Speech Acts:

Distinguishing between linguistic form and communicative intent
Examining implicatures is one example of seeing how communicative intent can extend beyond denotational meaning.

So far, we’ve assumed that denotational meaning serves as the starting point for computing implicatures.

Denotational meaning is built on the concept of sentences expressing truth values.
What are the truth conditions for:

• Who likes ice cream?
• Eat your vegetables!
• Can you pick me up at 8?
• I hereby cancel this week’s assignment.
• I apologize for making you come to class on such a beautiful day.
J.L. Austin’s Speech Act approach:

- Language does not simply exist, it is used to accomplish things
- Making an assertion is simply one thing that can be accomplished by language
- A broad theory of meaning must be based on an understanding of these functions and their conditions of usage
Examples of utterances that do not constitute assertions:

• I bet you five dollars that William Hurt was the lead actor in "Gorky Park."
• I promise to grade your quizzes within the week.
• I sentence you to three years in prison.
• I object to your characterizing the witness as "sleazy".
• I warn you not to ask for another extension.
• I give you this diamond ring to prove my love.
• I pronounce you man and wife.
These utterances seem to be different in quality from simple assertions:

1. You can't say "that's false" in objecting to them.

Note the difference between:

*I promise to grade your papers within the week.*

“That’s false.”

*I’ve always graded your papers within the week.*

“That’s false.”
These utterances seem to be different in quality from simple assertions:

1. You can't say "that's false" in objecting to them.
2. They seem natural with “hereby”, unlike assertions
The “hereby” test

- I hereby promise to grade your quizzes within the week.
- I hereby warn you not to ask for another extension.
- I hereby give you this diamond ring to prove my love.
“Hereby” is odd with assertions:

- I hereby jog ten miles on Sundays.
- I hereby prefer frozen yogurt to ice cream.
- I hereby live in New York in the summer.
These utterances seem to be different in quality from simple assertions:

1. You can't say "that's false" in objecting to them.
2. They seem natural with “hereby”, unlike assertions
3. It seems inappropriate to talk about truth conditions for these types of utterances
   -- rather, we might talk about "felicity conditions" i.e. conditions for use, not truth
Observation:

We need to acknowledge that there are a variety of "speech acts" e.g. assertion, warning, marrying, promising, etc.
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Question:

What is the relationship between speech act type and linguistic form?
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We need to acknowledge that there are a variety of "speech acts" e.g. assertion, warning, marrying, promising, etc.

Question:

What is the relationship between speech act type and linguistic form?

Working Hypothesis:

Different types of speech acts are linked fairly directly with different linguistic forms
General classes of speech acts:

1. Assertions

Expressed by declarative sentences, with subject/predicate structure

e.g. John smokes.
Bill was investigated for visiting Afghanistan
General classes of speech acts:

2. Performatives

Expressed by:
- declarative sentences with subject/predicate structure,
- subject is in the first person singular
- in present tense
- may occur with “hereby”

e.g.  I hereby warn you not to asked for another extension.
     I hereby promise to return your assignments within the week.
General classes of speech acts:

3. Interrogatives

Expressed by sentences in question for:
- involve subject-auxiliary inversion
- rising intonation

e.g. Did Maria claim that she was pregnant?
    Who might win the race today?
General classes of speech acts:

4. Directives

Expressed by sentences in imperative form
- without a subject
- may involve implicit objects
as well:

e.g. Go to your room.
    Please pass the salt.
    Beat two eggs. Add to mixture and blend.
    Take two tablets every 4 hours.
    Keep away from children.
Working Hypothesis:

Different types of speech acts are linked fairly directly with different linguistic forms.

However, there is a great deal of evidence that the relationship between speech acts and linguistic structure is NOT direct.
Note the functional equivalence of:

• What is your Social Security number?
• Do you know your S.S. number?
• I need your S. S. number.
• Your application cannot be processed without your S.S. number.
• Tell me your S.S. number.
• I hereby request your S.S. number.
This applies to all types of speech acts:

- **assertion (conveying information):**
  - *Did you know that John just found out he is adopted?*

- **performatives:**
  - *This ring is yours now.*
  - *Do you really want to ask me for an extension?*

- **directives:**
  - *Your pants are on backwards.*
We can describe utterances of all forms as accomplishing some act other than simply uttering the words:

e.g

"I won't get into medical school unless I get an A on this class" can be described as:
Kim begged the professor for an A.

"Requests for extensions make me go ballistic." can be described as:
The professor warned the class not to request extensions.
What speech act is accomplished by advertising?
What speech act is accomplished by advertising?

