragmatic aspect of language, the findings reflected that ads showed more of conversational implicatures than conventional implicatures. The nature of the ads can be imply on the kind of meaning that can be derived from them. Sine advertisement is not actual group interaction, less instances of actual group interaction are observed and less instances of language for actual interaction is used.

On the different functions of language, representational being the foremost function presents in the ads only confirms what ads are highly characterized of. That is because their prime purpose is to inform the people about their product.

On the recommendation of the ads as instructional materials in the teaching of English, several lessons can anchor on the ads analyzed, which indicates that teachers can explore the many possibilities of resorting to authentic and familiar IMs for their language classes.

Thereby on the bases of the abovementioned conclusions, it is recommended that where ads can be used as instructional materials, a note on how propaganda devices are employed should be made. In addition, with the skillful manipulation of the materials, the teacher can proceed to his/her discussion without the hassle of

explaining unfamiliar items to the class. However, it is also left to the teachers discretion to choose which ads have the most appropriate content for a particular language lesson.

Lastly, as it has been established that ads are actually a venue for language contact, future researchers can analyze the other aspects of language as modelled in the ads.

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