

uLAB2017

Undergraduate Linguistics Association of Britain

7th Annual Conference | **April**
University of Cambridge | **7-9**

Programme

features will be analysed via: semiotics, the application of Grice's maxims and other linguistic principles.

Topics under discussion will consider how advertisers use avoidance strategies, such as metaphors and innuendos, while still conveying the intended meaning. Within this, analysis will be directed by the following factors: An exploration of how semiotics and language interacts within advertisements, how are these different across both companies? And what are their effects? How are avoidance strategies used in persuasion techniques in product advertisements/campaigns?

Data will consist of a range of print Durex advertisements and Lovehoney videos taken from the YouTube channel and Facebook page of the companies; they will be subject to Critical Discourse Analysis as discussed by Fairclough (1993) and Van Dijk (1995) cited by Najafian and Ketabi (2011) and also semiotic analysis, as discussed by Kress and van Leeuwen (2006) in which the image, word and colour are social meanings of the advertisements that are coded.

Grice's maxims will inform analysis of the application of avoidance strategies with a focus on the flouting of the maxim of manner, in which speakers must avoid ambiguity (Schwarz, 1996 cited by Álvaro, 2011).

Due to the ever-growing openness of sexual discussion in society, companies can employ these techniques in order for advertising to take place in prime-time television with less worry about appropriateness. This research is imperative to the understanding of avoidance techniques, for the creation of advertisements of this nature in the future to not cause offence.

Álvaro, R. (2011). THE ROLE OF CONVERSATIONAL MAXIMS, IMPLICATURE AND PRESUPPOSITION IN THE CREATION OF HUMOUR: AN ANALYSIS OF WOODY ALLEN'S ANYTHING ELSE. Master. Universidad Complutense of Madrid. Available at: [http://eprints.ucm.es/13386/1/MA_Dissertation_Ramiro_Nieto_\(2011\).pdf](http://eprints.ucm.es/13386/1/MA_Dissertation_Ramiro_Nieto_(2011).pdf) [Accessed 26 Feb. 2017].

Kress, G. and van Leeuwen, T. (2007). Reading images: The grammar of visual design.

Discourse, Cognition and Communication, [online] 15(3), pp.292-297. Available at: <http://download.portalgaruda.org/article.php?article=69122&val=4819> [Accessed 17 Feb. 2017]. Lovehoney, 2016. *Brand New* Lovehoney TV Ad | Fuzzy Buzzy Slinky Kinky. [video online] Available at: <https://www.youtube.com/watch?v=c7RZH19cB78> [Accessed 20 Feb. 2017].

Najafian, M. and Ketabi, S. (2011). The Words behind Images: A Critical Social Semiotic Approach toward Analyzing Advertising. International Journal of Linguistics, [online] 3(1). Available at: <http://www.macrothink.org/journal/index.php/ijl/article/view/880/pdf> [Accessed 3 Feb. 2017].

Russian deverbal adjectives as relativization devices

Valeriia Generalova

Russian State University for the Humanities

In Russian, there are two different types of adjectival deverbal forms. Participles are regular inflectional forms of verbs normally participating in relativization. Normally participles can relativize either subjects or direct objects.

In contrast, deverbal adjectives are very specific yet not marginal and quite frequent entities formed by means of derivational affixes. Most of their properties are still understudied, which issue is partially covered by the present paper.

The focus is made on syntactic properties of deverbal adjectives. It was observed that they are able to relativize complements. However, deverbal adjectives can relativize noun phrases in different cases having different semantic roles. Moreover, deverbal adjectives can relativize concepts which are not explicit in the underlying verbal proposition.

The paper presents data from Russian collected through a corpus-driven study and analyzed both quantitatively and qualitatively. The conclusions drawn from the results can be fruitful not only for discussions about Russian derivation and Russian syntax, but also for cross-linguistic studies of participles, deverbal adjectives and relative clauses.

National Committee:

Chair: James Puchowski

Vice-Chair: Elisabeth Kerr

Secretary: Helen Attwood

Vice-Secretary: Andrew Merrison

Treasurer: Ollie Sayeed

Vice-Treasurer: Samuel Andersson

Webmaster: Holly Redfearn

Ordinary Members: Mari Aigro

Dioke Bins

Ben Edwards

Tilly Flint

Gabrielle Flockton

Rachel Fox

Helen Humphrey

Ordinary Members: Eleanor Read

(cont.)

Tamisha Tan

Sophie Walker

Martha Wilson

Local Organising Committee:

Local Chair: Tamisha Tan

Vice-Chair: Peter Grishin

Secretary: Elisabeth Kerr

Vice-Secretary: Tom Meadows

Treasurer: Ollie Sayeed

General Members: Samuel Andersson

Malcolm Kennedy

Elysia Warner

We would like to thank our generous sponsors for supporting ULAB2017.

LOCATIONS: See the map on page 39 for the locations of the Lecture Block (labelled “Lecture Block A”) and the Raised Faculty Building. Lecture Block rooms 2 and 3 can be found on the first floor on the right side, and the Raised Faculty Building Foyer can be found through the main central entrance by the spiral stairs on the ground floor. The poster sessions will be held at the bulletin boards outside the main entrance to the Lecture Block. There is a lift on the left side of the Lecture Block with access to both Lecture Block rooms 2 and 3.

ACCESSIBILITY: Lecture Block

Physical Access

- Level entrance from raised section of site through doors on the left hand side (fitted with push button opener) or lift access from exterior ground floor level (by prior arrangement). Steps, chair lift or narrow ramp up to main lift, which reaches all four floors. Alternative is flights of steep stairs, with handrails.
- Lecture rooms are mostly level, with fixed wooden benches but some room for wheelchairs and other chairs.
- Disabled toilets available on ground floor.

Visual Impairments

- Fluorescent lighting in all rooms.
- No touch-readable buttons or audio information in lift.
- Stairs are unmarked, but do have continuous handrails.

Hearing Impairments

- Infra-red hearing enhancement systems installed on first and second floors, suitable for non hearing-aid users. Loops available to borrow.

Raised Building

Faculty

Physical Access

- A ramp has recently been installed to allow access to the entry level of the building. Level access at the main entrance is through two sets of glass double doors with a