

**EXPLORING INFERENCES IN NETVERTISING
ON DISPLAY NETVERTISEMENTS**



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ABSTRACT

This research explores a study of display netvertising pragmatically, examining on relevant inferences for overt and covert forms of inferential communication based on recognised intentions. The theoretical basis for this research was adopted from the Griceian (1975, 1978) and the Relevance theory (1995). The research questions were divided into preliminaries and post analysis stages to support the objectives. The samples of 10 netvertisements included web banners, buttons, content modules, rectangles, and skyscrapers in which the inference-types were found and thus, divided into conventional, and non-conventional, i.e. silent and flouting. All these inferences were signalling different unintended versus intended meaning in which depending on their netvertising contexts and relevancies. The conventional inferences dominated the overt silent and flouting inferences for overt communication notably. In covert communication, the silent and flouting inferences were mostly employed in the netvertisements. The flouting inferences were influential and predicted to have impacts in netvertisements futuristically. This research is therefore vital for future research and professional practice in netvertising discourse.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter elaborates on inferential communication in Netvertising. It addresses Statement of the Problem, Research Questions and Objectives of the research. In addition, other sections of this chapter also include the Significance, Scope and Key Terms defined. The last section indicates the Organization of the research.

1.1 Netvertising

This research is designed to explore a typology of inferences developed by netvertisers. It also intends to examine the violation of maxims that are overtly or covertly employed in netvertisements. The present researcher is applying the Grice's Co-operative Principle (1975, 1978) further developed by Levinson (2000) and Sperber and Wilson's Relevance Theory (1995) for this research. Pragmatically, this research is looking into inferential communication in *display netvertising*.

Everyone wants to be on the Internet. Netvertising, which is also referred to as Internet marketing or online advertising is used to market products and services over the Internet. In fact, it is considered as the most important not-too-new method

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter is on literature review that covers on inferential communication in netvertising. Adding to this, it also highlights on sub-sections, e.g. Conversational Implicature, Griceian's Maxims of Co-operation, Relevance Theory and Semiotics, and addresses the framework as well, for this research.

2.1 Inferential Communication in Netvertising

Internet advertising or *Netvertising* discourse is considered a new fresh domain for a linguistic research on inferential communication of pragmatics. Netvertising, which is also referred as Internet marketing or online advertising, is used to market products and services over the Internet. The Internet offers low costing and many other benefits to a global audience such as distributing information and media. The interactive nature types of netvertising for getting instant response and eliciting response are the qualities of this medium. It ties together creative and technical aspects of the Internet: media content, design, development, advertising and sales.