

A Factor for Interpreting Tourism Slogan

Piyapong Laosrirattanachai

Siriporn Panyametheekul

Abstract

Slogan language is studied in large scale using many linguistic theories including pragmatic theory. Various kinds of products' slogans have been analyzed but tourism slogans have not seen much attention linguistically. This study investigated the role of pragmatics in understanding tourism slogans. The data in this study were 113 tourism slogans analyzed using a variety of pragmatic analytical tools: implicature, maxims, presuppositions, and speech acts. The results have shown that to understand the purposes of the slogans pragmatics were indeed needed since statistics has shown that 100% of tourism slogans needed sub-disciplines of pragmatic competence i.e. maxims, pragmatic function of presuppositions and speech acts. Also, 95.58% of tourism slogans needed conversational implicature to understand the intention of the slogans.

Keywords: implicature, maxims, pragmatic analysis, presupposition, speech acts, tourism slogan

1. Introduction

Advertisement is everywhere these days, on the street, in the newspaper or magazine, on the internet, or even on the bus and plane. People cannot go anywhere without encountering an advertisement (Cook, 1992, p. 1). The language used in advertising is normally set in a positive way and always show how the product is more outstanding than other products. Slogan is one of the famous advertising approaches to reach customer's mind among other methods. Since slogan is used to establish products' image into customers' hearts, companies always create interesting and easy-to-be-recognized slogans. However, as Kohli, Leuthesser and Suri (2007, pp. 415-422) claimed that slogan is often appeared in a short sentence or phrase, that attracts customers' interest and at the same time makes customers need more information about the slogans. The question is, how do customers provide themselves with these

information? To understand slogans which comprise short phrases, many factors like linguistic competence, background knowledge, context, and more are needed.

Linguistic covers many sub-fields e.g. phonetics and phonology, morphology, syntax, semantics, pragmatics, and more. Language users make use of these mentioned sub-fields of linguistics to understand and communicate. Pragmatics is one of the critical fields in Linguistics used to analyze and understand language effectively. Normally, pragmatics is concerned about the relationship between the language and the context then emphasize solely on language performance. The scope of pragmatics study is quite broad, but is mostly focused on implicature, presupposition and speech acts (Levinson, 1983, p. 9). A question arises from the start, “why do the researchers focus mainly on pragmatics?” Let us see an example of Thai tourism slogan. The tourism slogan of Thailand had been launched as “Amazing Thailand.” Phonetics and phonology help us know that we have to pronounce this slogan as /ə'mei.zɪŋ/ /'tai.lænd/. Morphology helps us know how the two words are formed i.e. adding suffix -ing to the word amaze, for example. Syntax helps us understand the word order and decide that it is grammatical to put an adjective ‘amazing’ before a proper noun like ‘Thailand.’ Semantics also helps us convey the basic meaning that Thailand is astounding or marvelous. However, all of them neither help us to understand nor interpret the intention of the phrase to the reader clearly. This somehow shows that pragmatics is one of the important knowledge that human use to understand language. Since people need a context to understand an advertising and pragmatics is the study of language and context, studying slogan by using pragmatics is interesting. Analyzing the slogan using pragmatic theory is not something new, but tourism slogan is another case since there are not many studies concerning about tourism slogan. Most study focused on concrete products, for example – car, mobile, food, and etc., and also focused on the company scale. When we take a look at tourism slogan, it is the slogan of the tourism that represents the whole country. As we know that pragmatic competence is required in understanding all utterances, however, the researchers believe that slogans are very good examples to show how important the pragmatic competence is. The study aims to

analyze tourism slogans using pragmatic concepts – implicature, maxims, presupposition, and speech acts. The important goal is to explain how people interpret and understand slogan by applying their pragmatic competence with other needed factors e.g. context, background knowledge and speaker's intention. Also, to investigate which sub-disciplines of pragmatics were mostly used, which were needed, or which was less used. The results were shown in statistic with description to make it easy to comprehend.

2. Theoretical background

As the researchers mentioned earlier in the introduction session that many sub-fields of linguistics help each other to understand slogan. However, pragmatics somehow shows its potential to help language users to understand what is more than the language form – the intention of the slogans. So, the study mainly focused on sub-disciplines of pragmatics and used them as the frameworks of this study. The focused sub-disciplines are as follows.

