

Pragmatic Analysis of the Advisory Speech Act of Advice in English Wealth Proverbs

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Abstract

In utilizing advisories, the speaker tries to transfer an idea of conveying out a specific act which will be in the interest of the addressee as well as advantageous to him/her. Wealth proverbs could be described as rich resources of different kinds of advisory speech acts, as they are used as a means of influencing or persuading people. The present research aims at the investigation of the pragmatic manipulation of advisory speech act of advice in English wealth proverbs. Twelve wealth proverbs are selected to be analysed pragmalinguistically in terms of Searle's (1969, 1979) and Bach and Harnish's (1979) classifications of speech acts. The paper concludes that the initiation of advice is determined by the pragmatic feature of beneficiality and interest to the hearer. Further, advisories are more indirectly realized through declarative and imperative sentences.

1. Introduction

Advisories are considered as a sub-class of directive speech acts, they are utilized as tools to persuade and influence people. They determine the

speaker's belief that implementing a certain act is a good idea that it is in the addressee's interest. The speaker also transfers the intention that his belief must be taken as a reason to be performed by the addressee. Bach and Harnish (1979: 48) illustrate that advisories refer speech acts in which the speaker expresses the belief that "there is (sufficient) reason for hearer to act," and "the intention that hearer takes speaker's belief as (sufficient) reason for him to act", advisories fulfill the communicative goal of proceeding the hearer to execute a certain action because the action benefits him. (Bach and Harnish, 1979: 48).

Traditionally, scholars have suggested various treatments for the behavior and realizations for advisories in different genres. Yet, in wealth proverbs, advisories seem to be structurally realized different from that is suggested by those pragmaticians. Thus, this paper is purposed to investigate the employment of the speech acts of advisory in most common English wealth proverbs as they are often used by people in their daily conversations, focusing on their pragmatic mode and structural realizations.

٢. Speech Act Theory

The theory of speech acts has been set as a reaction to a philosophical doctrine of logical positivism, which is viewed a sentence to have a meaning, if it can be verified in terms of truth or falsity, otherwise it is meaningless. This theory was by the British philosopher J.L. Austin (1911–1960). He confirms that people do not use language just to 'say' things, but to 'do' things. It has been modified in the course of time to be known as "speech act theory", and later developed by the American philosopher Searle (1969) in his

influential book entitled *Speech Act*. (See Mey, 1993:109–10). He was able to popularize the notion of speech acts to "cover all the utterances of the English language" (Searle, 1971: 40).

Searle (ibid) declares that "speaking a language is engaging in a rule-governed form of behaviour". That is, speaking a language is performing a certain speech act such as, providing a command, building a statement, inquiring a question etc. In correlation with Austin's view, Searle (1969:16) as well believes that "the units of linguistic communication are not words, or sentences, but rather the production of words and sentences in the performance of speech acts". Moreover, he describes speech acts as "the minimal units of linguistic communication."

٣. Advice

Austin (1962:151) classifies the speech act of advice within the class of exercitives. An exercitive speech act contains the exercising of powers. Based on the taxonomic principles proposed by Searle (1979:12) to classify various speech acts, advice is regarded as a directive speech act, as it has "the illocutionary point of making the addressee do something; its direction of fit is world-to-words; and the conveyed psychological state is that of 'want' ". By enunciating the illocutionary act of advice, the speaker wants his/her hearer to follow the instructions implied by the content of the message a wealth proverb contains.

Advisories are based on the conveyed attitudes, what the speaker transfers is a kind of belief to behold that performing an act is a good idea, and it is in

the addressee's advantageous action. Additionally, the speaker's intent is that the addressee takes his belief as a reason to execute the act (Bach and Harnish,1979:48).In enunciating 'advice', the speaker assumes that his opinion would be welcome; nonetheless it will not be specified: It may "experience knowledge or his personal relationship with the addressee" (Wierzbicka, 1987: 182).

The typical framework placed by Searle (1969: 57–60) will be assumed as a model for the analysis of the speech act of advising which could be construed as:

"When a speaker S utters a sentence St to the hearer H, then, in the literal utterance of St, S, sincerely and non-defectively, advises the H, if the following conditions are met."

The felicity conditions utilized for the initiation of the advisory speech act of advice are the following:

1. Propositional Content Conditions:

The speaker conveys the proposition of the sentence(s), he utters.

He anticipates a future act of the hearer.

2. Preparatory Conditions:

The speaker should be in a position, lets him put his utterance into action.

The speaker believes that the hearer is capable of performing the act.

The speaker believes that what he says is in the hearer's interest, and advantageous to him.

It is not clear to both the speaker and the hearer that the hearer will execute the act.

3. *Sincerity Conditions*: The speaker intends to benefit the hearer.