Persuasion
Advertising seeks to persuade, and everyone knows it. The typical ad tries to induce a customer to do one thing -usually, buy a product - instead of a thousand other things. There is nothing obscure about this purpose or what it means for buyers. Consumers obtain immense amounts of information from a process in which the providers of information are blatantly self-interested and the recipients fundamentally skeptical.”

John Calfee, “Fear of Persuasion”
• What techniques are used by advertisers to disguise/make more indirect the communicative function of advertising?

• Even when we recognize communicative function, does our knowledge of the persuasive force of ads allow us to suspend the usual psychological processes involved in language understanding?
  – Do we identify implicatures/entailments differently
  – Do we suspend other cognitive operations that are relevant?
How do advertisers distance themselves from the speech act of persuasion?
1. Use indirect linguistic forms rather than forms that transparently reflect the speech act.

2. Use general visual/linguistic cues to appear to be serving a purpose other than persuasion or advertising.

3. Use supporting evidence that either is attributable to some party whose communicative function is other than persuasive (endorsements, testimonials)

4. Get another party whose function is not persuasive to convey positive information about the product in a format that is not recognized as advertising or persuasive in intent.
Persuasion in Advertising:

Examples of Indirectness
Summary: broad classes of speech acts types

- Assertions
- Interrogatives
- Performatives
- Directives
Direct Speech Acts: Utterances where the form of the speech act is the prototypical one for its function.

Indirect Speech Acts: Utterances where the form of the speech act deviates from the prototypical one for its function.
How do advertisers distance themselves from the speech act of persuasion?
How do advertisers distance themselves from the speech act of persuasion?

1. Use indirect linguistic forms rather than forms that transparently reflect the speech act.
Get The Best Night's Sleep Ever!

Frustrated With Your Sleep?
Do you toss and turn at night? Can't seem to find a comfortable position? Does your back ache when you awake? These are signs that your mattress doesn't support you properly.

Select Comfort's patented air design has no springs or coils that can create pressure points and uneven support.

Metal coil mattress systems only the firm parts of your body, creating pressure points, and uneven spinal support.

Sleep Better On Air
A Select Comfort Air Sleep System doesn't rely on springs or water. Air is better because it gently contours.

With Select Comfort, you each get exactly the firmness you need.

Call For More Information
You owe it to yourself to learn more about this revolutionary way to a better night's sleep.

For FREE Video and Brochure, Call
1-800-831-1211

Please send me a FREE Video and Brochure.

Name_________________________  Address_________________________

City_________________________  State_________________________

Zip_________________________  Phone_________________________

Mail to: Select Comfort Corporation
6185 Trieton Lane N., Minneapolis, MN 55442
© Select Comfort Corp. 1994  Dept 3095
What can you get when you hold companies to a higher standard?

Bragging rights.

The Citizens Index Fund outperformed the S&P 500 Index for the three-year period ended 6/30/99. Why? The reason lies in the rigorous methodology we use to identify investment opportunities. You see, we invest only in companies that pass our strict financial, social and environmental screens. To find out more about America's largest family of socially responsible no-load funds, call us toll-free or visit our web site. Just think of what you might have to brag about if you become a shareholder:

<table>
<thead>
<tr>
<th>Period</th>
<th>Citizens Index Fund</th>
<th>S&amp;P 500 Index</th>
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<td>22.76%</td>
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<td>Average Annual</td>
<td>31.72%</td>
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<td>Since Inception</td>
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Citizens Index Fund Overall Morningstar Rating** As Of 6/30/99 Out Of 3,043 Domestic Equity Funds

Phone us for our free brochure about investing for children.

Call (800) 223-7010 or visit www.citizensfunds.com

This performance does not guarantee future results. The value of an investment in Citizens funds will fluctuate so as to realize capital gains or losses when redeemed. Any evaluation is based on the data as they exist on the date of the evaluation and is not intended to be predictive. Performance data reflects the reinvestment of all dividends and is not based on any assumptions regarding capital gains or losses that may be realized on long-term investments.

Please call for a prospectus, which contains complete details of fees and expenses and should be read carefully before investing.

Although Citizens funds are not insured and involve the risk of loss to principal, investors are referred to the mutual fund prospectuses for a description of the investment objectives, risks, fees and expenses of the Citizens fund(s).

The Citizens Index Fund (Standard East) outperformed the S&P 500 Index over the three-year period ending June 30, 1999. Morningstar Investment Risk Rating is based on volatility of returns. Investor-seller offering a fund that is not qualified as an investment company, the Security Act of 1933, as amended, and the Investment Company Act of 1940, as amended. The shares of Citizens funds are not registered under the securities Acts of 1933 or 1940, as amended. Shares are sold only through a broker-dealer. For a copy of the prospectus, please call the number listed below. Certain statements contained herein are subject to change. The materials contained herein are intended for informational purposes only. 1894. Distributed by Citizens Securities. All rights reserved.

