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A Comparative Study of the Politeness Principle in Chinese and English Advertisements

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Abstract

In daily communication, the cultural accumulation and personal qualities revealed in people's speech are all manifestations of the importance of polite words, and the politeness principle is an important criterion that people follow in daily communication. In the field of advertising, although the communication between the advertiser and the advertising audience is invisible and abstract, the politeness principle still plays a very important role, and the six maxims of the politeness principle are fully reflected in advertising. By expressing courtesy and respect on the basis of the politeness principle, the communication between the advertiser and the advertising audience can be carried out smoothly, so that the advertising audience feels comfortable and happy, and thus accepts persuasion. At the same time, there are cases of violation of the politeness principle in advertising, but the ultimate purpose is also to attract the audience. The politeness principle is widely used in Chinese and English advertising, but there are differences in application between the two different cultures. By analyzing some typical advertising cases, this article explores the application of the politeness principle in Chinese and English advertising, and the cultural factors behind it. The purpose of advertising is to attract the interest of the audience, therefore, the study of the politeness principle in advertising helps to accurately understand the language of advertising in order to design advertisements with good results.

Key Words: politeness principle; Chinese and English advertisement; cultural factors.

1. Introduction

Advertising is actually a kind of communication between advertisers and advertising audiences. The politeness principle is an important criterion that people follow in daily communication and is inseparable from advertising. In the field of advertising, although the communication between advertisers and advertising audiences is invisible and abstract, the politeness principle still plays a significant role. The politeness principle is widely used in both Chinese and English advertising, but there are differences in its application across different cultures. Since the purpose of advertising is to attract the interest of the audience, studying politeness in advertising helps to accurately understand the language of advertising and design advertisements.

1.1 Research Background

Advertising, as the name suggests, is to spread the word and inform the general public about something. Advertising has a broad and narrow meaning in terms of its scope and definition.

Non-economic advertising refers to advertisements that are not for profit, such as government announcements, notices and statements of political parties, religions, education, culture, municipalities, social groups, etc.

Economic advertising refers to advertising for profit, usually commercial advertising, which is a means of disseminating information about goods or services to consumers or users through advertising media in a paid way for the purpose of promoting goods or providing services. Commodity advertising is such economic advertising. Advertisements can be displayed through slogans and different images and expressions.

1.2. Objective of the current research work

The purpose of this study is to analyze the application and violation of the politeness principle in advertising, compare the

application of the politeness principle in Chinese and English advertisements and advertisements of different natures. To show the general application of the politeness principle in advertising and the coexistence of politeness differences, so as to help design advertisements with good effects.

1.3. Structure of the paper

The present work demonstrates the general application of the politeness principle in advertising slogans, highlights the coexistence of politeness differences, and ultimately help in designing advertisements with positive effects. Firstly, the definition of advertising and the politeness principle is introduced. Secondly, the essay explores the application and violation of the politeness principle in Chinese and English advertising, and gives examples for specific analysis. Furthermore, this article compares the different applications of the politeness principles, such as variations in emphasis, polite language, and different forms of advertising, through case studies. In addition, the essay considers and analyzes the reasons for the difference between the application of politeness principles in Chinese and English advertising. This difference is attributed to the diverse cultures of China and the English throughout history. The work also presents suggestions for Chinese and English advertising, as well as cross-cultural communication.

2. Literature Review

The politeness principle is the theoretical foundation of this thesis and there are many previous studies about advertisements. The research achievements in the field of advertisements both at home and abroad are presented.

2.1. Foreign Studies

In recent years, numerous researchers have made significant contributions to the field of advertising language study. They have provided comprehensive descriptions and analyses of linguistic forms from various

perspectives. Leech (1966) conducted a thorough analysis of linguistic features, vocabulary, sentence structures, and rhetorical devices used in 672 television advertisements, utilizing a quantitative approach and linguistic theories of his time. Additionally, he conducted a comprehensive study of the register of advertising language, offering a panoramic view for further exploration of the development and status of English advertising language. However, it is worth noting that due to the limitations of the advertising landscape during his era, Leech focused primarily on vocabulary and structure, omitting the social aspects of advertising language.

