

A SPEECH ACT ANALYSIS OF ONLINE ADVERTISEMENTS OF CLOTHING BRANDS IN PAKISTAN

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ABSTRACT

The fashion industry is among the most profitable in the world. The primary factor that contributes to the success of the clothing industry is its way of advertising; therefore, it is important to analyze its advertisements that influence customers in various aspects. Recognizing the speech act patterns used by Pakistani online clothing brands provides us with information on how these brands structure their descriptions and promotions of clothes in the field of advertising. The texts are analyzed primarily on speech acts theory by Austin (1962) & Searle (1969). Simona & Dejica-Cartis (2014) identified 16 types of speech acts used in written advertisements: assertion, information, claim, suggestion, denial, accusation, evaluation, directions, offer, promise, persuasion, surprise, thinking, and warning. This study discusses the patterns of speech acts used in online advertisements and their intended effects on consumers. The data for this qualitative research were obtained from advertisements of 8 Online Clothing brands that do not have any outlets and offer worldwide delivery. We analysed the advertisements of eight brands: Shahjahan, Iznik, Jahaan, Xenia, Laam, J. Embroiza, Inara, and Dastaan. We chose 4 advertisements from each brand. The findings revealed that Assertive and Directive Speech acts are predominantly used in online advertisements of Clothing brands that operate via electronic media. These included claiming and explaining uniqueness, giving directions, and evoking a sense of excitement in customers. They often claim and even promise the brands 'reliability. As the language is dynamic, the speech act patterns used in advertisements might change over time.

Key Words: Speech Act Theory, Online Advertisements, Language Dynamics, Clothing Brands

Introduction

Communication is the process of conveying ideas, information, messages, and conversations among people (Ruler, 2018). Every piece of communication and information is intended to have meaning and purpose. So, the speaker intends the listener to understand the context. Context, in linguistics, known as Pragmatic context, as well as the context of utterance, determines the kinds of acts uttered by speakers (Wijana, 2021). One important study in Pragmatics is Speech Act Theory, which is applied to both spoken and written discourse. Speech Acts are divided into three categories: locutionary act, illocutionary act and perlocutionary act (Searle, 1969). Locutionary act refers to literal utterance, whether spoken or written, using phonology, grammar and semantics, and illocutionary act stands for the intended meaning surfaced by the speaker, and perlocutionary act is stated as the performance affected by the performance (Giyatmi, 2021). Pakistan's e-commerce market reached an estimated \$7.7 billion in 2024, and the trend is rapidly increasing,

with a projected growth to \$12 billion by 2027. The shift is not just a change in terms of transactions, but a fundamental change driven by the linguistic actions brands perform in the name of Advertising to influence consumers' behaviour. Landicho, Jeramie B. (2022) stated that Advertising plays a significant role in persuasive communication by serving as a tool to reach prospective buyers. Phonthanukitithaworn et al. (2019) describe that digital marketing also aids the sellers to expand their channels, collections, distributions and customers 'feedback.

Background

Pakistanis, as prolific social media users, have also welcomed and taken advantage of online brands. There are two types of online brands on social media: first, those with an outlet and online shopping websites; and second, those that only operate via Online Channels. Both types of brands attract audiences through different channels; some have outlets and online accounts that reach consumers through both, while others use billboards, in-store advertising, and Social Media posts to reach consumers. The brands that operate only through their websites and attract an audience only by advertising on Social Media. Now, the difference lies in the language used in the advertisements of both brands. Therefore, we are focusing only on 8 Online brands that also offer global shipping to analyse how they attract consumers to their collections solely through Instagram advertising, and to deeply identify the speech acts brands adapt to become so famous. Hundreds of websites and applications are created every year to meet the higher demands of online shopping (Bashir et al., 2015). The purpose of conducting this study is to identify and determine the linguistic features of Online Clothing brands 'written advertisements by using Speech Act Theory to unveil the intentions of advertisers hidden in a classic advertisement. This study extensively draws on Pragmatic theory to uncover the illocutionary force in advertisements for online clothing brands.

Significance

This study is significant, as it may, in theory, contribute to pragmatics and discourse analysis by extending Speech Act theory to digital and multimodal advertising texts in a non-Western context. It may also help to connect classic language theories with modern digital behaviour. Its findings may help marketers and advertising agencies by providing knowledge of how to use persuasive language and specific words to impress and attract audiences, content creators, and EFL researchers, thereby enhancing awareness of persuasive language strategies used in online commercial communication.