*OneSource Financial Services, Inc. (member SIPC) provides underwriting and shareholder services for the mutual funds through its affiliated subsidiaries. Certain subsidiaries are members of the SIPC.
A promise that some feelings just can't be expressed with words.

A promise the most priceless art of all belongs on a refrigerator.

A promise to provide you with more than just a set of crayons.

We help you keep your promises. For more than 145 years, people across America have relied on us to insure their lives and financial future. With over $125 billion in assets under management and excellent ratings, MassMutual and its subsidiaries have the financial strength to help families and businesses keep their promises. For expert guidance or for career opportunities in sales, call your local MassMutual professional or 1-800-275-2256.
Why is our company tagline a question?
In part, it is meant to be an invitation to you.
In part, it’s a question because we really need to know. We don’t have all the answers. We just make software and then we watch you use it. And we’ve noticed you tend to do some pretty amazing things, some things we never would’ve imagined. We do a lot of our best work trying to keep up with your imagination.
So, for us, this isn’t just a slogan; it’s an honest question, and how you answer makes all the difference. So we’ll ask it again: Where do you want to go today?"
How do advertisers distance themselves from the speech act of persuasion?

2. Use general visual/linguistic cues to appear to be serving a purpose other than persuasion or advertising.
So total applications are down again?

Yes, sir.

Dean, if we don't pump this yield back up, we're going to be in serious trouble!

I know, sir...

That's why we've come up with a new marketing approach to reach prospective applicants.

Congratulations! You may have already been admitted to the class of '04!
Wendy Crisoff
51 Dale Ave. FLR2
Providence, RI 02906
Missing You...
"WE MISS YOU."

Our new lower rates make it easy to stay in touch!

Wendy,
place the enclosed stickers on or near your telephone and start saving!

Thanks,
Linda Bell

For questions: call 1-888-660-5577 or e-mail us at pt1res@pt-1.com
Commercial Credit

PAY TO THE ORDER OF JAMES P. HALEY

THREE THOUSAND FIVE HUNDRED & 00/100 DOLLARS

DATE February 1, 1999

PAYEE: JAMES P. HALEY
100 DEXTERDALE RD.
PROVIDENCE, RI 02906-1926

Authorized Signature

VOID AFTER: March 6, 1999

Re redeemable only at the loan office below:

100 DEXTERDALE RD.
PROVIDENCE, RI 02906-1926

GUARANTEED

$3,500.00

Pre-Approved Amount:

$10,000.00

Maximum Limit:

TOM DUFRESNE

Do not detach from voucher

Status:

Pre-Approved Amount:

Maximum Limit:

Issued By:

Do not detach from voucher

SECURITY CONTROL DOCUMENT

U 1
Masquerading mail

1. Behold a business-size manila envelope from the Dept. of Communications, with a reminder to "Buy and hold U.S. Savings Bonds." Inside is an apparent check for $201, stamped with an eagle. Surely you could take this to the bank? Well, you could, but you'd leave empty-handed. All this piece of paper does is reduce the $300 cover price of a publication called the OAG Business Travel Planner. (The words "Discount coupon for" are hidden just above the words "Two hundred and one.")

2. The "Jury duty notice" is from the Coalition of Politically Active Christians, based in Washington, D.C. Inside is a request for contributions, along with a request to Newt Gingrich and Kenneth Starr: a "Summons to release all evidence . . . pertaining to the case of the people of the United States vs. Bill and Hillary Clinton."

3. And the "Form M283-31 ... urgent financial notification"? It's from Quality Mortgage USA Inc. and pitches loan programs.
The buyer was livid. He had received in his office mail a page ripped from a magazine with an article touting a book on public speaking.

Ordinarily, he would have thrown the article away - but this one had one of those familiar yellow "stickies" attached, addressed to him by name. "Try this. It's really good!" the handwritten note said, with the signature "J."

"J" happened to be the first initial of his supervisor's name, so the employee promptly ordered the materials, forking over almost $300 for what he assumed to be "obligatory" professional reading.

(Taken from NAD website)
These practices, often referred to as "door-opening devices," might sound shady, but they've been adopted by legitimate companies, charities and political groups - all trying to cut through the clutter to get their own promotions noticed.