Geis (1982), adopted a pragmatic perspective to analyze American television advertising. Alongside examining linguistic devices, he applied Grice's Cooperation Principle, Conversational Maxims, and semantic and pragmatic issues, emphasizing that advertisers should be held responsible for the intended implicature of their communication. Geis, however, did not fully acknowledge that personal inferences are influenced by additional factors such as cultural context, various situational contexts, and personal experiences. While highlighting the importance of the unmentioned message in television advertising, Geis did not extensively discuss the significance of social factors and the representation of consumers' basic desires.

Vestergaard and Schroder (1985) advanced the study of language use in advertising by adopting a sociolinguistic approach. Their research examples, collected from British magazines targeting men, women, and mixed readers, are convincing and persuasive. They not only emphasized explicit information in advertising but also

explored the connection between advertising language and ideology, discussing the social motivations embedded in advertising. According to their viewpoint, advertising is not merely about telling us which products to

purchase, but it also suggests that these products may fulfill other needs that we may have. Furthermore, they conducted extensive research on linguistic features such as coherence, cohesion, presupposition, and participant roles in advertising. Regrettably, their theoretical framework used for discussing linguistic communication lacked contemporaneity in the theoretical approach.

Guy Cook's book "The Discourse of Advertising" (1992) delves into social semiotics and language while providing a thoughtful and critical survey of literature on advertising. Cook perceives advertising as a complex discourse that heavily relies on language and context. His study focuses on the careful treatment of advertising language and the examination of different contextualizations. With a social-semiotic viewpoint, Cook contributes significantly to the discourse analysis of advertising language, asserting that language has the power to influence customers' attitudes, thoughts, and impact the market.

Keiko Tanaka's work "Advertising Language" (1994) analyzes the language of written advertising in Japan and Britain within the framework of pragmatics. Tanaka applies Sperber and Wilson's Relevance Theory and explores the use of rhetoric devices such as puns and metaphors in advertising language. Additionally, she discusses the relationship between advertising and society, particularly in the context of the portrayal of women. Tanaka emphasizes the connection between the speaker's thoughts and the hearer's intentions. However, her research lacks a systematic examination of advertising from cultural and ideological perspectives.

Other studies on advertising language include Dyer's (1982), who views advertising as a form of communication and argues that it represents a specific representational practice. Angela Goddard (1998) considers advertising language as a written text, emphasizing the significance of phonological factors and graph-

logical devices in text analysis. Schmidt and Kess (1986) focus on the persuasive power of language in television advertising. However, it is worth mentioning that the mentioned scholars primarily concentrate on linguistic aspects and give less attention to the cultural factors influencing advertising language and pay less attention on the politeness principle to analyze advertisements.

2.2. Domestic Studies

The first stage of China's research on advertising language roughly appeared in the early stage of reform and opening up to 80 years, because the commodity economy development was relatively slow at that time, there were not many research results, this stage of the research on advertising language concentrated on the beginning of attention to the normative problem of advertising language, only limited to the analysis of the language itself.; Zhu (1985) introduced the development process of TV advertising language in China, compared the similarities and differences between Chinese and foreign advertising programs, and put forward suggestions on the norms of Chinese TV festivals. Shao (1986) also paid attention to the problem of the standardization of advertising language, proposed that advertising language should be more accurate, vivid and focused than other language styles, and pointed out several issues that should be paid attention to in the tempering of advertising language and how to regulate the current advertising language (1989); Yang (1989) also introduced The AIM rules proposed by foreign scholars who study advertising language are Attention, Interest and Memory, it is believed that the current advertising language can only maximize the social effect of advertising if it is fully used by this law.