2.1 Implicature

According to Brown and Yule (1983, p. 11), implicature refers to the meaning considering from what is meant by speakers, without considering the form of the utterance. Implicature is obviously needed in conversations in order to understand the implied meaning. Grice (1975, p. 44) claimed that there are two types of implicature; 1) conventional implicature – when the hearer can infer the meaning directly from the language form, and 2) conversational implicature – when the hearer infer the meaning from the context.

The two types of implicature mentioned above were brought to analyze tourism slogans in this study to see what types of implicature are mostly used.

2.2 Maxims

Grice (1967) claimed about 4 basic maxims of conversation which he believed that there were the principles of co-operative use of language. The 4 maxims are illustrated as follows (Grice, 1975, pp. 45-47) (Levinson, 1983, pp. 101-102):

1. The Maxim of Quantity: give information as much as the interlocutor requires.

2. The Maxim of Quality: say what you believe to be true and, also, you have adequate evidence.

3. The Maxim of Relevance: say what is related to the conversation.

4. The Maxim of Manner: what you say is brief, orderly, not ambiguous and not obscure.

Grice stated that to communicate effectively, one should follow the mentioned maxims. However, Grice mentioned 5 possible ways to be against the maxims.

1. Flouting a Maxim: to be against the maxim because of some purposes.

2. Violating a Maxim: to be against the maxim because the speaker want to make the interlocutor misunderstood.

3. Infringing a Maxim: to be against the maxim because the speaker has an inadequate knowledge of language or in unconscious condition.

4. Opting Out a Maxim: to be against the maxim because the speaker does not want to create a wrong implicature.

5. Suspending a Maxim: to be against the maxim because of the cultural limitations.

Grice's maxims was used in this study to analyze tourism slogans to see if the slogans are against any maxims.

2.3 Presupposition

The concept of presupposition was firstly suggested by Frege in 1892. It refers to the implicit meaning alongside an utterance (Grundy, 2008, p. 49). Baker (1992, p. 259) further defined presupposition as the knowledge that is needed for the interlocutor to have to understand the utterance. Hudson (2000, p. 321) also claimed that a presupposition is presupposed to be true in an utterance that affirms other information. Presupposition plays a very important role in an utterance as Levinson (1983) stated that presupposition is something that a message sender presuppose to be the case prior to producing a message.

Ge (2011, pp. 153-157) claimed that there were eight pragmatic functions of presupposition in English advertising. They are as follows:

1. Conciseness function: as the slogan should be short to reduce advertising cost in media and to attract customers' attention, conciseness function is thus necessary, for example, advertisers may want to convey the meaning like "You surely need to have X, so just pay and get Y," but in advertising, advertisers may just present a slogan like "Come and get it" instead. Customers tend not to read long slogans while they are walking on the road, reading magazines, or surfing the internet.

2. Interestingness function: customers should be interested in the product as soon as they have seen the slogan. For example, MK Restaurant launched the slogan "Happy at MK." The slogan is surely interesting since it makes the consumer wants to know how and why they would be happy at MK Restaurant.

3. Enlargement function: even though slogans are normally comprised short phrase, information received by customers must be able to be enlarged by customers' assumption. Therefore, slogans must be able to provide this information without showing it. For example, "Let your Fingers Do the Walking" (Yellow Pages), the slogan mentions about fingers and let the readers presuppose that using their fingers to press the telephone number could lead them to other people like they really walk to theirs interlocutors.

4. Emphasis function: slogans should emphasize particular information that meet the needs of customer and using some words like only, or even, is one of the many ways of emphasizing the information. For instance, Marks & Spencer launched the slogan "The Customer is Always and Absolutely Right!" The advertisers used words like "always" and "absolutely" to emphasize that the customer is the most important person of all.

5. Euphemism function: sometimes company needs to send undesired phrase to the customer, but hurting customers' feeling is unacceptable in business. Therefore, euphemism language or politeness is needed to be applied in slogan, the slogan "Have it your Way" from Burger King is an example in this case. The advertiser used the phrase "Have it your Way" to give customers the right to choose what they want and does not show any sign of forcing them to do any particular thing.

