摘　　要

　　一个国家或整个世界在不断向前发展的进程中不可避免的会面临环境保护的问题，特别是在当今全球化过程中产生的资源、人口、生态等突出性问题，人与自然和谐共生显得尤为重要。人们为了保护绿水青山、维持生态平衡、造福子孙后代，在当前环保问题引人深思的情况下，环保问题的衍生品--环保广告语，发挥了重要的作用。环保广告语是一种特殊的言语交际，为了取得广告语传播后更好的效果，广告制作者会深入对如何更好表达广告语的研究以增强影响力。本文以美国语言哲学家塞尔的言语行为理论为框架，搜集整理分析了大量的环保广告语的语料，研究环保广告语的言语类型及语言表达的特点，并就环保广告语如何能充分发挥其最佳功能、达到共情目的，研究制作广告语的劝服策略。

关键词：言语行为理论；环保广告语；言语类型；言语特点；劝服策略

ABSTRACT

In the face of the environmental protection problems in the process of continuous development, a country or the whole world will not keep out of it, especially in the process of globalization of resources, population, ecology and other prominent issues generate, the harmonious coexistence of human and nature is extremely of importance. Environment is the foundation of human survival and development. It can be said that environmental protection is one of the most important and urgent problems affecting human destiny and social development in the 21st century. In the current circumstances, the issue of environmental protection is thought-provoking. Therefore, derivative of environmental issues--environmental slogans, have played an indispensable role in our contemporary social life. Environmental slogan is a special verbal communication. In order to achieve a better effect after the spread of the slogans, advertising producers will in-depth study on how to better express the slogans to enhance their influence. Based on Speech Act Theory of the American linguistic philosopher Searle, this paper collects and analyzes a large number of corpus of environmental slogans, studies the types of speech and the features of language expression of environmental slogans, and researches the persuasive strategies of making advertising slogans on how to apply for their optimal function to achieve the purpose of empathy.

Key words: Speech Act Theory; environmental slogans; speech types; speech features; persuasive strategies

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Chapter One Introduction

As a special form of discourse transmission, slogan is an important part of human language and culture. Slogans are ubiquitously used in our daily life. By means of the implementation of a certain speech act, the slogans have achieved the role of encouragement, advocacy, propaganda, charisma and caution. It has a wide range of pragmatic functions.

In recent years, people all over the world vigorously developed productive forces, plundered natural resources, and constantly constructed a deformed ideal world in their minds. However, it is followed by the serious destruction of the natural environment, the extreme shortage of natural resources, so that people's production and life cannot bear the burden. Therefore, environmental protection has become one of the hot topics around the world. People are increasingly aware of the importance of maintaining ecological civilization. Therefore, people adhere to the concept of reshaping the earth's environment, creating a better life for the benefit of future generations, and promoting the sustainable and harmonious development of men and nature and a variety of means have been used to improve the earth's existing environmental situation, which include planting trees, advocating green travel, banning high-polluting factories, sorting waste, reducing the use of harmful substances such as fertilizers, and developing new energy sources.

Among these measures, the use of environmental slogans is the most prominent, novel and gorgeous. People use environmental slogans as a channel to publicize environmental protection issues, improve public awareness of environmental protection and guide citizens how to take effective measures to protect the ecological environment. A large amount of such slogans have been produced and published on the Internet, in parks, and both sides of the road etc, which have played a good publicity effect. Environmental slogans can render people understand the importance of protecting the environment, improve environmental awareness, and put into action to protect the environment and reduce the activities that destroy the ecological environment through a simple and understandable way. It presents the harmonious development form of human, nature and society.

Speech Act Theory was first proposed by the English philosopher Austin. He believes that when people talk, they are actually performing some actions, that is talking is doing. In the 1960s and 1970s, the theory was widely discussed in the academic community. Searle, the American linguistic philosopher, developed Austin's theory on the basis of his critical inheritance. According to the "implication", that is the purpose of the speech act, Searle divides the speech act

implemented into the following five categories: Representatives: The speaker describes or states what he believes to be correct and true propositions and discourses; Directives: the speaker gives an instruction hoping or trying to make the listener do something; Commissives: The speaker promises to take some future action; Expressives: The speaker expresses his or her feelings towards someone or something or conveys a state of mind; Declaratives: the speech acts in which the speaker changes the situation of things in the objective world immediately through speech. By using Searle's Speech Act Theory to study the speech act of environmental protection advertising slogans, we can grasp its speech intention more accurately and put it into practice.

Chapter Two An Introduction to Speech Act Theory

As a philosophical theory of language, Speech Act Theory has attracted a great amount of attention as soon as it came out. Austin, Searle and other scholars have developed the SAT. Its influence has expanded unprecedentedly. This chapter will discuss the origin and development of SAT and Searle's SAT.

2.1　Origin of the Theory

In the late 19th and early 20th centuries, there exist a historic turn in Western philosophy. The linguistic philosophy of many philosophers of language has been influenced a lot. Among them, the most representative is Austrian philosopher L. Wittgenstein. The philosophical thought of logic analysis [①]　and the philosophical thought of daily language analysis [②]　are two stages of his philosophy of language. In fact, in the second stage, the emergence of daily language school is influenced by logical thought. His early philosophical thought of language was logical image theory, which was based on the statics ideal language, instead of focusing on dynamic researches. Later Wittgenstein did not think so and began to criticize his earlier thought. He suggested that we used language in everyday life to determine the function of language. Just as the Philosophical Studies said: "If we want to go, we cannot go on smooth ground, because the conditions there are ideal; If we want to rub, we should go back on rough ground." [1]78 Therefore, his view of language began to lean towards the study of daily language, which to some extent has shown the thought of Speech Act Theory. The relationship between language and activity were getting closer and closer. Due to the influence of his thought, Speech Act Theory came into being.