At that time, several scholars captured the phenomenon that all kinds of advertising language in China urgently need to be regulated, and put forward suggestions on the standardization of advertising language from

the perspective of language and advertising, but their suggestions were mostly discussed in terms of the language itself, and some did not have ordinary applicability.

Thanks to the growing prosperity of the commodity economy, the advertising industry also flourished. The 90s of the 20th century is the flourishing period of advertising language research in China, compared with the previous stage, the research results of Chinese scholars on advertising language have gradually increased,

and the research content is more systematic. During this period, the research on the normalization of advertising language was no longer discussed solely from the perspective of pure language, and gradually recognized that the fate of a discourse form should be tested by the actual language of the society in which it is located. For example, Shi (1995) analyzed the phenomenon of abnormal advertising language from the perspective of psychology, and listed the psychological causative factors of the phenomenon of abnormal advertising language. Liu (1998) argues that the issue of normalization and denormalization should be viewed flexibly, and in a certain sense, denormalization can also be positive and affirmative. It is not difficult to see that the research perspective of this period is more extensive, no longer limited to correcting words or changing sick sentences, but also paying attention to the rhetoric and artistic beauty of language, and raising the research of advertising language to the aesthetic level and artistic level. Zhang (1995) argues that the variation of advertising language reflects the psychocultural characteristics and aesthetic linguistic significance of people when creating and appreciating variation;

In addition, scholars began to try to examine advertising language from the perspective of other disciplines, and used macro theories of related disciplines to explain advertising language, such as education, psychology, new inquiry, writing, communication, translation and other fields,

and paid attention to the practical application of advertising language in social life. Sun (1992) pointed out from the perspective of psychology that the social role of advertising language determines that it is bound to guide, adapt, obey and even use the psychological needs of social members, and gives the design strategy of advertising language according to the different psychology of people.

In the 21st century, the research results of advertising language in China are more impressive, and compared with the research content of the 20th century, the methods are more diverse, and the perspective is broader. The research on advertising language turns to summarize the use of advertising language, so as to obtain the directional summary and trend prediction of the use of advertising language, gradually practical, and the direction of research is more detailed, at this time the overall characteristics of advertising language research are diversity and intersectionality.

So far, the vast majority of research has mainly focused on linguistic boxes, such as vocabulary, semantics, etc., which are confined to perspective, and there are relatively few cross-studies with other disciplines such as writing, psychology, communication, etc. The theories and materials selected in the previous research on advertising language are too old, and the hearing and interpretation of advertising language are too single, outdated, so this thesis will focus on comparing the application of politeness principles in Chinese and Western advertising, and try to select more popular advertisements as research materials, so as to provide a new perspective for the future creative practice of advertising language.

3. Politeness Principle

The Cooperative Principle alone cannot fully explain how people talk. It describes how conversational implicature is given rise to but it does not tell us why people do not say directly what they mean. The reason has something to do with another principle which applies to

conversation in addition to the Cooperative Politeness Principle (PP).

3.1. The Introduction of the Politeness Principle

In 1973, Rabin Lakoff, an early scholar of the principle of politeness, wrote in "The logic of politeness; or minding your P's and Q's" strives to combine the politeness and cooperation principle, proposing the "pragmatic competence rules", namely "be clear" and "be polite". Among them, "be polite" has three sub-rules: "don't force the other party, leave room for the other party and make the other party feel friendly" She believes that the essence of politeness is not to invade the space of others and let the listener make his own decisions, and at all times to avoid conflict and friction with the listener. For the first time, Lakoff examines the phenomenon of politeness in the use of verbal communication from the perspective of conversational guidelines.

In 1983, Leech published *The Pragmatic Principles*, in which he followed Grice's division of the cooperative principle into six maxims. Leech's maxims of politeness are that speakers tend to bring as much convenience as possible to others when they speak, and try to suffer as much as possible for themselves, so as to make both parties feel respected in communication, and at the same time make the other party feel good about themselves. Leech puts forward the Politeness Principle to rescue the Cooperative Principle in the sense that politeness can satisfactorily explain exceptions and apparent deviations from the CP. Therefore, his Politeness Principle is not only an addition to Grice's CP but a necessary complement needed for cases where CP fails to offer a reasonable explanation.