Research Objectives

This study aims to determine the speech act patterns used in Pakistani online clothing brands' advertisements on Instagram Marketplace. This study aims to identify the similarities and differences in the speech act patterns used in advertisements for online clothing brands. It also aims to identify the types of speech acts used in written advertisements of brands that don't have any physical outlet, they just operate via online means, and what speech acts they use to attract a wider population.

Research Questions

This study sought answers to the following questions;

1. What are the Speech act patterns used in sample advertisements of Pakistani Online Clothing brands?
2. What are the similarities and differences of speech act patterns used in sample advertisements of Online Clothing brands?
3. How do online brands attract a wider population of consumers via just advertisements using Speech acts?

Literature Review

Advertising practices have evolved with the rapid expansion of digital commerce, especially within online clothing brands. Previous research has discussed speech acts; Filda (2022), in her thesis, described the types, forms, and functions of illocutionary speech acts found in the literary novel *Land in Sicht*. There is a similarity between Filda's research and this study, as both aim to identify speech act patterns using a pragmatic approach. The difference lies in the context: Filda's study analysed literary work, whereas this study focuses on written discourse in the form of advertising media shared by people on Instagram. Contemporary scholarship increasingly views online advertising as a form of discourse that constructs social realities rather than merely conveying information (Cook, 2001; Fairclough, 1995). Within this framework, advertisements are seen as texts that construct brands' social identities and influence consumer perception through specific linguistic and semiotic choices. In online advertisement, the interaction between audiences is directed by digital platforms where visuals, captions, hashtags and influencer narratives operate to construct a brand's identity (Kaur et al., 2020)

Speech Act Theory has been widely applied to various types of discourse to explain the impact of speech act patterns in advertisements. Austin (1962) and Searle (1969) argued that language is not meant to convey information but to perform actions. According to Mufiah Rehman (2018), formal speech acts are performed by people in public. Researchers have shown that advertising texts often combine *assertive acts* (claims about quality and its description), *directive acts* (encouraging purchase or involvement), *expressive acts* (expressing emotional positioning), and *commissive acts* (promises or claims regarding the future). In the context of online clothing brands, these types of speech acts are frequently used in online advertisements to attract consumers and to construct identity. Speech acts are used for direct communication, and command sentences provide instructions for each offer (Syafitri, 2018). Cosmetic Brands use information in their advertisements to attract more buyers and make their ads more interesting. Aditria, Rizqiya (2021)

Despite extensive research on advertising discourse, a clear gap exists in the analysis of online advertisements from online clothing brands, particularly in non-Western digital contexts. Earlier studies were done on the analysis of Food Advertisements, Cosmetic brands' advertisements, and overall corporate brands. A lot of people's income is spent on online shopping, especially on Clothing. It's becoming increasingly common to shop online nowadays. So, this gap highlights the need for research that analyses how online clothing brands' advertisements construct their worth and social identity, and how they attract consumers through the specific use of language and imagery.

Methodology

The nature of this study requires a qualitative method. The data were analysed using theories of speech act patterns in Pakistani online clothing brand advertisements. Hussein and Albakri (2019) argued that learners not only need to know the grammatical rules and structures of a language but also its speech acts, which denote its use and function. Whong (2011) emphasised language as two complementary terms: (a) language as a form that is more concerned with structures, and (b) language as a function that focuses on what the language does. The researchers collect the data from online clothing brands' advertisements on *Instagram Marketplace*. The reason to choose this e-commerce platform is that most people are on Instagram. Also, the curiosity to know about the online selling brands' language is specifically selected according to two criteria: (a) the seller and buyer's reach and convenience, and (b) availability and images of products. Instagram users/shoppers do not need to leave the platform and check for the items/products in other apps. The availability and images of products with specifications also provide customers with thorough descriptions, star ratings, and product reviews.

The study was conducted on the advertisements of eight brands: *LAAM*, *Inara clothing*, *Embroiza*, *Dastaan*, *Shahjahan*, *IZNIK*, *Xenia*, and *Jahaan*, all of which have official Instagram pages. The data is selected from the previous year's posts on all eight brands' official Instagram accounts.

Purposive sampling was used in selecting our sample. The sample was selected based on the largest number of consumers who were attracted to the post. This was found through their comments and interactions. The total number of advertisements taken was 32. 3 from each brand's online advertisement and one from their profile's description, to give a wider perception of them about their consumers.

Initially, the researchers collected the Instagram posts regarding the products of the respective clothing brands. Then, the written messages in the posts were extracted and analysed using the speech act theory by Simona & Dejica-Cartis (2014).