6. Concealment function: lots of advertising avoid using direct sale words in advertisings. As a result, advertisers conceal particularly information in the slogan and let

customers presuppose it themselves, mostly based on their intention, attitude, and belief. The slogan “It could be you” from The National Lottery, for instance, makes the readers to remind about their belief that it is very difficult to win the lottery, however, who knows – it could be you!, and that arouse the customers to try taking a risk in buying a lottery.

7. Persuasion function: since the most important goal of advertising is making customers aware of their products and buy them, advertising must be capable of persuasion customer to buy the product. Persuasion function of presupposition is often occurred with advertising in the form of question, for example – “Does she Or doesn’t she?”, the slogan launched by Clairol to ask the consumers if the woman in an advertisement uses this shampoo or not.

8. Self-protection function: many advertisers prefer using exaggeration to establish their brands into customers’ mind. This is because they are in the high competition advertising industry, so using comparison between competitors and themselves is another way to attract customers’ attention, for example – Porsche launched the slogan “There is no Substitute” to claim that there is no other car that could replace Porsche.

2.4 Speech Acts

Speech act firstly mentioned by Austin (1962, pp. 145-149) in the book “How to Do Things with Words.” Speech acts is an utterance refers to the speaker’s intention and its effect on the hearer. Levinson (1983, p. 226) claimed that speech act theory has been interested in the largest scope among the general theory of language usage. We can realize the importance of speech act by considering what Saeed (2016, p. 229) stated in his book;

“We need to learn how to ask questions, make suggestions, greet, and thank other speakers. In other words we need to learn the uses to which utterances are conventionally put in the new language community and how these uses are signaled, if we are to use the language in a realistic way. Similarly, as hearers, part of understanding the meaning of an utterance is knowing whether we have been asked a question, invited to do something, and so on.”

From the extracted quote, we can see that speakers can convey the meaning by using various forms of language, depend on community, place, time, and etc. Using

and understanding these different forms of language are thus important. Searle (1979, pp. 30-57) stated that further from direct speech acts, there was also indirect speech acts which refers to an utterance with an implicit meaning from an explicit language form. See some examples below:

Utterances	Direct Speech Acts	Indirect Speech Acts
Why are you so stubborn?	Question	Blame
Could you please do me a favor?	Question	Request
I want you to reserve a ticket right away.	Statement	Command

Table 1 Examples of direct speech acts and indirect speech acts

Searle (1976, pp. 1-23) proposed five classes of utterance in his study “A Classification of Illocutionary Acts” as follows:

1. Representatives: or sometimes called assertives, this class of utterance refers to when the speaker send an utterance which is the truth of the world around the speaker.
2. Directives: the speaker send an utterance in attempt to get the hearer do something.
3. Commissives: when speaker send an utterance about doing an action in the future.
4. Expressives: when speaker send an utterance to state a psychological condition.
5. Declarations: this kinds of utterance is about formal state and give an immediate effect, for instance - declaring, firing, and etc.

However, there were also other classes of utterance, but the researchers chose “verdictives” as the last class to be used to analyze the data. Verdictives is about grading, rating, judging, and ranking (Bach & Harnish, 1979). Since advertising slogans are normally involved promoting products and present themselves as better than the competitors is often seen, verdictives thus mentioned here.

3. Methodology

3.1 Materials and data collection

113 tourism slogans were collected from touristvstraveller.wordpress.com (<https://touristvstraveller.wordpress.com/>, retrieved on 12 November, 2017). The mentioned

online source is the website providing various information about tourism worldwide including tourism slogans. The slogans were organized in the table form and analyzed by using pragmatic concepts – implicature, maxims, presupposition, and speech acts.

3.2 Data analysis

The data, tourism slogans in this study, were analyzed 5 main steps as follows;

Firstly, investigated the slogans if they categorized in conventional implicature or conversational implicature.