Following Grice's presentation of the CP, Leech puts forward six maxims of the Politeness Principle which runs as follows:

Minimize (other things being equal) the expression of impolite beliefs and maximize

(other things being equal) the expression of polite beliefs.

- a) Tact Maxim: Minimize cost to hearer; maximize benefit to hearer.
- b) Generosity Maxim: Minimize benefit to speaker; maximize cost to speaker.
- c) Approbation Maxim: Minimize dispraise of hearer; maximize praise of hearer.
- d) Modesty Maxim: Minimize praise of speaker; maximize dispraise of speaker.
- e) Agreement Maxim: Minimize disagreement between speaker and hearer; maximize agreement between speaker and hearer.
- f) Sympathy Maxim: Minimize antipathy between speaker and hearer; maximize sympathy between speaker and hearer.

3.2. The Relevance with the Advertisement

The politeness principle is that the communicator wants to be respected by the other party in verbal communication. In order to respect the other person, the speaker needs to adapt to the context, employ some appropriate communication strategies and courtesy, and strive for the best results.

In today's society, with the development of science and technology, people are increasingly using multimedia for information transmission. Advertisement, as one of these media, also plays a great role. Advertising is actually a kind of communication between advertisers and advertising audiences, usually through language to persuade advertising audiences urging them to complete the instructions to achieve the designers' own purposes and effects, so the politeness principle has a strong guiding effect on advertising slogans. In order to avoid bringing psychological disgust and displeasure to the audience, triggering the audience's resistance psychology, advertising designers often use the politeness principle. They put themselves in the shoes of the advertising audience, trying their best to make their views and emotions resonate with the audience and encourage them to follow the instructions earnestly.

4. The Similarities of the Application and Violation of the Politeness Principle

Advertising is an art of language, and advertisers are very meticulous in their choice of slogans. The use of language can sometimes become a decisive factor in the success or failure of advertising. To induce and persuade the advertising audience, advertisers need to pay careful attention to the selection of advertising slogans. In order to facilitate better acceptance of the advertisement by the audience, the selection of slogans should be aligned with the necessary pragmatic principles to maximize the effectiveness of the advertisement. The politeness principle may be violated in certain circumstances, but the objective is to attract the public.

4.1. The Application of the Politeness Principle

The politeness principle in verbal communication aims to earn respect from the other person. To show respect, the speaker needs to adapt to the context and employ appropriate communication strategies and courtesy to achieve optimal outcomes. In product promotion, the ultimate goal of advertising is to encourage consumers to choose their products. Advertisers always endeavor to manipulate language skillfully, employing linguistic politeness principles. By using implicit and skillful language, they transform direct instructions into indirect instructions that are popular and easily accepted. These indirect instructions not only consider the consumers' self-esteem but also demonstrate great care and respect for the advertising audience, thereby fostering willingness to accept and comply with these instructions.

4.1.1. The Application of the Tact Maxim

At the core of the tact maxim is benefiting others to a greater extent. Efforts are made to minimize the hearer's losses and maximize their gains. The more demanding the requirements, the more polite and strategic it becomes. When conveying information, the speaker must prioritize the hearer's face,

ensuring they do not lose face. To achieve this, the speaker employs language skills and strategies, enabling the hearer to initially perceive benefits when organizing the information. This outcome is a result of the speaker's strategic approach. Slogans, to a significant extent, adhere to these guidelines.

Advertisers are aware that meeting customers' needs is a crucial factor influencing their purchasing behavior. Both of the following advertisements have a common goal: to maximize the customers' benefits.

