

Abstract

In this thesis we deal with pragmatic aspects of language, specifically studying the classification of speech acts and conversational implicature. The theoretical part is concerned with the work of J. L. Austin, J. R. Searle and M. Grepl with an emphasis on differences in the classification of illocutionary acts. Then we deal with the maxim of politeness and pleasantries types according to P. Brown and S. C. Lewinson.

In the practical part using analysis of advertising headlines and slogans we are trying to demonstrate the functionality of the classification of speech acts by individual authors. We try to also confirm the performative nature of these statements also implicitly expressed performative verbs. We are interested in the presence of the maxims of politeness in these texts and the consequent shift between different types of courtesy.

The aim is to highlight the issue of classification of illocutionary acts and try to outline improvements to this shift. The assumption is that, although the classification struggling with inaccuracies, we thereunder able to distinguish different types of repetitive speeches. To complement these findings, we want to prove performative character of advertising texts, even assuming that there will be implicitly expressed performative verb and the presence of politeness maxims in a priori of directive slogans and headlines.

Keywords: speech act theory, the classification of illocutionary acts, conversational maxims, maximum politeness, courtesy types of advertising, cosmetic advertising, slogans, headlines