No	Brands	Followers	Types of Advertisements
1	LAAM	2.3M	Online
2	Inara Clothing	82.5k	Online
3	Embroiza	243k	Online
4	Dastaanbyek	22.3k	Online
5	Shahjahan	75.3k	Online
6	IZNIK	950k	Online

7	Xenia Formals	351k	Online
8	Jahaan	71.3k	Online

ANALYSIS

Shop Inara Official

Inara clothing is an online brand where fashion meets elegance. Their outfits are designed and named after iconic figures from mythology and beloved fictional worlds, capturing their power, mystery, and charm. They ship worldwide, attracting a large number of consumers. We took a total of 4 advertisements: one brand's profile description and three ads from the past year.

- *More than attire, we create heirlooms. (Assertion)*

Our formal wear is crafted for the moments that matter. (Commissive)

Initially, the brand's homepage offers a description of the overall quality and nature of its products. They made a claim by asserting, "We create heirlooms," about the quality, value, and long-lasting nature of their products. Then the statement commits the audience to the future course of action. It functions as a pledge to the customer that the clothing will live up to high standards for significant events (e.g., weddings, etc.) in life. They build trust by using "heirlooms" and encourage purchasing by promising reliability.

- ***OPHELIA IS A CELEBRATION OF FEMININE GRACE, (Assertion) CRAFTED FOR THE MODERN WOMAN WHO EXUDES CONFIDENCE AND POISE(Expressive)***

This tagline of their online advertisement combined assertion and expression. Ophelia is a fictional character who symbolises femininity, innocence, and fragility. By naming their collection Ophelia, the brand asserts that their product informs consumers about its intended audience, quality, and purpose. The phrase "modern women who exude confidence and poise" acts as a form of high praise or compliment to the users. By linking the brand to the positive attributes like "grace", "confidence", "poise", the advertiser is praising the users by making them feel empowered and sophisticated.

- *Zephyra is an ethereal masterpiece, hand-embroidered throughout on luxurious organza. Three layers of statement borders on top and a dupatta(Assertion)make it opulent and awe-inspiring. (Expressive)All held in place with style, made to move and meant to inspire. (Commissive)*

This advertisement promotes the designer outfit, Zephyra, a feminine name derived from the Greek word. An ad contains different dimensions of communicative acts to attract buyers. Firstly, the text makes claims about the product's physical appearance. Like stating the garment is "hand-embroidered throughout," made of "luxurious organza," and features "three layers of statement borders". Then the advertiser conveys psychological states to create emotional value. Describing the masterpiece as "opulent and awe-inspiring" communicates the designer's admiration and

intended prestige of the item. Lastly, the phrase “made to move and meant to inspire “functions as a promise that, despite its opulence, the piece is wearable and comfortable. It ensures the quality and functionality of the garments.

- ***Evanthe***

This outfit is an ode to romance, featuring the striking blue and intricate embroidery on a red canvas. Every detail tells a story of timeless romance captured in the threads of love. (Assertion)

This ad features a dress, Evanthe, a feminine given name of Greek origin. The text uses an assertive act to create an emotional, romantic and persuasive description of the outfit. Different linguistic expressions, such as “an ode to romance,” lend a poetic appreciation to the design. The metaphor “captured in the thread of love” conveys a romantic sentiment, elevating embroidery to an act of love.

LAAMOFFICIAL

Laam is a digital marketplace designed to offer greater convenience, with over 1,000 clothing brands available on its website and app. It allows its consumers to explore, choose, and shop with ease on its platform. We look at the 3 advertisements featured on their official website and Instagram profile, as well as the cover page’s description.

- ***South Asia’s #1 Choice for Fashion***

100,000+ products from over 1,000 brands (Assertion)

Ready to Shop? (Persuasion) Click below to start now! (Direction)

The brand's profile description utilises a combination of speech acts to perform different functions. At first, it makes a claim or boast about the brand’s status. Later, by the assertion or information regarding the scale of business. By adding “Ready to shop?”, it persuades its buyers by promising a shopping experience and offering a service. At last, a clear, direct command or request for the user to perform an action.