Example 1: 青春宝, 让你永葆青春 (Skincare product) Example 2: Have healthy, shiny hair of course. (Pantene)

The Chinese (first) advertisement is highly captivating, creating the impression that drinking the product will keep one young forever, offering benefits that most people desire. This undoubtedly motivates people to make a purchase. In the English

(second) advertisement, the buyer is made aware that the product is harmless and beneficial for the hair, resulting in shiny hair, thereby encouraging the purchase of the product.

4.1.2. The Application of the Generosity Maxim

The generosity maxim aims to minimize the expression of self-centered views. Employing this maxim at the appropriate time allows merchants to instill confidence in consumers, assuring them that they can make purchases with trust and maximize their benefits. Consequently, the maxim enhances the appeal of the product.

Example 1: 亏本大甩卖 (Discount sale advertisement) Example 2: She works, you rest. (Washing machine)

In commercial activities, based on the principle of reciprocity of interests, the interests of merchants and consumers fluctuate. Merchants' discount sales demonstrate their

willingness to sacrifice their own interests for the benefit of consumers. When consumers contemplate making a purchase, they typically evaluate the extent of disadvantage to the merchant first. The English advertisement employs contrast to maximize its impact, highlighting that the washing machine works while the customer can rest. Advertising capitalizes on this consumer psychology.

4.1.3. The Application of the Approbation Maxim

The Approbation Maxim is beneficial for enhancing the relationship with consumers. The Approbation Maxim refers to praising others more and reducing the derogatory treatment of others. Praising and recognizing consumers by merchants enhances the relationship between the two, fosters goodwill towards merchants, and ultimately stimulates consumer behavior. Words of praise always make people feel good and boost their confidence through the affirmation of others. Consumers will expect a product to make up for their own shortcomings, so that their own advantages can be promoted, and then praised by others. Advertisers leverage this consumer psychology to capture their attention and persuade them to choose products through public praise.

Example1: 你的能量超乎你想象。(红牛)

Example2: Because you are worth it. (Loreal)

The above two advertisements provide buyers with "energy beyond your imagination" and "worth", which psychologically satisfy through praise and compliment to consumers. This will please consumers and arouse their desire to make a purchase.

4.1.4. The Application of the Modesty Maxim

This maxim aims to minimize merchants' self-praise and exaggerate their modesty. Some advertisements go against their usual exaggeration and use some humble language to attract consumers.

Example1:农夫山泉有点甜

Example2: Avis: We are second, so we work harder. (car rental)

In the Chinese one, Nongfu Spring is a brand of mineral water that uses the phrase 'a little' in its advertising slogan, without exaggeration. On one hand, it reflects the brand's excellent water quality; on the other hand, it is modest and avoids exaggeration, which creates a positive impression, instills trust in customers, and encourages purchases. In this English advertisement, being number one or being the first, we have never seen a brand so honestly acknowledge being second. In this way, AVIS Car Rental has effectively won the trust of consumers with a humble and sincere attitude. It is better to make everyone believe that they are second than to be unknown, which is a good way to break through. After the advertising, AVIS made a major breakthrough in turnover, from a loss-making business to a company with a good reputation and a good profit.

4.1.5. The Application of the Agreement Maxim

The Agreement Maxim focuses on trying to narrow the differences between oneself and others, and trying to exaggerate the agreement between oneself and others.

In reality, when the interests of the parties align, the likelihood of adopting one party's demands increases. As far as advertising is concerned, the positions of the two parties are close to the same, which is more conducive to consumers accepting the purchase behavior of merchants. Some advertisements use 'interest-related' approaches to impress and persuade consumers into accepting the indirect instructions presented in the advertisements and making purchases.

Example1:放我的真心在你的手心(美加净护手霜)

Example2: Our shiny comes from your brilliance
(沙宣洗发水)

The above two advertisements connect the company's development and service goals to consumer needs, and this interest-related language appears more friendly and appealing to consumers

4.1.6. The Application of the Sympathy Maxim

Try to minimize your dislike of others, and try to exaggerate your sympathy for others. When people are in a dilemma where they need to make a choice, it's easy to accept the kind advice of others. Because people are more willing to accept advice and requests from people who are sympathetic and understanding to them, and people know that most of them are well-intentioned and friendly.