2.2　Development of the Theory

Since 1950, Western scholars have paid special attention to Speech Act Theory. The influence of this theory has increasingly grown. SAT was first proposed by the English philosopher Austin. According to the theory, when people are talking, they are actually doing something. In his book *How to Do Things with Words*, he pointed out that "talking is action, people use the act of talking to achieve something." [2]94On the basis of this view, he put forward the famous theory: three-point theory of speech act, that is to say, he divided speech act into three levels: referring to things by words, doing things by words, and accomplishing things by words. Referring to things by words means locutionary act, doing things by words means illocutionary act, which is the definition that

perform actions while speaking. Sometimes the behavior implemented can be directly reflected through the literal language power, and sometimes the audience needs to get the behavior implemented through the analysis of the discource. Accomplishing things by words means perlocutionary act, which refers to the speaker exerts certain influence after the utterance occurs. This influence may be the direct or indirect purpose of the slogans. Austin believed "A person performs three acts simultaneously while speaking: Speech behavior, performance behavior, and effectual behavior."[2]106 SAT has broaden people's vision and pointed out the right direction for the related research of philosophy of language. This theory has broken people's conventional thinking and provided a solid theoretical function for research in the foreseeable future. Its establishment attracted many scholars to explore this field.

2.3   Searle's Speech Act Theory

Searle(1932-) is an American analytical philosopher who is famous for his study of Speech Act Theory. In fact, he analyzes and explores the world from the perspective of language, so he is an analytical philosopher in the real sense. Although he is called a philosopher of language, he cannot cover his important contribution to philosophy. The starting point of his theoretical analysis is that philosophy is the science of thinking and language is the carrier of thinking. On the basis of critically inheriting the analytical theories and methods of his teacher Austin's philosophy of daily language, Searle further systematizes and rigidizes the SAT, forming a complete theoretical system of speech act. His SAT is more than philosophical thinking of language, but the new development of the philosophy of language. According to Searle, he argues that "the proper way to study speech acts is to study language. SAT is based on the principle that all desires and meanings can be expressed in words." [3]58 Based on Austin's theory of action after words and deeds, Searle classified speech acts into five categories: 承诺类(Commissives), 表达类(Expressives), 宣告类(Declarations), 陈述类(Representatives), 指令类(Directives). Representatives are speech acts that describe situations or events in the world. There are a couple of examples:

(1) *You are out of sight! 你真优秀。*

(2) *She gave a thrilling account of her life in the jungle. 她绘声绘色地描述了丛林中的生活。*

Directives means that the speaker wants the listener to do something, such as suggestion, request, command, etc. For example:

(1) *You have left the door wide open! 你把门大开着了!*

(2) *Please be quiet! The class has begun! 安静! 上课了!*

Commissives can be understood as the speech acts of the speaker that he is going to do something else. Promise and threaten belong to this category. For example:

(1) *I promise to pay everyone tomorrow. 我承诺明天会给大家发工资。*

(2) *If you don't finish your homework again, you will be punished. 如果再不完成作业，你就会受到惩罚。*

In the speech acts, Expressives means the speaker expresses his or her feelings and attitude towards something, such as apology, thanks and linking etc. For instance:

(1) *I dislike the atmosphere of the class. 我不喜欢这个课堂的氛围。*

(2) *I would appreciate it if you could come. 如果你能来，我将不胜感激。*

Declarations is a speech act that changes a state of affairs in the world. For example:

(1) *I named this ship Titanic. 我将这艘船命名为泰坦尼克号。*

(2) *He announced it in front of the crowd, which went wild. 他在众人前宣布此事，全场沸腾了。*

The indirect SAT created by Searle not only provides a reasonable explanation to solve the problem of inconsistent structure beyond the meaning of words. It makes SAT rise to a new stage.

Chapter Three An Overview of Environmental Slogans

3.1   Definition

Environmental protection is a general term for various actions taken by human beings to solve the actual or potential environmental problems, coordinate the relationship between human beings and the environment, and guarantee the sustainable development of economic society. To protect the environment is to protect the natural resources consciously and make reasonable use of them to prevent the natural environment from being polluted and destroyed. We should make comprehensive management of the polluted and damaged environment so as to create an environment suitable for human and work. And advertising language is a kind of propaganda language that introduces commodity, culture, entertainment and other service contents to the public through various forms of communication media and posters.

In the face of severe situation, the environmental quality is becoming deteriorated today. Under the guidance of the national advocacy, advertising producers assume the responsibility to make the audience have environmental awareness, consciously fulfill the obligations, and produce many popular advertising slogans that can make the audience change psychologically and produce new behaviors in action. So the environmental slogans come into being in the new situation.

3.2   Features

What is known to all is that, to protect the environment is to protect the earth, that is, to protect ourselves. Some environmental slogans which have the feature of innovation often can give people inspiration and guide people to care about the environment. People's environmental awareness can be strengthened by the promotion of environmental slogans. Therefore, in the process of making slogans, it is necessary to understand the characteristics of environmental slogans.

One is to deeply reveal the nature, thoroughly analyze the reason. A public service advertisement on China Central Television warned the dangers of smoking. In the picture, the words "SMOKING" appeared in an eye-catching position, the fire on the side of word is a cigarette burning. It burned out a series of amazing figures: the death people because of smoking reach to 3 million worldwide per year, accounting for 5% of the total number of deaths in this year. One person will be killed because of smoking every ten seconds in the world. A startling set of figures, a striking warning that essentially says the harm of smoking makes people scared after reading it,

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