Secondly, determined the data by following the maxims which comprised of 2 sub steps; 1) explored what types of 5 possible ways to be against the maxims – flouting a maxim, violating a maxim, infringing a maxim, opting out a maxim and suspending a maxim, and 2) explored if the slogans were against the four maxims – the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner.

Thirdly, pragmatic functions of presupposition were the key concepts used here to analyze the data. To observe and analyze the data, tourism slogans were investigated and considered presupposition functions by using Ge's concept (2011, pp. 153-157).

Fourthly, speech acts was brought to analyze the data in the next step which the researchers did this stage in two steps; 1) explored direct speech acts and indirect speech acts in each slogan, and 2) categorized tourism slogans into six classes – representatives, expressives, commissives, declaratives, directives, and verdictives.

Lastly, all results above were concluded and discussed to see an overall view about pragmatic competence used in interpreting and understanding the slogans.

4. Findings

The four sub-disciplines of pragmatics – implicature, co-operative principles, presupposition, and speech acts were used to analyze the data and the findings were shown as follows.

4.1 Implicature

As mentioned earlier that implicature can be divided into two types – conventional implicature, when the meaning can be inferred from the language form

directly, and conversational implicature, when the meaning can be inferred from the context. Tourism slogans, thus, were analyzed following these two types of implicature. The findings are shown in table 2.

Implicatures	Number of slogans	Percentage
Conventional Implicature	5	4.42
Conversational Implicature	108	95.58
Total	113	100.00

Table 2 The proportion of conventional and conversational implicature used in interpreting tourism slogans

It was shown that conversational implicature was mainly needed in understanding the slogans since 95.58% of the slogans used conversational implicature to interpret the meaning. See the examples below;

- (1) Visit Sweden
- (2) Discover Mongolia
- (3) Stunningly different
- (4) Come and find your story
- (5) Cameroon is back

From the examples (1) and (2), they were able to be understood easily that advertisers wanted the tourists to travel to Sweden and Mongolia as you can see that the slogans mentioned about what to do and where to go. However, in examples (3) – (5), many questions were risen, for instance, in example (3) - what is different and different from what?, in example (4) - come where and find what story?, and in example (5) - Cameroon is back?, where on earth is Cameroon back from? Anyone who has seen these slogans definitely need more context and that was why conversational implicature was in need. By using conversational implicature along with considering the given context like billboard, sign, tag or place that the slogan is shown, even though the slogans were short and lacked of rich information, customers still understand what the slogans try to communicate.

This could also be inferred that sending the message with indirect meaning, making customer confused, and figuring out themselves later using the context is one of the key approaches.

4.2 Maxims

Tourism slogans were analyzed using co-operative principles with the aim to explore two issues – are slogans against any maxims?, if yes, which types are they against. See the two tables for the results.

Against the Maxims Types	Number of slogans	Percentage
Flouting the maxim	113	100.00
Violating the maxim	0	0.00
Infringing the maxim	0	0.00
Opting out the maxim	0	0.00
Suspending the maxim	0	0.00
Total	113	100.00

Table 3 The proportion of five against-the-maxim types

Table 3 showed an obvious finding that all 113 tourism slogans were flouting a maxim. This was because slogans were special, they should have an ability of making readers interested in themselves and this ended up flouting a maxim for specific purpose - a purpose of wanting to attract customers. When consider another 4 types, you can see that they did not occur because advertisers would never want their customers to misunderstand their products, and they would never launch their slogans with grammatically wrong phrase, except that they purposely intend to do so to make customers stop, read, and try to figure out why the product use a slogan with grammatically wrong, and at the end, they unaware that they have already recognized that notable slogans.

Flouting the Maxims	Number of slogans (113)	Percentage (100)
Flouting the Maxim of Quantity	113	100.00
Flouting the Maxim of Quality	1	0.88
Flouting the Maxim of Relevance	3	2.65
Flouting the Maxim of Manner	4	3.54

Table 4 The proportion of flouting four maxims in tourism slogans

Table 4 showed that all 113 tourism slogans were against the maxim of quantity which was not a surprising result since the slogans need to be so short that the readers would easily recognize them, for example “Get natural” or “Amazing Thailand”. On the other hand, slogans were rarely against the maxim of quality, the maxim of relevance and the maxim of manner. This was because the slogans need to be able to connect to the readers. Slogans may not be direct to the point, but somehow need to be related to what the advertisers try to present. The results also showed that each slogan can be against more than one maxims.