Example1:立白洗洁精, 漂亮不伤手

Example2: Life is harsh, your tequila shouldn't be. (wine)

The first example conveys the goodwill and thoughtfulness of the merchant and strives to better serve the consumer. The second advertisement uses a simple description of people's life philosophy to persuade consumers to maintain an optimistic attitude towards life, and ultimately have a good impression of the promoted product. The above advertisements expressed sympathy and understanding for the dissatisfied aspects of consumers, thereby winning the trust of consumers and finally achieving the purpose of selling products.

4.2. The Violation of the Politeness Principle

However, there are some in both Chinese and English advertisements that not only do not observe the politeness principle, but even violate it. But violations are also partly meant to bring about better reactions.

4.2.1. The Violation of the Tact Maxim

It often appears in public service advertisements (PSA). The purpose of a PSA is not to promote goods, but to persuade, order, or

demand the audience. To achieve this goal, language design is a key factor in the success of PSAs. From a pragmatic point of view, persuading, ordering or demanding that the audience regulate their behavior will inevitably threaten the face of the audience and cause the audience to resent. However, in order to maximize the effectiveness of PSAs, it is sometimes necessary to violate the politeness principle.

Example1: 严禁乱扔垃圾, 违者罚款 100 元

Example2: No smoking.

The following are examples analysis of the politeness principles chosen in public service advertisements in different cultural contexts in China and the UK, so as to have a clear understanding and understanding of them.

The use of strong words such as "strictly prohibited" and "prohibited" in the above two Chinese and English advertising slogans has a certain warning effect, and the "fine" in the second case will damage the economic interests of the audience. Although this kind of overbearing discourse seriously harms the interests of the advertising audience, the advertising effect is often better when such strong words are used in public service advertisements. Even if it hurts the recipient's face to a certain extent", it acts as a deterrent to the recipient, making them accept and obey the instructions.

4.2.2. The Violation of the Modesty Maxim

The core of the Modesty Maxims is to devalue yourself, but most product ads promote the strengths and merits of their products. Therefore, the real purpose of many advertising designers who repeatedly deviate from the Modesty Maxim is to contradict the Tact Maxim and highlight the quality of the products or services that advertisers provide to consumers. Due to the nature of advertising, consumers are also tolerant of exaggerated and exaggerated product facts. On the contrary, being too modest

is not conducive to playing their own brand products and showing the highlights of their products.

Example 1: 不是所有牛奶都叫特仑苏

Example 2: Where there is a way for car, there is a Toyota. (TOYOTA)

In the Chinese well-known milk advertisement, it reflects its uniqueness, the quality of milk is better than other brands. Besides, it does not hide its praise and confidence in its own brand, highlighting its own advantages, thus triggering customers' favor. In the English advertisement, it exaggerates that Toyota is everywhere, and there are Toyota cars where there is a road, showing the popularity of its brand and good sales to attract customers to buy.

4.2.3. The Violation of the Approbation Maxim

Approbation Maxim is less debasement, more praise for others, more belittle and less praise for yourself. Some ads do the opposite in order to highlight themselves.

Example1: 傲视同群, 唯我独尊 (某房地产广告)

Example2: We lead. Others copy. (理光复印机)

In the Chinese real estate slogan, the brand uses "proud" and "self-sophistication" to exaggerate itself and reflect the advantages of its real estate, thereby winning the favor of consumers. In the English ad, a pun is used, in which advertisers attract consumers by praising themselves and belittling other competing brands, stating the characteristics and advantages of the product. Although the politeness principle is used in most advertisements, there are a number of exceptions, and the ultimate goal is to attract the purchasing power of customers. However, when designing the slogan, we still have to maintain the face of the advertising audience to a certain extent, make it feel respected, and make the advertiser and the advertising audience achieve emotional resonance.