Yet the Council of Better Business Bureaus opposes them, fearing that they cast doubt not only on the "masquer-ad," but on other ads as well. "It potentially sours the credibility of any advertisement," said Ken Hunter, council president. "And that harms the many reputable businesses that use truthful advertising to inform consumers and engage them in a relationship of trust."

(Taken from NAD website)
The Federal Trade Commission and the U.S. Postal Inspection Service are vigilant at going after marketers whose advertising campaigns clearly break the law. And legislation passed by Congress in December 1999 is putting more teeth into their efforts to curb deceptive mailings. The law bans advertisers from sending government look-alike mailings, often enclosed in brown window-style envelopes with official-looking markings that imply a connection with the federal government.

(Taken from NAD website)
10 "VERY Personal" Questions You're TOO Embarrassed to Ask!

Brought to you by the maker of

FIRST RESPONSE® Pregnancy Tests
Very Simple, Very Accurate, Very Personal

5. Monica's Question: I am just so incredibly stressed out lately! This is supposed to be a great time in my life, but it seems like I never have time for myself anymore.
FIRST RESPONSE: Sounds like you're pretty busy! But don't feel like you have to accept every invitation. Try scheduling more time for yourself by actually planning study time versus party time. And remember to treat yourself to invigorating exercise or a healthy meal once in a while. Practice a little time management and you'll feel a lot less stressed.

6. Shannon's Question: I'm dreadfully afraid of getting an STD like herpes, syphills, or even AIDS. Any tips?
FIRST RESPONSE: STDs are usually contracted through sexual contact, and every year millions of people get an STD! A latex condom, such as TROJAN® brand latex condoms, is an absolute must, so you might want to carry a couple of TROJAN® brand latex condoms in your purse just in case. Use them to help reduce the risk of pregnancy and STDs.

7. Monica's Question: Since I recently started college, I've gained some weight and my periods are irregular. What's going on?
FIRST RESPONSE: You could be having a very normal reaction that comes with adjusting to a new lifestyle and more freedom. Juggling school work with social life can be extremely stressful, and can even affect your periods. But if your periods don't stabilize soon, visit your doctor. As far as your weight gain; try to eat healthier foods at more regular times throughout the day, instead of snacking or binging all night long. And you might have to exercise more too, if you keep eating those late-night pizzas!
Designated Driver

John  James
Fred  Bill  Jude
SURGEON GENERAL’S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

call a cab.

100% tobacco. straight up. Winston
Windows NT™, the latest operating system from Microsoft®, is launching a new era in high-end personal computing. It's an era of openness, in which users have greater freedom of hardware choice.

To run DOS or Windows 3.1 applications under the old order, you had to depend on Intel™'s x86 microprocessors and chips which have an architecture called CISC (Complex Instruction Set Computing). Windows NT expands your choices because it runs DOS and Windows applications not only on CISC, but also on microprocessors with a speed-oriented architecture called RISC (Reduced Instruction Set Computing).

**NEC's RISC microprocessor is faster than Pentium.**

NEC has developed a RISC microprocessor that offers more speed than its CISC competitor. Our V88400™ is a 200MHz, 64-bit processor (based on MIPS® RISC architecture) which runs Windows NT faster than the Pentium CISC processor. NEC has also developed a low-power, low-cost RISC processor called the V84200™ which brings Windows NT performance to notebooks.

**From supercomputers to games.**

RISC chips are destined to dominate the high-end information processing. NEC has the industry's broadest line of 32-bit and 64-bit RISC processors. They will be the engines powering a new generation of high-speed products, ranging from PCs to supercomputers, from office automation to multimedia and games.

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All trademark and registered trademark names are recognized.

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**Breakthrough or bottleneck? Memories make the difference.**

Here's a trick question: does the PC with the fastest microprocessor deliver the speediest performance? Not necessarily. Because the microprocessor-to-memory access is what really determines system performance. If memories lag behind, even the most sophisticated microprocessor will bog down in "wait states." And the fact is that processor speeds are soaring while memories remain relatively stagnant.

To break the bottleneck, NEC has introduced a new breed of ultra-fast dynamic random access memories (DRAMs). Our 16-Megabit DRAMs eliminate wait states by operating synchronously with 100MHz microprocessors.

Four times faster than the speediest conventional DRAMs, our new synchronous memories provide a quantum leap in PC system speed. They also offer significant savings for workstations by replacing the fast but costly cache SRAMs (static random access memories) now used to close the microprocessor-to-memory speed gap.

**Setting the standard for color notebook displays.**

Color notebooks are one of the fastest growing segments of the consumer computer market. The brilliant, colorful liquid crystal displays (LCDs) on high-end models are a powerful source of consumer appeal.