- ***Emily in Pakistan. Styled BY LAAM.***

From festive fits to sarees, here style is never just the outfit, it’s the vibe. Because in Pakistan, fashion creates the occasion (Assertion)

Swipe left to explore Emily in LAAM’s bestsellers And don’t forget to comment below and tell us your favourite look! (Direction)

This ad features a celebrity who was trending at the time. The advertiser launched some of its bestsellers with a humorous vibe, “Emily in Pakistan. Styled By LAAM,” inspired by “Emily in Paris,” to attract a large number of consumers. This is a promotional, marketing-driven speech act designed to create a vibe and to persuade the audience. The brand makes claims such as “here style is never just the outfit, it’s the vibe” and “fashion creates the occasion” about Pakistani fashion to convince users of the brand’s appeal and value. It also asserts a belief about the cultural context. By using descriptive language and closing with a call to action, “swipe left”, “comment below”, the text aims to evoke a feeling or give direction to engage with shopping.

- ***Get FREE Movie Tickets (Commissive)***

Place an order worth PKR 10,000 or more on the LAAM App and automatically qualify for Neelofar movie tickets! (Directive)

Enjoy Free Shipping and app-exclusive offers. (Commissive)

Download App (Directive)

This advertisement unfolds speech acts, primarily focusing on commissives and directives. It aims to persuade the customer to make a purchase through the LAAM App. The directives are used in imperative sentences that direct the consumer to take immediate action. “Place an order worth PKR 10,000 or more” acts as a condition or command for the user to follow to trigger the reward. “Get FREE Movie Tickets” and “Enjoy Free Shipping and app-exclusive offers” are offers or promises, a type of commissive, in which the brand promises a reward/service/offer to users if they are eligible and the conditions are met.

- ***SHAADI READY STYLES FOR YOUR MINI-ME (Assertion)***

STARTING FROM PKR 2.300/- (Information)

This is a simple tagline from one of their advertisements, in which they assert about children’s clothes. Linguistic variations like “YOUR MINI-ME” urge the consumers to act. “SHAADI READY STYLES” functions as an invitation to purchase. The second phrase gives the information about the price and availability of their products.

EMBROIDA

This is a Pakistan-based online clothing brand. They launched their collections quarterly, both formal and casual, to meet customer demand. We chose two of their collections for the analysis: Flamingo Pink, Jugnu and Black Brown Beauty, and one ad from their upcoming collection, along with their profile description.

- ***RTW***

Est. 2021 | Based in Pakistan

A safe space where our queens can shop cute fits without the price holding them back. (Assertion)

This text from their homepage employed speech acts to persuade, attract and define the brand’s identity. The statement makes several assertions to establish credibility. “Est.2021| Based in Pakistan” states facts about the company, grounding it in a specific time and location. “A safe space” asserts the brand’s atmosphere and value system. It is a claim about the nature of the service, positioning it as a welcoming environment. “Our queens” makes the consumers feel empowered, and “shop cute fits” invites them to browse and purchase.” Without the price holding them back” functions as a pledge to maintain affordable pricing.

- *Our hearts do a little happy dance every time we see you rocking Flamingo Pink Jugnu (Assertion)*

In frame. Our Barbies (Assertion)

Outfit: embroiza

Outfit price: 2 Piece stitched Rs 3450/- (Information)

This text is taken from their summer collection advertisement named Flamingo Pink Jugnu. The advertisement has an assertive element, as it makes a statement about the internal state (“our hearts do a little happy dance”), presented as a truth about their feelings. Then it is stating a belief about the identity of the people in the advertisement, describing them as “Our Barbies”. This also conveys a positive emotion, such as admiration and a compliment. Next, it provides information about the outfit's source and the product's price and specifications.

- *Embroiza is out here doing the work, bringing you the cutest designs so you don't have to stress about how you look. (Assertion) You focus on your goals, GIRLS, and we'll make sure you look beautiful doing it (Commissive)*

Bringing BLACK BROWN BEAUTY

Printed Lawn

2-piece stitched Rs 2699/- Only (Information)

Available on website (Link in Bio) (Direction)

This advertisement is about their newly launched office edition collection named Black Brown Beauty. This is a multi-layered communicative acts text. Firstly, it asserts the brand's value (“bringing you the cutest designs”) and focuses on inclusivity. Secondly, it makes a promise or assures customers of what the brand will do. It also describes the quality of their product. Then it provides information about the featured collection, specifications, and price. At last, the advertiser directs users to act or purchase directly by including a link.

- *SURPRISE SURPRISE! (Expressive)*

Manifested by you, made real by us. (Assertion) This one's gonna be your NEXT FAVOURITE! (persuasion) Can't wait to drop this for all my girls (Commissive)

This advertisement is taken from their upcoming collection. It also employs multi-layered speech acts. The text expresses the emotional state, specifically excitement and participation towards the product launch. Then it makes a claim about the product's origin (“Manifested by you, made real by us”). The phrase persuades the consumers to make a purchase by predicting its success. “Can't wait to drop this for all my girls “ implies a commitment or promise to perform a future action (releasing the product) for the target audience.