4.3 Presupposition

By using eight pragmatic functions of presupposition in English advertising of Ge (2011, pp. 153-157) as a framework, the tourism slogans were analyzed and the findings were shown in table 5.

Pragmatic Functions of Presupposition	Number of slogans (113)	Percentage (100)
Conciseness function	101	89.38
Interestingness function	105	92.92
Enlargement function	75	66.37
Emphasis function	22	19.47
Euphemism function	1	0.88
Concealment function	94	83.19
Persuasion function	1	0.88
Self-protection function	43	38.05

Table 6 The number and percentage of pragmatic functions of presupposition used in tourism slogans

From table 6, the four mostly used pragmatic functions of presupposition were interestingness function (92.92%), conciseness function (89.38%), concealment function (83.19%) and enlargement function (66.37%) respectively. Similar to the results in the previous table, more than one pragmatic functions of presupposition can be applied in each slogan. We will look in detail of pragmatic functions of presupposition with over 50% one by one as follows:

1) Interestingness function was in the first place at 92.92%, and this was predictable because slogans need to be interesting to attract customers. However, to decide if one slogan is interesting or not is problematic. To make the finding be reliable and not too subjective, curiosity was brought and used as a criteria. Human is full of curiosity and usually have questions when they are interested in somethings for example, when we see a bunch of unknown flowers, we automatically have questions like what kind of that bunch of flowers is it?, how much does the bunch of flowers cost?, where can we get some?, and more. The study followed this criteria, whenever the slogans were read and a question was automatically risen, it, then, was interesting for example, “Be inspired” (Korea), when the slogan was read, the immediately followed questions were “Whom is inspired?” and “Be inspired by what?” If customers spend their time asking themselves about slogans, they also spend their time unconsciously memorizing the slogans.

2) Conciseness function: as the researchers repeatedly claimed that slogans need to be short, slogans were, thus, undoubtedly short to make them easy to be recognized. However, how can we consider them as a “short slogan?” Laosrirattanachai (2017, pp. 331-332) studied about analyzing airline business slogans. He investigated the frequency of the number of the words in the slogans. He found that slogans mostly appeared in three-worded, four-worded, and five-worded long, so this study adopted his finding as the concept of defining the “short” term of slogans. The result was that 89.38% of tourism slogans were short and thus were suit to be defined as conciseness function, “Wild Beauty” (Monte Negro), “Get natural.” (Switzerland), and “It’s a pleasure.” (Mauritius), for instance.

3) Concealment function: 83.19% of tourism slogans presented themselves through indirect sale slogans. The readers need to spend their time thinking about the slogans without knowing that they were trapped in advertisers’ strategies for example, “The only risk is wanting to stay” (Colombia), the advertiser was aware that all tourists believe that they can choose to stay or not in any destinations around the world, but the advertiser wanted to claim that customers would easily fall in love and stay in Colombia.

4) Enlargement function: to communicate with customers effectively, slogans should be short but meaningful, so that slogans should definitely be presupposed and helped to enlarge the detail within the slogans for example, “The beach is just the beginning” (Antigua and Barbuda), the slogan aimed to enlarge the information that the beach is just the first place to visit, but there are still a lot more to be discovered.

5) Persuasion function: this was an interesting one in advertising slogans. Persuasion function occurs with the slogan in question form, but there was only one slogan in question form i.e. “And you think you’ve done it all?” launched by Abu Dhabi. This could be concluded that a slogan in question form is not much frequently used in tourism business which is different from other products those use slogan in question form more often.

4.4 Speech Acts

To understand the main purposes of tourism slogans, speech acts theory were drawn since it was in charge of explaining the real purposes embedded in the messages. See table 6 and 7.