NEC helped launch this trend by developing the world's first color notebook. The screen offers high resolution and brilliant color, created by an "active matrix" of 921,600 dots for the display of red, green or blue. Each dot is switched on or off by its own transistor. The 24cm screen pioneered by NEC has become the de facto standard for color notebooks.

NEC is a technology leader in color LCDs. We concentrate on thin-film transistor (TFT) active-matrix displays because they offer vivid, natural color and fast response to moving pictures.
CÉRAMIDE R®:
essential progress in hair care

The health of hair and the complex and multiple mechanisms which mediate its wear and tear and subsequent fragility have long been the subject of intensive research projects in the laboratories of L’Oréal. Hair fragility is promoted by a multitude of factors such as the excessive, inappropriate or too frequent treatment with chemical products, the combined thermal and mechanical constraints imposed by hairdressing, and the continual exposure to sunlight, especially during the summer months.

All these factors contribute to what is called hair aging, the cumulative process of impairment of the hair fibre, which weakens its resistance to chemical and physical attack and leads to a general deterioration in the feel and appearance of a head of hair.

L’Oréal Research has committed extensive efforts to understanding and combating these phenomena. Having built up a wealth of expertise in the structure of hair fibre and in the nature and properties of its various constituents, we have been able to demonstrate the vital role played by polar lipids situated in the hair’s external protective sheath, the cuticle. The cuticle surrounds the central core of the hair shaft, or cortex, composed of fusiform cells containing the keratin microfibrils and within which melanin pigments are dispersed.

The cuticle is composed of cells organized into overlapping plates, whose cohesion is ensured by the cell membrane complex, also called “intercellular cement”, largely consisting of polar lipids. Among these lipids are the ceramides, compounds which are essential to the cohesion of the cuticle and maintenance of its protective effect for the hair shaft.

In each hair, ceramides are mainly constructed from the starting material of sphinganine, acylated by various saturated or unsaturated fatty acids whose qualitative and quantitative evaluation has been the subject of much research at L’Oréal. In other studies, various chemical or physical treatments shown...
to cause hair impairment, were found to contribute to the destruction and elimination of the ceramides within the intercellular matrix of the protective cuticle.

We therefore set about synthesizing these compounds, with the hope that their incorporation in hair care products might help to restore the integrity of the damaged hair cuticle and re-establish its protective role, a project which began in 1982. By the use of highly sophisticated synthesis techniques, we were able to demonstrate that, amongst all the molecules synthesized, just one, Ceramide R®, whose structure is analogous to that of the natural ceramides of hair, had the desired attributes. This finding was the subject of a subsequent patent.

Extremely refined techniques were put into action not only to demonstrate Ceramide R®'s affinity for, and retention by, the damaged hair cuticle, but also to prove that it was situated in the spaces left empty by impairment of the intercellular matrix. For this purpose, Ceramide R® was radio-labelled with 14C and the manner in which it became bound to hair after its application in various formulations was precisely assessed. Unambiguous evidence of its presence within the interior of the cuticle was obtained by secondary ion mass spectroscopy (SIMS). It was thus possible to demonstrate that Ceramide R® migrates between the external scaly layers of the cuticle to restore the smoothness and impregnability characteristic of a natural, undamaged fibre.

The reparative properties of Ceramide R® on damaged hair, while clearly evident from the appearance and feel of the treated hair, were also demonstrated using highly elaborate techniques. In collaboration with specialist Institutes, L'Oréal Research demonstrated the protective effect of Ceramide R® vis-à-vis chemical and physical damage such as that caused by excessive exposure to the sun's rays. Maintenance of the integrity of hair fibre and, in particular, that of the cuticle when subjected to physical constraints, was a further indication of the role of the hair's own ceramides and of Ceramide R® in cuticle cohesion. In view of these results, it was decided to advance to large-scale production of Ceramide R®.

The first synthesis method developed involved 8 stages. Thus it had to be considerably modified so that it could be incorporated into an industrial procedure. This became possible in 1993, opening the way to a whole series of new hair care products. By an approach mimicking that of nature, these novel hair care products aimed at the actual repair of damaged hair.
A Demilitarized Palestinian State
Should Israel, should the world, rely on it?

Even those most sanguine about the current peace negotiations are agreed that the 
Palestinian entity to be founded should be demilitarized. A demilitarized "West Bank" and 
Gaza Strip, it is believed, would do away with any military threat to the state of Israel.

What are the facts?