DASTAAN

Dastaanbyek is an online clothing brand famous for its festive looks. They are famous for their exclusive volumes (vol.) of trendy and luxury looks. We analysed their Instagram homepage

description, two of their newly featured volumes (vol.), and a recent post about the Black Friday sale.

- ***This is your Dastaan (Assertion) – Live it, Wear it, Own it! (Direction)***

The profile page's description reflects the brand's overall perception of its target audience. "This is your Dastaan" is an assertion that establishes ownership or a statement of fact about the product's identity. The imperative verbs "Live it, Wear it, Own it" act as directives, intended to perform actions: adopting the product, wearing it, and taking ownership (to purchase it). The slogan acts as a form of empowerment, urging the user to embrace their "Dastaan".

- ***"Golden Glow" – Orders open Sept 11. Register now for VIP flash delivery.' (Direction)***

An embroidered festive pishwas, with its intricate gold embroidery and subtle ferozi accents. The lightweight Organza drapes elegantly on the body, creating a flowing silhouette that is both elegant and sophisticated (Assertion)

This advertisement features their collection, "Golden Glow," which was launched the previous year. The phrase "Orders open Sept 11" functions as an instruction or direction to prepare for the specific date, and "Register now for VIP flash delivery" is a direct call to action or to purchase the product. The majority of the text uses assertive language to subtly hint at the featured product's appearance. The linguistic expressions like "intricate gold embroidery", "subtle accents", "lightweight drapes", "silhouette", are used to arouse curiosity about the product.

- ***Detail in motion. Jahan Vol. 4 -elegance in motion, (Assertion) made for moments that last! (Persuasion)***

This advertisement promotes their collection "Jahan Vol. 4" by a series of communicative acts. The phrases "Detail in motion" and "elegance in motion" act as assertions or descriptions of the product's quality. It conveys a state of affairs about the clothing. The next phrase persuades consumers by expressing admiration for the products and evoking a sense of quality and lasting value.

- ***Blessed Friday Sale Just Dropped! (Assertion) Snag your must-have looks at up to 30% OFF***

Shop now before they disappear! (Direction)

This advertisement is taken from their 'Blessed Friday Sale' post on their Instagram. They used two speech acts to convey their message. At first, the text informs the buyers about a fact. It is a new and true situation. "Snag your must-have looks" and "Shop now" act as direct commands to purchase the products. It is an attempt to get the addressee to perform an action. They are designed to create a sense of urgency.

SHAHJAHAN FEEL ROYAL

The advertising discourse of Shahjahan Feel Royal portrays a goal-oriented use of language designed to attract consumers through online channels, specifically Instagram. We chose three advertisements for this brand posted in the past 1 year, along with the brand's profile description.

- ***‘Draping dreams in grace and style, where confidence meets couture’ (Assertion)***

Firstly, we examined Brand’s description, which primarily follows an assertive speech act pattern that presents the brand as trustworthy and explains how consumers can trust its overall credibility and get their fits in styles that match Grace too. The use of linguistic expressions like Draping Dreams, Grace and Style, and confidence meets **couture** creates an image in the minds of people who visit this brand about the quality of the products.

- ***Think opulent fabrics, handworked details, and silhouettes that turn heads, (Direction) it’s a statement, a story and a signature look for the season’s most celebrated moments (Assertion)***

In this advertisement, the opening line functions as a directive, urging consumers to act. Lexical intensifiers like 'Opulent,' 'handworked,' and 'silhouettes' are used to direct customers or the intended audience viewing this ad to imagine the outfits of this brand with these stylistic elements. The directive is supported by Assertive, which provides the details to create a complete visual image in consumers' minds: the dresses from this brand are going to make them unforgettable, thanks to their signature looks. This gives the audience the specifications for the brand’s bridalwear dresses. By using both Speech Acts, the ad brand drew the audience's attention.

- ***Every piece in the Dreaming Forest is stitched with purpose___from delicate borders to flowing silhouettes. (Assertion) Shahjahan celebrates style wrapped in heritage (Expressive).***

This advertisement acts as a multi-layered communicative act. This advertisement primarily features the Assertive Speech Act, promoting the newly launched Summer Collection, Dreaming Forest, by explaining the unique craftsmanship and design the brand has introduced and drawing the intended audience's attention to itself. This ad also introduced the elements of pride and elegance and linked them to the brand’s name, which exemplifies the Expressive Speech Act. The association of style and heritage with Shahjahan constructs brand value, and the audience is always attracted towards value and elegance.