Types of Speech Acts	Example	Number of slogans (113)	Percentage (100)
<i>Direct Speech Act</i>		113	100.00
Statement	Unique in its diversity	88	77.88
Command	Find yourself here	23	20.36
Invitation	Let’s explore	1	0.88
Question	And you think you’ve done it all?	1	0.88
<i>Indirect Speech Act</i>		113	100.00
Invitation	Travellers welcome	113	100.00

Table 7 The comparison of the types of sentences and indirect speech acts of tourism slogans

According to table 7, when we consider only the form of the slogans, we would see that there was a variety of different forms here – statement, command, invitation, and question. Considering from the percentage, statement came in the first place at 77.88%, followed by command at 20.36%, and invitation and question came

together in the last place at 0.88% each. However, when we turned to consider indirect speech acts, focused on the purpose - not the form, all of them were invitation speech acts. This led to a conclusion that though the advertisers wanted to persuade tourists to travel to their countries, they used different forms of sentences. This way, speech acts, one of the sub-disciplines in pragmatics, was a very important key to unlock the true meaning and intention of the slogans. When compared types appeared in sentences and indirect speech acts, among 113 tourism slogans, there was only one slogan that shared the same speech act type, invitation here, between sentence form and indirect speech act.

Classes of Speech Acts	Example	Number of slogans	Percentage
Representatives	The Mediterranean as it once was	54	47.49
Directives	Arrive and revive	26	23.01
Expressives	I feel SLOVENIA	12	10.62
Commissives	See it! Feel it! Love it!	1	0.88
Declaratives	-	0	0.00
Verdictives	For the best moments of your life	20	17.70
Total		113	100.00

Table 8 The proportion of speech acts classes of tourism slogans

When consider only on a language form, representatives speech act covered the highest rate of occurrence at 47.49%, followed by directives speech act, verdictives speech act, and expressives speech act at 23.01%, 17.70%, and 10.62% respectively. This meant that almost half of tourism slogans used representatives speech act in their slogans. They told their stories through slogans in a short phrase form for example, “Hospitality beyond borders”, “Unique in its diversity”, and “The Mediterranean as it once was.” Apart from telling their stories using representatives speech act, they also used a short phrase in a command-liked form, directives speech act here for instance, “Go to Hungary.”, “Visit Iceland.”, and “Jump into Ireland.”. Verdictives speech act which is used to grade, rate judge, or rank somethings was also found in the slogans form for example, “For the best moments of your life”, “It’s more fun in the Philippines.”,

and “100% pure New Zealand”. Commissives speech act was rarely found in tourism slogans which was different from other kinds of products’ slogans. Normally, tourism business is not going to promise but invite or persuade tourists to travel to their countries instead. Declaratives speech act was absolutely not found in the slogan since advertisers hardly use formal statement that declare something to their customers. Advertisers preferred to use comfortable and informal language in their advertisements.

5. Discussion

According to the results from the findings session, flouting the maxims, presuppositions and speech acts were obviously in need and important in understanding tourism slogans. For implicature issue, not all of the tourism slogans needed it, but still, it played a very important role in interpreting the slogans since 95.58% of tourism slogans needed implicature as a device to make the message be clear and comprehensible. The results also supported the expectation of this study, as it claimed that pragmatic competence was needed to understand tourism slogans. The critical point of the study was that the tourism slogans analyzed in this study could not be understood clearly without pragmatic competence.

The results of the study reflected two main concepts; 1) understanding the intention of tourism slogans relied heavily on pragmatic competence, and 2) on the other hand, slogan was such an excellent example to emphasize that pragmatic competence was important and really needed in communication. Without pragmatic competence, people will never understand the slogan which is shortage of needed information.

Implicature, one of the basic pragmatic competence, illustrated that language used among people was rarely direct to the point, and that context and pragmatics needed to get along to turn into an effective communication. For Grice’s co-operative principles, which was debated and unaccepted by many scholars, the findings heavily supported the opposition’s believes, that is to say, without following the maxims, the slogans were still comprehensible easily as long as the readers had needed contexts provided.

Also, pragmatic functions of presuppositions used to analyze the data in this study revealed that people presupposed the messages they received, especially in advertisings, eight ways and the presuppositions they presupposed helped them to understand the background of the slogans which led to fully understanding.