Israel threatened by enemies. 
Israel is at peace with Egypt and with 
Jordan. But Israel is confronted by 
deadly enemies. Other Arab states are 
still in a declared or undeclared state of 
war with Israel. Iran, Mushar in 
Jordan, Iraq, Lebanon, are all in the 
background, poised to threaten the 
state of Israel. The PLO is a 
terrorist organization that has 
only one purpose: to 
kill Jews and to 
destroy the state of 
Israel. While the 
lesser objective is 
beaten to death, it 
has been quite 
successful in the 
former. It seems almost 
comprehensive that a 
group that supposedly 
believes in peace has a 
peace agreement 
with them. Not surprisingly, events since 
the famous "handshake" confirm such 
skepticism. Despite statements to the 
contrary, the PLO has not 
changed in its 
philosophy of 
"liberation" and 

demilitarization.

The Arabs derive their wealth from oil 
(rather than from trade). Since the 
end of the Gulf War, the 
price of oil has 
continued to rise. This has 
resulted in increased 
wealth for the 
Arab nations. With 
this wealth, the 
Arab states have 
been able to 
invest in 
infrastructure projects and 
avenue for tourism. This has 
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The myth of demilitarization.

The assumption that "Palestine" would be 
demilitarized is not 
true. The Arab nations 
would not allow it. But 
non-militarization of the 
"demilitarized" Palestine 
wouldn't really be 
required. The weapons 
of preference of 
Palestinian armed forces are the 
Soviet-made Katyusha 
rockets, highly 
effective missiles. 
They have 
been used successfully in the 
former. It seems almost 
comprehensive that a 
group that supposedly 
believes in peace has a 
peace agreement 
with them. Not surprisingly, events since 
the famous "handshake" confirm such 
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"liberation" and 

This ad has been published and paid for by

FLAME

Facts and Logic about the Middle East

FLAME is a 501(c)(3) educational institution. Your tax-deductible contribution allows us to publish these important messages.
How do advertisers distance themselves from the speech act of persuasion?

3. Use supporting evidence that is attributable to some party whose communicative function is other than persuasive (endorsements, testimonials)
The problem of attribution:

How do we know when a real opinion is represented that is at least somewhat distinct from the interests of the company advertising the product?
Distinctions between **actor, scriptor, agent**

**Actor:** The entity who physically realizes the message

**Scriptor:** The entity who designs the form of the message

**Agent:** The entity whose intent the message represents
In normal discourse (i.e. conversation), all three are the same.

Example when actor, scriptor are the same, agent is not:
   My TAs pass on a message about the class.
   Secretary sends a form letter to a client.

Example when actor, agent is the same, scriptor is not
   President Bush delivering a speech.
In advertising, generally all three entities are distinct

Agent: company selling product
Scriptor: Ad agency
Actor: Paid actors

However, ads can also incorporate within them speech acts from other entities
e.g. testimonials, endorsements
This is important because:

a) The speech act may be identified differently depending on perception of who the agent is, what their interests are in conveying the message

b) The credibility given to information that is provided depends on perception of the agent, and their credentials in making the statement

c) Implicatures arising from the form of a statement may be different depending on perceptions of who the agent is
e.g. vague expressions:

“This treatment results in moderately good responses from a substantial portion of subjects.”  _as opposed to:_

“This extraordinary medication produces dramatic results in a vast number of patients.”

_or_

“This drug is a miracle!”
e.g. evaluative expressions:

“This is the best mattress.”

as uttered by
    a mattress salesman
    your mother
    your kids
    your lover
    an orthopedic surgeon
“I never questioned my Pap smear results. Then my doctor said PAPNET® had found precancerous cells missed by regular screening. Then he said, don’t panic, be thankful we caught it early.”
'You're not going to finish all your Life Cereal, are you?"

"Get a grip!"

Life, the delicious wholegrain Quaker Oat cereal!

Your kids will eat it!

$1.00 OFF ANY Quaker Oat Life Cereal
"I used to think that a tough stain was a little drop of taco sauce on my sleeve. Yeah right!"

Now that you're a mom, you really need new Oxydol's Stain Seeking Bleach. It gets out many tough stains better than any regular detergent. Stains find kids; Oxydol finds stains.
Dear Pert Plus,

I am 8 years old and thank you for making Pert Plus for kids. Because I really liked the smell. And it didn’t hurt my eyes. And when I was done my hair was soft. I will buy it from now on.

Anthony Pritchard
"I switched to less tar."

I wanted less tar, but I thought I'd have to sacrifice flavor... and isn't that what makes smoking enjoyable? Then I found Carlton... and I switched! Carlton is the lowest in tar and has a light, wild taste I really enjoy. And I figure if you want less tar you might as well go with the lowest!