4. *Essential Conditions*: The speaker should make the hearer realize that the speaker's utterance is beneficial for the hearer (Searle, 1969:67).

٤ . Methodology

This section is concerned with the methodology executed in the pragmatic analysis of the illocutionary speech act of advice in the selected English wealth proverbs; it involves three sub-divisions: method followed, data collection and the instrument exploited containing the model adopted for the pragmalinguistic investigation of the advisory speech act of advice in the data.

٤.1 Method

For the method followed, the researchers use a qualitative and quantitative manner in their inquiry to designate and investigate the data and earn the obtained results. The method utilized in the data analysis is a descriptive-qualitative; it is a quantitative one as it is based on the expressive explanation and informative power of the collected data which is supported by frequency of occurrences of pragmalinguistic devices calculated from the tables given at the end of the analysis.

The motive behind exploiting qualitative method is that it is characteristically flexible as it allows "greater spontaneity and adaptation of the interaction between the researcher and the study participant" (i.e. data collection) (Mack, et al., 2005: 4).

The qualitative part is sought since it can be "exploratory, explanatory and descriptive in nature" (Babbie and Mouton, 2001: 79–81). The investigative research aims to reflect the under-researched phenomena in order to develop understanding to the extent that is little understood. The explanatory aspect of the research is especially related with causes, reliant on "seeking, providing and evaluating the influence that two or more phenomena have on each other" (Marshall and Gretchen, 1999: 33). The descriptive one governs and assigns the difficulties of the topic, the effect of human behaviors, the persistent adjustment of thoughts on subjects and how the modification has a direct influence on the results and the procedure of gathering the data (Merriam, 1998: 30–31). The qualitative research, for Flick, Von Kardoff and Steinke (2004: 5) is "more open and thereby 'more involved' than other research strategies and forms the starting point for the construction of a grounded theoretical basis" and it is ascribed to how "the social world is interpreted, understood, experienced, produced and constituted".

In this respect, the researchers' job is to specify the pragmalinguistic use of the speech acts of advice in the nominated proverbs, observing the pragmatic behaviour and the linguistic realization of the two illocutionary acts, revealing the functions behind the execution of these speech acts in the selected proverbs. However, this qualitative method is supported by the quantitative method

(involving the frequency and percentages of the occurrences of the pragmalinguistic resources). Finally, they summarize the results of the data analysis, getting at the final conclusions and drawing some pedagogical recommendations and suggestions for further research.

4.2 Data Collection

In order to understand any linguistic, pragmatic or social phenomenon as a coherent (whole) entity, the context and some other related aspects should be taken into consideration. So, since this paper deals with wealth proverbs, the surrounding background and details concerning these proverbs seem to be necessary. Proverbs are described as short sentences drawn from long experience and they have been used to give lessons, spread knowledge and facts about existence from ancient times up till now. The existence of wisdom in proverbs offer various sorts of advice: practical, moral, and regular advice (Nashashibi, 1960:11).

There are two reasons behind utilizing proverbs in everyday life and in literary texts. First "they have had a subtle pervasive influence on popular opinions"; and second they present a reliable confirmation concerning the "social, political, ethical and religious ideas of the people among whom they originated and circulated". Undoubtedly, the main reason behind preserving proverbs in their original forms is owing to the fact that they are regularly manipulated as a means of transferring knowledge from a generation to a generation, and suggesting main historical happenings associated with them (Hastings, 1914:414).

٤.3 Proposed Model

In correspondence with the aforementioned discussion, an essentially appropriate model appears to be necessary for the pragmatic portrayal of the advisory speech act of advice wealth proverbs. Searle's (1969, 1979) and Bach and Harnish's (1979) models are developed to offer a framework for the pragmalinguistic analysis of these speech acts focusing on their inherent pragmatic attributes and syntactic realization in wealth proverbs. Briefly, the proposed model consists of two phases: pragmatic behavior and linguistic (syntactic and semantic) realization. However, the analysis begins with giving a descriptive background to the given proverb which offers a grounding for the pragmatic interpretation of the two speech acts, as shown in the following figure.