- ***“Not Just Outfits (Declaration)***

But heirlooms of love, crafted with care, tradition and a touch of royal grace. (Assertion)

Qubool Hai is now yours to embrace (Commissive)”

This advertisement employs multi-layered Speech Acts to convey value and foster consumer engagement. This advertisement promotes the brand’s newly launched collection “QUBOOL HAI”, which is specified for Nikah bridal wear. This advertisement features a Declarative Speech Act that symbolically positions the consumer to understand that this collection does not feature simple or casual outfits. Then, this advertisement uses an Assertive Speech Act, which promotes the brand by claiming the product’s qualities, craftsmanship, tradition, and elegance. It is also implicitly Directive, as it prompts the intended audience to desire and value their heirlooms, even though it does not use the expression "buy". The last part of the advertisement features the Commissive Speech Act, which ensures the consumer has access to the Qubool HAI collection to experience it and wear it on their big day.

IZNIK FASHION

Iznik Fashion is an online brand with an official Instagram page that brings contemporary fashion together. This brand is known across the Asia Pacific for its unique collections and outfits ranging from casual to festive. This brand attracts customers by launching collections tailored to each season, based on need and style. We have taken 1 description of this brand from its official account and 3 Advertisements from different collections launched last year.

- ***Your edit of luxe fabrics and timeless silhouettes (Assertion)***

This is the description of the IZNIK brand, and by using linguistic expressions such as 'luxe fabrics' and 'timeless silhouettes,' the statement provides the audience with an explanation of the brand. This description features Assertive Speech Act, as it claims that fabrics, detailing, and silhouettes are the inherent qualities of this brand. So, such claims construct a positive brand image and also indirectly persuade the audience.

- ***Every piece tells a story of artistry and tradition. We love how our influencers elegantly style Iznik outfits -A statement of elegance and grace (Assertion).***

This advertisement primarily promotes the brand's products and their presentation, claiming that they embody artistry and tradition. This advertisement mainly features Assertive Speech Act, describing the uniqueness of their outfits. The next part of the advertisement is assertive but with an expressive layer, as affective expressions such as the phrase "We love" are used as an evaluative device rather than an Expressive Speech act. The advertisement uses such expressions to attract its audience by conveying that it collaborates with influencers and that they love to wear its collection. So, the audience following influencers is attracted more. Lastly, it is considered a mode of elegant, traditional wear.

- ***A velvet symphony of grace and grandeur. Raagni mirrors the rhythm of tradition-deep hues, intricate artistry and a timeless elegance that resonates like a soulful melody (Assertion)***

This advertisement promotes the newly launched collection, Raagni, by explaining its artistry and craftsmanship. This advertisement features the Assertive Speech Act: it first claims Velvet as a symbol of elegance and magnificence, then explains the aesthetic features of the new collection and its adherence to tradition. This ad also features figurative expressions like "mirrors the rhythm of tradition" and "resonates like a soulful melody"; these features also claim the Individuality of their collection. The use of figurative language creates an image in the minds of the intended audience who are seeing this ad, and, after imagining it, makes them more likely to purchase a product. So, this advertisement aims to evoke in the audience an appreciation of sophistication and enhance their desire to shop from this collection.

- ***Crafted for Sunlit Days & Serene Evenings (Assertion)***

Launching Tomorrow at 4:00PM(Information)

This advertisement is from their Pre-Fall collection, which is launching soon. This advertisement first features an Assertive Speech Act, in which, through specific linguistic expressions, they explain the specifications of their new collection; the choice of words reveals that the outfits are

for the Fall Season. Then it provides information by revealing the timing and days, so the audience stays tuned to the season's new arrivals. This advertisement encourages the audience to buy dresses from their new collection and have perfect outfits for the season.

Xenia Formals

Xenia Formals is an online brand famous for its fashionable, sustainable apparel worldwide, and it delivers its outfits worldwide. We have selected three collections: Winter Slub Khaddar, Niran-Luxury Unstitched Formals and Summer Essence. We analysed its description and 3 advertisements from 3 collections.

- ***Clothing brand***

Follow to know! (Direction)

This is the description narrated in the profile of the Xenia Clothing brand, and it evokes the audience to engage with the brand, and then they will get information, updates, and the value of their collection. This description features the Directive Speech Act, as it urges the audience to follow it and engage with the brand. Such descriptions aroused curiosity and anticipation of information; the advertisement seeks to increase customer numbers in the name of followers and to maintain customers' future interaction with the brand's content.