Carlton
Carlton is lowest
in tar and nicotine.

Surgeon General's Warning: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
Meet Steve Tyler. And Steve Tyler. The copy under each photograph is identical. It starts with Steve’s résumé—“Steve supervises a busy counting lab”—continues with Steve’s decision to replace his aging lab system with an ORTEC system, and concludes with the observation that “his evenings and weekends are now delightful. Spent together with his family.”

So, we asked the company, which one is the real Steve? Neither. “All these people are actors,” replied the employee responsible for the ads. Turns out there was supposed to be only one fake Steve Tyler (on the left), but the employee preferred the second picture and began using it, too. He ran the ads in different publications—here, Health Physics and Physics Today—and in different months, but we kind of like them side by side.
"In concert, it's Stradivarius. In cooking, it's Wüsthof."

-Wolfgang Wüsthof

Since 1814, my family's passion has been to create the ultimate instrument for your kitchen.

If your passion is cooking - Wüsthof. "The Knife."

Available at Crate & Barrel and fine stores everywhere.

Recently, two independent product-testing institutes awarded their #1 ranking to...
CELEBRATING OUR 50th ANNIVERSARY

Aborn
Window Shade Company

“A Complete Line of Window Dressings”

Venetian Blinds
Custom Made Window Shades
Mini Blinds • Woven Woods
Pleated Shades • Solar Shades
Traverse Rods • Curtain Rods
Repairing

Complete Line Of
2” Blinds • 4” Mini Blinds
½” Micro Mini + 4” Wood Blinds
Buy Direct From Factory And Save

Custom Made Window Shades
50 Successful Years
Wholesale & Retail

VISIT OUR SHOWROOM
OR SHOP AT HOME
STORE HOURS
MON.-FRI. 8-5PM, SAT. 8-1PM
861-1802
144 Broadway, Providence
"It's a Miracle!"

NU-England SASH

REPLACEMENT WINDOWS
FREE ESTIMATES

LOW LOW PRICES

1-800-300-SASH
(1-800-300-7274)

RI Contractors Reg # 12999

Offices In Worcester & Randolph MA
Knowing that more people, including more orthopedic surgeons, sleep on a Sealy Posturepedic should help you rest easy, too.

There is great comfort in numbers. Like the fact that more people who sleep, sleep on a Sealy Posturepedic® than any other mattress. In our Sealy Posturepedic Sleep System, the patented coils in the mattress work together with the patented steel beams in the foundation to give your back the correct support it needs. Millions of backs — from doctors to donut makers. So, knowing this about a Sealy Posturepedic should put your mind to rest about choosing your next mattress.
Imagine a mattress that can literally change the way you sleep for the rest of your life—relieving back, neck, joint and muscle pain—leaving you feeling miraculously refreshed and restored in the morning.

After being tested in hospitals and sleep clinics, Tempur-Pedic was proven to relieve pressure which can cause pain.

From NASA to Sleep clinics
Tempur-Pedic was originally developed for NASA, which needed a material that would help keep astronauts and pilots comfortably supported during long flights. The result was a revolutionary heat- and pressure-sensitive substance that forms a soft yet precise mold around the body, while offering firm support at a deeper level.

After years of research, designed to improve the quality and durability, Tempur-Pedic was introduced to hospitals in Sweden, with reports of instant relief from arthritis, back and muscle pain after sleeping on mattresses of this unique substance. Similar results were reported in hospitals and sleep clinics throughout the United States.

Today, over 5,000 American doctors, physical therapists and medical professionals have already recommended Tempur-Pedic to their patients with back, neck, joint and muscle pain, with outstanding results.

Superior to premium spring, water or air mattresses.
Tempur-Pedic is made of a high-density, visco-elastic, open-cell material that responds not only to pressure but also to your body temperature. When you first come in contact with a Tempur-Pedic mattress, it feels quite firm. Then, as the mattress reacts to your body heat, the material softens and you begin to gently sink in. Pressure is removed from your neck, shoulders, back, hips and legs as the mattress forms an incredibly comfortable, yet supportive cushion around your body. You feel completely cradled from head to toe.

No other mattress adapts itself to your shape so precisely, while offering you such deep support.

Call for your FREE Tempur-Pedic video now!
Simply call Tempur-Pedic’s toll-free number or send in the completed coupon to receive your complete product information kit. Ask about our NO RISK 60 Night Trial.

Yes! Send me a free video and complete information about Tempur-Pedic, send to:
Name:
Address:
City, St., Zip:

1-800-886-6466
Tempur-Pedic, Inc.
9400 Sullivant Rd., Lexington, KY 40511
INTRODUCING NEW ENSURE LIGHT.
DRINK TO YOUR HEALTH.