5. The Differences of the Application of the Politeness Principle in Chinese Advertisements and English Advertisements

Due to the long-term influence of various factors such as society and history, there are certain differences in the specific expressions and realization methods of politeness in different cultures, which are manifested in both Chinese and English cultures.

Culture is the sum of material wealth and spiritual wealth created by human beings, and different countries and peoples have their own unique history and culture, including distinctive characteristics related to the politeness principle. After a long period of development and evolution, Chinese and English cultures have also developed many cultural differences. These differences manifest in various aspects of people's cultural lives. With the acceleration of globalization, deepening mutual understanding between Chinese and English cultures, and promoting positive exchanges and communication between China and the English have become important issues.

As a special communication tool, advertising plays an important role in conveying information and achieving effective advertising effects. At the same time, as a carrier of culture, it is also influenced by culture and influences culture. In today's world, the exchange between China and the English is becoming increasingly frequent, which calls for a clear recognition of the cultural differences between Chinese and English advertising. It is important to use advertising in communication and translation correctly, aiming to make advertising more contextualized, culturally appropriate, and in line with the principles of politeness, in order to achieve the best advertising effect.

5.1. The Focus of the Politeness Principle

The focus of the politeness principle is different: The cultural orientations of Chinese and English societies have led to distinct

emphases on the politeness principle in advertising communication. In Chinese culture, the politeness principle places greater emphasis on respect, consideration for others, and the harmony of social relations. On the other hand, in English culture, the politeness principle places more emphasis on precise and accurate expression, highlighting personal independence and freedom.

Example 1: China's Coca-Cola vs. America's Coca-Cola

In Coca-Cola's 2014 New Year commercial, younger generations raised their glasses to toast their elders, demonstrating their respect, which aligns with Chinese cultural customs. In China, where the power distance is high, there is an orderly difference between the young and the elderly, and the dignity and inferiority. And in the 2016 Coca-Cola commercial "Brotherhood" in the United States, the brother loves his younger brother, but does not follow him in everything. The status of the older brother and younger brother is equal. This fully reflects that the United States is a country with low power distance.

China tends to be collectivist, emphasizing strong interpersonal relationships and a sense of social and communal responsibility. On the other hand, Americans emphasize individualism and consider individual rights as paramount in society. This is reflected in the stark contrast between Coca-Cola's Chinese New Year ad in China and the Super Bowl ad in the United States in 2016. In China's Coca-Cola New Year commercial, families gather together. A boy helps reunite a snowman with a family, and the mother holds the boy and says the advertising slogan: "New Year, it's about being together!" In the American Ant-Man vs. Hulk commercial, Ant-Man and Hulk engage in a battle over a bottle of Coke, and the final slogan is: "Sometimes I just want a little sip."

The two advertisements are contrasting, the former is happy and embodies the idea of

collectivism. The latter focuses on individual rights. It can be seen that Coca-Cola takes into account the differences in cross-cultural communication in its advertising, and China advocates peace and pays attention to collectivism. The United States, however, embraces individualism. In China, Anglo-based ideas are not widely recognized. Therefore, if the culture of individualism is blindly implanted in China, this kind of advertising will not attract people, and even people will find it offensive and not in line with the politeness principles that they should follow.

Example 2: Nike "Just Do It" vs. Li Ning "Anything Is Possible"

Nike is an American sports brand, while Li Ning is a Chinese sports brand, and both brands promote positive messages through their slogans. Nike's slogan "Just Do It" emphasizes self-affirmation, which resonates with young people, who also form Nike's largest customer group. It expresses a carefree and adventurous attitude, reflecting the youth's self-awareness and inspiring individuals to pursue their dreams. Li Ning's slogan "Anything Is Possible" emphasizes teamwork and hard work, encouraging individuals to strive for success through collective effort and dedication.

