Research on the Meaning of English Commercial Advertisement from the Perspective of Relevance Theory

Abstract: Today, all types of advertisements are scattered throughout the world, and the forms of advertising are diverse and spectacular. Advertising plays an important role in promoting economic development, cultural communication, and even the formation of value.

Relevance theory, first proposed by Dan Sperber of France and Deirdre Wilson of England, is a communication theory based on cognitive principles. This theory points out that every explicit communication action conveys its own optimal relevance hypothesis. The best relevance is to get the best cognitive effect with the least effort in the cognitive process of human being.

This thesis focuses on the use of relevance theory to explain the essential meaning of commercial advertisements. Commercial advertising is a special kind of communication behavior. Advertisers design a large number of advertisements to draw people's attention to pursue economic interests and image. The meaning of these advertisements can be explained by relevance theory. By studying the relationship between relevance theory and advertising, the author can provide consumers with a new perspective to read advertisements, understand advertisements, and have a general understanding of relevance theory.

Key words: Advertising communication; Relevance theory; Ostensive-inferential process