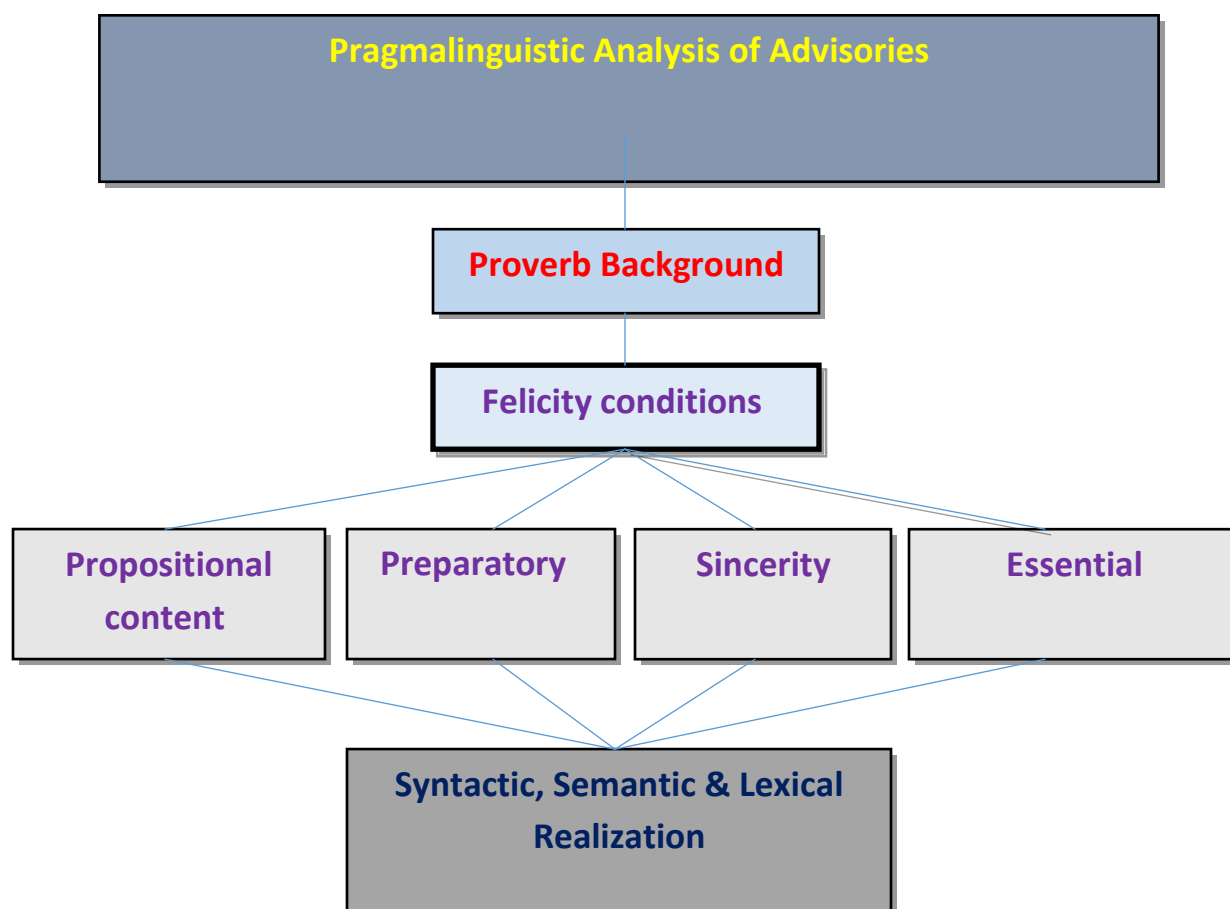


Figure (4) Pragmalinguistic Model of Analysis

5. Data analysis

The significance of wealth proverbs is accurately allied to the didactic function that those proverbs offer in a society. In this respect, Taylor (1975: 77f) illustrates that what differentiates this group of proverbs from the other groups of proverbs is that these proverbs are frequently manipulated by people "to express moral and instructional ideas with the help of moral expressions, rejecting vulgar and slang words". Relationally, wealth proverbs usually convey wisdom employed to express educational meaning. This kind of wisdom gives "moral advice based on personal experience together with practical advice gained from social observations of everyday life". That is, these proverbs are generally originated to perform different pragmatic functions, among which are *advising*, *warning* and *urging etc...* The following pages are devoted to the exploration of the pragmatic analysis of speech act of advice in wealth proverbs.

4.4 Advice

As for the speech act of advice, wealth proverbs offer a lot of utterances in which the speaker directs the hearer to perform an action which is beneficial for him/her. Making use of the salient feature (i.e. Benefit), the following two

examples of English wealth proverbs can be interpreted as issuing the advisory speech act of advice.

1. “Take care of the pence and the pounds will take care of themselves”.

This proverbial saying explores that if someone takes care not to waste small amounts of money, then they will gather capital ones. Obviously, the message that this saying intends to convey is that (“if someone concentrates on saving small amounts of money, he’ll soon amass a large amount”). This proverb constitutes a truth based on shared sense which is derived from the daily practical human experiences (Manser , 2007 :257).

As for the pragmatic analysis, the speaker who enunciates this proverb wants to inform his addressee that managing his/her small amounts of money will be fruitful to him/her. So, this proverb, on the basis of its underlying structure and the attribute of beneficiality, can be said to issue the speech act of advice. Further, one indication associated with the issuance of the speech act of advice comes from its literal interpretation which is related to the act of evaluating of small money.