- ***This collection features a range of styles that are both chic and versatile, perfect for any winter occasion. (Assertion) There is something for everyone in this collection. (Expression)***

This advertisement primarily promotes the newly launched Winter Slub Khaddar collection. In this advertisement, the Assertive Speech Act is used as a brand claim about the collection by explaining its timeless appeal for the winter season. Then, evaluative adjectives like Chic, Versatile and perfect are used, which also enhance the positive evaluative tone, and the use of such linguistic expressions strengthens the assertive claims. The Intended effect is to enhance the popularity of the new collection by showing it as stylish and inclusive, and to increase the likelihood of engagement and purchase among the audience.

- ***Niran celebrates tradition with a modern touch, blending intricate details and luxurious fabrics. Each piece tells a story of love and timeless elegance. (Assertion)***

This advertisement is taken from their Niran-Luxury Unstitched Formals collection. This advertisement promotes the brand, which claims its collection is a synthesis of luxurious, heritage-inspired products; its artistry and silhouette are refined, and it introduces it as a touch of elegance and an emotional narrative of love. This advertisement features an Assertive Speech Act, as it provides factual information to enhance the brand's position, and terms like Love, Luxurious fabric, and modern touch evoke a persuasive effect to strengthen the assertion. The Perlocutionary effect is to introduce the collection to the audience as one designed with both traditional and modern views of outfits in mind. This will create a strong aesthetic response from the audience, as they will see this brand as sophisticated, culturally rooted, and desirable, which will enhance customer engagement and desire to purchase.

- ***Soft Hues, Delicate Embroideries, and stories only fabric can tell (Assertion)***

This advertisement promotes the brand's Summer Essence collection. This advertisement explains the fabrics by highlighting their qualities, colours, embroidery, detailing, and by associating an emotional narrative with the collection. It gives the brand the limelight by framing the collection's inherent attributes. This advertisement features Assertive Speech Act as it claims the cultural and emotional worth of designs, and it also has a touch of Expressive Layer, as linguistic expressions like "Soft" and "Delicate" reflect the evaluative connotation that also evokes the persuasive effect. The intended effect is to create an impression of an aesthetic, suitable brand in the minds of the intended audience, so they are attracted to this brand and see it as an elegant, versatile collection for summer outfits. This will lead to greater audience engagement and more sales.

JAHAAAN

Jahaan Clothing is an online brand that elevates the fashion industry with its Eastern Modernity and exclusive collection of trendy and luxury dresses. This brand offers shipping worldwide. We have selected its Profile Description and 3 advertisements to analyse the perlocutionary effect of this entire stuff on the intended audience. The advertisements are taken from their different 3 collections: KOEL, Blossom Hour, and Flow.

- *Jahaan-defining Eastern Modernity (Assertion)*

Worldwide delivery (Commissive)

This description is taken from the brand's official Instagram profile. This text promotes the brand, positioning it as an authority that crafts and embodies a distinct cultural identity by blending Eastern tradition with modern fashion. This description primarily features the Assertive Speech Act, which presents itself as a self-evident brand, constructing its identity by demonstrating its confidence in traditional representation. The second clause commits the brand to future service by naming it Worldwide delivery. This clause features the Commissive Speech Act, as it establishes a commitment to accessibility by ensuring the intended audience that this brand is reliable. The Perlocutionary effect of this description leads toward the addition of the brand's credibility, wider accessibility and customers' trust. By this choice of words in description, the brand appeals to the audience to trust its aesthetic values and practical concerns, and this trust will ultimately lead to an increase in the purchase potential of customers.

- *The wait is nearly over. Winter Warmth is moments away from stepping into your season. (Commission)*

This advertisement is taken from the Koel's newly launched collection. This promotes collection by signalling the end of a sense of expectancy with an imminent fact, and it also commits the brand to launching the winter collection. This advertisement first features the Assertive Speech Act by announcing the end of waiting, and then moves to the Commissive Speech Act by committing that the brand's new collection is just about to enter the industry and that it will be suitable for winter to keep customers warm. It also features the use of specific expressions like "wait, moments away, your season", leading to the emergence of curiosity about something to be revealed and excitement about something new in the audience. The Perlocutionary effect of this advertisement is to make the audience ready and excited for something new, relevant to the season, to enhance their engagement and attention towards the brand's launch.