As Levinson (1983, p. 226) stated that speech act theory is interesting and covers in the largest area of language usage theories, the researchers agreed with the idea and raised the issue in the limelight. To interpret the slogans understandably, indirect speech acts embedded in the message cannot be ignored, but should be focused on since the readers will never understand the true meaning of the slogans if they consider only on the direct speech acts. If we widen the scope of focused language, we are still aware that pragmatics is indeed in need in understanding the perceived language.

Studying slogans by considering and analyzing the language itself helps us understand how we apply pragmatics with other needed factors to interpret the slogans at one point, but the researchers suggest conducting a study using sociolinguistics or cross-cultural communication as a framework of the study for the research in the future. This would be a great contribution to the field of slogan language to study further about applying sociolinguistics and cross-cultural communication to understand the slogans from different countries. The researches in the future can even be enlarged by studying the slogans with the correlated logos using the semiotic analysis in the hope that the results could show somethings new and interesting e.g. the relation between the slogan and the logo, or the meaning both slogan and logo convey together.

6. Acknowledgement

This research project was supported by the Department of Service Industry and Language Innovation, Faculty of Liberal Arts and Science, Kasetsart University of the year 2018.

References

Austin, J. L. (1956). *How to Do Things with Words*. Oxford: Clarendon Press.

Bach, K. & Harnish, R. M. (1979). *Linguistics Communication and Speech Acts*. Cambridge: MIT Press.

Baker, M. (1992). *In Other Words: A Coursebook on Translation*. London: Routledge.

Brown, G. & Yule, G. (1983). *Discourse Analysis*. Cambridge: Cambridge University Press.

Cook, G. (1992). *The Discourse of Advertising*. London: Routledge.

Frege, G. (1892). *On Sense and Reference*, in P. Geach and M. Black (eds.) (1996), Translation from the Philosophical Writings of Gottlob Frege, Blackwell, Oxford, 56-78.

Ge, L. (2011). Pragmatic Functions of Presupposition in Advertising English. *Asian Culture and History*. 3(1), 153-157.

Grice, H. P. (1967). *Logic and Conversation*. Unpublished MS. Of the William James Lectures, Harvard University.

Grice, H. P. (1975). Logic and Conversation. In Cole, P. & Morgan, J. (eds) *Syntax and Semantics*, vol 3: *Speech Acts*, 43-58. New York: Academic Press.

Grundy, P. (2008). *Doing Pragmatics*. London: Hodder Education.

Hudson, G. (2000). *Essential Introductory Linguistics*. Michigan: Blackwell Publishers Inc.

Kohli, C., Leuthesser, L. and Suri, R. (2007). Got slogan? Guidelines for Creating Effective Slogans. *The Journal of the Kelley School of Business*, 50, 415-422.

Laosrirattanachai, P. (2017). An Analysis of Slogans of Airline Business Using Ideational Metafunction. *Humanities Journal*, 25(1), 316-343.

Levinson, S.C. (1983). *Pragmatics*. Cambridge: Cambridge University Press.

Saeed, J. I. (2016). *Semantics*. (4th ed.) Oxford: Blackwell: Publishers.

Searle, J. R. (1976). The Classification of Illocutionary Acts. *Language in Society*, 5, 1-23.

Searle, J. R. (1979). *Expression and Meaning*. Cambridge: Cambridge University Press.

Appendix

113 tourism slogans used as data in this study were shown in the table below.

No.	Country	Slogan
1	Albania	A new Mediterranean love
2	Andorra	The Pyrenean country
3	Austria	Arrive and revive
4	Belarus	Hospitality beyond borders
5	South of Belgium (Brussels and Wallonia)	Latin Europe in a nutshell
6	Bulgaria	Unique in its diversity
7	Croatia	The Mediterranean as it once was
8	Cyprus	Timeless beauty
9	Czech Republic	stunningly different
10	Finland	I wish I was in Finland
11	Georgia	For the best moments of your life
12	Germany	The travel destination
13	Gibraltar	Visit Gibraltar
14	Gozo	Truly Mediterranean
15	Holland	Add some orange
16	Hungary	Go to Hungary
17	Iceland	Visit Iceland
18	Ireland	Jump into Ireland
19	Latvia	Best enjoyed slowly
20	Lithuania	See it! Feel it! Love it!
21	Luxembourg	Discover the unexpected
22	Malta	Truly Mediterranean
23	Monte Negro	Wild Beauty
24	Norway	Visit Norway
25	Poland	Move your imagination
26	Poland	Come and find your story
27	Portugal	Europe's West Coast
28	Romania	Explore the Carpathian garden