Structurally, the speech act of advice is realized through the manipulation of a compound sentence made up of two simple active clauses. The first imperative (giving an instruction to the hearer) is associated with the declarative by means of coordinator *and*. The declarative is manipulated here to illustrate the consequence of performing the first part of the sentence (*Taking care of the pence*). However, this speech act is highlighted by the

lexical verb *take care* and the nouns *pence* and *pounds*, which are metaphorically employed to refer to the small and large amounts of money.

2. “Keep *your shop* and *your shop* will keep you”.

This proverb illustrates the relationship between hard-working and wealth. It gives people a golden rule that relates to the wealth affairs and is widely used among people. It contains a guidance that directs people to deal with their business with skill, hard work, and efficiency. Consequently, following the instruction in the proverb will always yield adequate profit for people to live comfortably

(<https://idioms.thefreedictionary.com/Keep+your+shop%2C+and+your+shop+will+keep+you>).

From pragmatic perspective, the speaker who utters this proverb wants his/her addressee to do something (working hard while running his/her business) beneficial and to the best interest of the latter. Based on the attribute of beneficiality, this proverb is enunciated to indirectly issue the illocutionary act of advice.

Structurally, the advisory speech act of advice is realized via a compound sentence made up of two independent clauses; the first is imperative intended to advise the listener to *keep* his/her *shop* and the second is declarative intended to give the consequence of keeping a shop which is *your shop will keep you*. The illocutionary force of advice is manipulated by the use of lexical verb *keep* and the noun *shop* which refers to the place of work or the work itself.

Results

The data analysis of the use of the advisory speech act of advice in the selected twelve English wealth proverbs has revealed that this act has been manipulated variously, as shown in the following table.

Table (1): Advice in English Wealth Proverbs

Proverb No	Proverb	Type of SA	Complexity	Voice	Mood
1.	Keep something for a rainy day.	Indirect	Simple	Active	Imperative
2.	Money begets money.	Indirect	Simple	Active	Declarative
3.	Money talks.	Indirect	Simple	Active	Declarative
4.	Take care of the pence and the pounds will take care of themselves.	Indirect	Compound	Active	Imperative Declarative
5.	A penny saved is a penny earned.	Indirect	Simple	Active	Declarative
6.	Dirty hands make clean money.	Indirect	Simple	Active	Declarative
7.	The rich man has his ice in the summer.	Indirect	Simple	Active	Declarative
8.	Money is power.	Indirect	Simple	Active	Declarative
9.	Money makes the world go around.	Indirect	Simple	Active	Declarative
10.	Keep your shop and your	Indirect	Compound	Active	Imperative

	shop will keep you.				Declarative
11.	Money like manure, does no good till it is spread.	Indirect	Complex	Active	Declarative Declarative
12.	Get the money honestly if you can.	Indirect	Complex	Active	Imperative Declarative

The analysis of the speech act of advice in the twelve selected wealth proverbs divulges the following resulting points:

1. The speech act of advice is indirectly carried out in the wealth proverbs; the utilization of indirect speech acts may be related to the speaker who finds more freedom to convey his/her message. Moreover, indirectness gives a somehow more polite style to the speaker to exhibit his/her advice.

2. As sentence-complexity is involved, it is apparent that 8 cases of simple sentences and 2 cases of compound sentences and 2 cases of complex sentences are documented in the data given. Simple sentences are employed when simple ideas are meant to express. Compound and complex sentences are used when more than one idea is involved.

3. All the speech acts of advice in wealth proverbs are realized in active sentences rather passive ones; as active sentences are more expressive and more directive to relate to the actions implied in the proverb.

4. Lastly, 12 cases of declarative clauses and 4 cases of imperative clauses are detected in the syntactic realizations of the speech act of advice in wealth proverbs. Declarative clauses seem to be more chosen than imperative ones,

as they enable a speaker to convey his/her idea more noticeably and less instructive. The utterer of the proverb can provide more information about wealth with the utilization of declarative sentences.

6. Concluding Remarks

1. In term of beneficiality of the speech act of advice in English wealth proverbs, the attainment of the speech act leads to the beneficiality to the addressees first, and to the entire society next.

2. Advisories in English wealth proverbs are indirectly realized in all the cases via declarative and imperative. This indirectness is associated with the notion of politeness. That is, through indirect speech, speakers can express more polite utterances which are often exploited to establish and maintain communications with people and to influence and persuade them to act upon what they have been asked for.

3. The enunciation of the speech acts of advice requires the existence of the easiness and obviousness of the message, therefore, the generality of English proverbs are expressed via a simple sentences rather than complex, or/and compound clauses.

4. Although the realization of the speech acts of advice in data imposes both the speaker to abide by his words and the hearer to perform the pre-conditions related with the advised act, these acts are often connected with certain functions linked to contexts of wealth proverbs.

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