- *Textures that speak of tenderness,*

Stitched with the rhythm of spring (Assertion)

This advertisement is from the brand's BlossomHour collection. *This* advertisement promotes the entire collection by explaining the fabric's aesthetic and sensory attributes rather than as subjective expressions. This advertisement features Assertive Speech Act, as it emphasises the material's emotional and seasonal attributes and explains the design and artistry of this collection. Certain lexical choices, such as "*tenderness*" and "*rhythm of spring*," create a poetic effect in this advertisement that evokes softness and emotional warmth and showcases the brand's stylistic identity. The Perlocutionary effect this advertisement creates is that, first, it aims to help the audience gain clarity about their new collection, to gain appreciation, and to portray it as a soft, seasonally suitable, and aesthetically refined collection. This portrayal will increase the brand's appeal, attracting a larger audience.

- *With serene silhouettes and gentle textures, Flow by Jahaan brings a sense of calm sophistication to traditional design (Assertion)*

This advertisement is taken from the brand's other launched collection, named Flow. This advertisement aims to promote the collection by explaining its aesthetic attributes and claiming that it adds to elegance in a traditional way. This advertisement features Assertive Speech Act by highlighting the established, refined features of the collection, such as its silhouettes and textures, which are crafted in a traditional design. Linguistic expressions like "serene," "gentle," and "calm sophistication" reveal an evaluative tone that carries affective meanings and emotional refinements. The Perlocutionary effect of this advertisement is intended to cultivate a perception of elegance and traditional refinement, urging the intended audience to associate Jahaan with balanced cultural continuity. This will enhance the brand's value, demand, and purchase rate.

Findings and discussion

From the analysis of 32 advertisements from the official pages of each website, 7 speech acts were identified out of 16 proposed by Simon & DeJica-Cartis (2014). The identified speech acts are: assertion, direction, persuasion, information, expressive, commissive and declaration. The type of speech act that is recorded the most is assertion, while the least used speech act is declaration. The high frequency of assertion speech acts indicates that the sellers or brands attract the consumers by establishing facts directly and respectfully. They ensure their message is conveyed clearly to the target audience without being lost. Advertisers also used assertions to suggest or inform about the products as they are. Meanwhile, the low frequency of declarative speech acts shows that they don't want their buyers to think it directly changes their preferences for their products, or they don't want to change their customers' preferences, probably due to the customer-business relationship.

Apart from that, other findings were made during the analysis. Based on the analysis of the collected sample, Laam's advertisements are notably the most responsive to the current season in which they were posted. It is a good strategy to appeal to customers or their demands in a way they can relate to the advertisement. It shows that the brand is aware of the trends and needs. They recently launched their app for more feasibility. This helps the company project a positive image for its customers.

Another finding is that Laam has consistency in its advertisements. All their analysed advertisements feature ‘assertion’ and ‘direction’, which explicitly demand that their audience take direct action upon seeing the products.

Recommendations

The findings of this study show that online selling brands should consider their buyers' preferences and needs. Communicative acts have a significant influence on their perception. As evident in the study's findings, advertisements have the right to modify and twist language to suit their purpose.

Future researchers may collect a broader corpus to further analyse the textual and visual strategies of online sellers. They can also conduct an online interview with the readers of the advertisements. A comparative study between language choice and advertising functions through speech act patterns may also be examined. It will also be interesting to include those in expanding circles to better understand how they use speech act patterns in their online selling advertisements.

The language of advertising continues to evolve. The field of advertising still has a lot to offer to linguists and scholars, especially those interested in digital platforms.

Conclusion

The study has analysed a number of advertisements from the official Instagram pages of clothing brands. From the analysis, we have identified 7 of the 16 speech acts outlined by Simon & DeJica-Cartis. Of these 7, the assertion speech act had the highest usage. This answers our first research question, which asked about the speech acts used in online advertisements. Our second research question regarding the similarities and differences of patterns has also been answered by the analysis of the sample, which shows that some brands used ‘direction’ to urge the customers to take action by mentioning links. Some brands used ‘assertion’ to maintain the integrity and truth about their products. Our third question, which may emerge from the analysis of the sample, has also been answered by the findings discussed in the earlier section: the responsiveness of the advertisements to the current season and their consistency in directing buyers. In retrospection, some limitations are found in our paper. One of them is the lack of a variable that could decide the effectiveness of speech acts for online advertisements. This limitation may be overcome by conducting a survey of the advertisements' audience. This will help understand the acceptability and attractiveness of the advertisements to buyers and their product listings. Another limitation is that this study includes only brands with an online platform. In future, a comparative study between big brands' outlets and online clothing stores may also be conducted.

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