No.	Country	Slogan
29	Russia	Pure Russia
30	Russia	Reveal your own Russia
31	Scotland	Scotland welcomes the world
32	Slovakia	Little big country
33	Slovenia	I feel SLOVEnia
34	Espana	I need Spain
35	Sweden	Vist Sweden
36	Switzerland	Get natural.
37	Turkey	Turkey Unlimited
38	Ukraine	Ukraine, yours to discover
39	Cameroon	Cameroon is back
40	Egypt	where it all begins
41	Ethiopia	The cradle of humankind
42	The Gambia	The smiling coast of Africa
43	Kenya	Magical Kenya
44	Malawi	The warm heart of Africa
45	Mauritius	It's a pleasure
46	Morocco	The country that travels within you
47	Nigeria	Tourism is life
48	The Seychelles Islands	Another world
49	South Africa	Inspiring new ways
50	Sierra Leone	The freedom to explore
51	The Kingdom of Swaziland	A royal experience
52	Tanzania	The land of Kilimanjaro, Zanzibar and the Serengeti
53	Tunisia	There's more to celebrate
54	Uganda	Pearl of Africa
55	Zambia	Let's explore
56	Zimbabwe	A world of wonders
57	Abu Dhabi	And you think you've done it all?
58	Abu Dhabi	Travellers welcome
59	Dubai	Definitely Dubai

No.	Country	Slogan
60	Oman	Beauty has an address
61	Qatar	Where dreams come to life
62	Bangladesh	Beautiful Bangladesh
63	Bhutan	Land of Gross National Happiness
64	India	Incredible India
65	Maldives	The sunny side of life
66	Naturally Nepal	Once is not enough
67	Refreshingly Sri Lanka	Wonder of Asia
68	Cambodia	Kingdom of wonder
69	China	China Tourism
70	Hong Kong	Asia's World City
71	Indonesia	Wonderful Indonesia
72	Japan	Endless discovery
73	Kazakhstan	The land of wonders
74	Kyrgyzstan	Oasis on the Great Silk Road
75	Korea	Be inspired
76	Malaysia	Truly Asia
77	Mongolia	Discover Mongolia
78	Philippines	It's more fun in the Philippines
79	Taiwan	The heart of Asia
80	Thailand	Amazing Thailand
81	Thailand	Always amazes you
82	Vietnam	Timeless charm
83	Australia	There's NOTHING like Australia
84	Fiji	Fiji Me
85	New Zealand	100% pure New Zealand
86	Antigua and Barbuda	The beach is just the beginning
87	Argentina	Argentina beats to your rhythm
88	Bermuda	So much more
89	Bolivia	Bolivia awaits you
90	Brasil	Sensational!

No.	Country	Slogan
91	Canada	Keep exploring
92	Colombia	The only risk is wanting to stay
93	Columbia	CoColumbia
94	Costa Rica	No artificial ingredients
95	Cuba	Autentica Cuba
96	Dominica	The nature island
97	Dominican Republic	Dominican Republic has it all
98	Ecuador	Love life
99	Guyana	Experience, explore & enjoy
100	Nicaragua – Unica.	Original!
101	Paraguay	You have to feel it!
102	Peru	Empire of Hidden Treasures
103	Puerto Rico	Puerto Rico does it better
104	Trinidad & Tobago	The true Caribbean
105	Uruguay	Uruguay natural
106	Venezuela	Venezuela is your destination!
107	California	Find yourself here
108	Go Goa	A perfect holiday destination!
109	Karnataka	One state, many worlds.
110	Kerala's	God's own country
111	Normandy	Love the land. Live the life.
112	Rajasthan	The incredible state of India.
113	Valencia region	Gives you everything