Ask most doctors and they'll tell you how important good nutrition is to good health. However, getting good balanced nutrition isn't always easy. With our busy, active lives, we often don't have time to eat right.

That's why so many doctors recommend new Ensure Light #1. Drink it as a delicious meal or snack and you'll get complete, balanced nutrition that's also low in fat and only 200 calories. Along with regular exercise, it's one of the many things you should be doing to help you, and the ones you love, stay healthy, active and energetic.

"Taking care of a house, kids and a job often doesn't leave us time to take care of our health."

#1 DOCTOR RECOMMENDED
FTC definition of endorsement:

an endorsement means any advertising message which consumers are likely to believe reflects the opinions, beliefs, findings, or experience of a party other than the sponsoring advertiser. The party whose opinions, beliefs, findings, or experience the message appears to reflect will be called the endorser and may be an individual, group or institution.
1. A film critic's review of a movie is excerpted in an advertisement. When so used, it is viewed by readers as a statement of the critic's own opinions and not those of the film producer, distributor or exhibitor.
2. A manufacturer of automobile tires hires a well known professional automobile racing driver to deliver its advertising message in television commercials. In these commercials, the driver speaks of the smooth ride, strength, and long life of the tires.
3. A television advertisement for golf balls shows a prominent and well-recognized professional golfer hitting the golf balls.

This would be an endorsement by the golfer even though he makes no verbal statement in the advertisement.
Summary of FTC guidelines for use of endorsements:

1. If a factual statement is made by the endorser, it may not contain any representations which would be deceptive, or could not be substantiated if made directly by the advertiser.

2. Endorsements must always reflect the honest opinions, findings, beliefs, or experience of the endorser.
The endorsement message need not be phrased in the exact words of the endorser, unless the advertisement affirmatively so represents. However, the endorsement may neither be presented out of context nor reworded so as to distort in any way the endorser's opinion or experience with the product. An advertiser may use an endorsement of an expert or celebrity only as long as it has good reason to believe that the endorser continues to subscribe to the views presented.
3. Where the advertisement represents that the endorser uses the endorsed product, then the endorser must have been an actual user of it at the time the endorsement was given, and must continue to sue the product for as long as the advertisement is run.

4. The experience with a product or service as stated by an endorser must represent what the consumer is likely to experience. If this is not the case, the generally expected performance must be clearly and conspicuously displayed.
5. Whenever an ad represents directly, or by implication, that the endorser is an expert, then

a) the endorser’s qualifications must in fact give him the expertise that he is represented as possessing with respect to the endorsement

b) the endorsement must be supported by actual use of the expert’s expertise in evaluating the product
i.e. While the expert can comment on subjective factors such as
taste, or factors outside his expertise, it cannot be limited to this

The expert’s evaluation must have included an examination or
testing of the product at least as extensive as someone with the
same degree of expertise would normally need to conduct in order
to support the conclusions presented in the endorsement.
Project guidelines

• Journals
  – should focus on incorporating as much of course material as possible

• Ad campaigns
  – should include extensive discussion, analysis of chosen approaches, techniques, building on concepts learned in class

• Consumer resource, educational materials
  – should be appropriate to audience, scope should reflect size of group involved in project
Project guidelines

• Experimental studies
  – should involve application of scientific methods, research design
  – should involve some outside reading
  – may involve proposed/designed study, without results if data collection is time-consuming

• Research papers
  – must involve outside reading material
  – must identify a clear research question or thesis
  – must also tie in material introduced in class
Legal constraints: Possible topics

1. Are U.S. mechanisms for constraining advertising practices rational from a cognitive perspective? How should cognitive considerations interact with other considerations in defining legal constraints?

2. What assumptions do consumers have about legal constraints and their enforcement, and how do these assumptions shape their perceptions of ads and the implications they draw from them?

3. Have legal constraints inadvertently led to undesirable changes in advertising practices such as less informationally-based, or more indirect forms of advertising? Omission of potentially useful information? What historical and cross-national evidence exists?
Speech Acts: Possible topics

1. What factors are responsible for the attribution of claims to the advertiser versus a disinterested third party? Does this assessment vary from population to population?

2. What is children’s understanding of speech acts, and the relationship between the agent and communicative force of a speech act?

3. For ads that do not involve recognizable instances of endorsements/testimonials. What impact to superficially “distancing” techniques have on the way a consumer approaches the ad? Is the consumer less skeptical? More likely to generate strong implications?
Inferences and cognitive processing mechanisms:

Deceptiveness from a cognitive perspective