Example 3: Apple "Think Different" vs. Huawei "Opens a New Era of Artificial Intelligence"

Apple is an American technology company, while Huawei is a Chinese technology company. Apple's slogan "Think Different" emphasizes not only the high quality of Apple computers but also their innovative designs. This slogan is not only creative and refreshing but also highlights the exceptional quality of Apple computer products. It also reflects Apple's cultural values. "Think Different" are those who have independent thoughts; It is those who have the courage to abandon the secular perspectives; are those who have an empty cup mentality and are willing to learn new things; It is those who are not willing to be mediocre and work tirelessly in pursuit of

personal ideals; It's those who want to change the world. Apple's "Think Different" emphasizes independent thinking and creativity, whereas Huawei's "Opening a New Era of Artificial Intelligence" emphasizes technological innovation and future advancements., and we need to strive to open a new era of intelligence for the whole country and the whole world, not for one person, but for the whole era.

5.2. Advertising Expression

The difference in advertising expression between Chinese and English advertising communication results in varied applications of the politeness principle. In English advertising, there is often an emphasis on personality, creativity, and humor, with a direct and humorous approach employed to capture consumers' attention. On the other hand, Chinese advertising tends to prioritize cultural connotation and emotional resonance, with a focus on showcasing the brand's cultural essence.

Example 1: China's public service advertisement vs. UK's public service advertisement

In the UK Department for Transport's engaging PSA titled "It's everyone's journey. Let's make transport more inclusive." Individuals in our daily travels are depicted as peculiar animals. For example, a rampant man turns into a bull in a bullring; Those who turn a blind eye to those in need become chameleons; People who sit in seats for the disabled on the bus turn into beavers, etc. These uncivilized behaviors are humorously depicted through animalization and mockery. Then, in an unexpected turn of events, the individuals who transformed into animals realized their misbehavior and promptly corrected it, ultimately transforming back into humans. The ad commends audiences who exhibit good conduct during their journeys and encourages everyone to contribute to the creation of an inclusive and respectful transportation environment. This PSA reflects the UK's

emphasis on courtesy, respect, and inclusiveness in public transportation. It seeks to encourage positive behavior and foster a harmonious commuting experience.

In a Chinese public service advertisement advocating giving up seats for elderly people on buses, an elderly woman initially got on the bus but did not have a seat. The people in the car pushed each other to give up their seats, but no one got up to give up their seats. The last young man who did not speak took the initiative to stand up and give up his seat for the old man, and at the same time a narration was inserted into the advertisement: "The public morality competition, officially starts today." In this advertisement, there is no direct satire on those who do not give up their seats to the elderly, but ends with an implicit way of "public morality competition", so that people can reflect and think for themselves.

Example 2: Coca-Cola "Share a Coke" vs. Moutai "The Way of Harmony."

Coca-Cola is an American beverage brand, while Moutai is a Chinese liquor brand. Coca-Cola "Share a Coke" encourages people to share joy and happiness, with a strong casual slogan and a greater focus on creating a relaxed atmosphere. Moutai's way of harmony emphasizes the value of etiquette and traditional culture, the unity of heaven and man, and harmony is one of the most basic philosophical concepts in China's traditional culture. In China's advertising, the concept of the integration of nature and man has a great influence on language expression and acceptance. It can be seen that Chinese advertising emphasizes more cultural connotation and emotional resonance.

5.3 Polite Language

In the use of language, the expression of the politeness principle in Chinese and English advertising communication is also different. In English advertising, direct language and a large number of adjectives are often used to express

the characteristics and advantages of the brand. In Chinese advertising, it is emphasized to express in a tactful and implicit way, and it is not good at direct expression.

Example1: SPD Bank "Home Bank" advertisement vs. Coca-Cola "Taste the Feeling" advertisement SPD Bank's "Family Bank" advertisement is a bank advertisement for the Chinese market, emphasizing the importance of family wealth management and asset management. The ad expresses the brand's core philosophy in a very tactful and implicit way, in line with the tradition of politeness in Chinese culture. For example, the ad uses language like "We want to be able to spend every wonderful day with you and your family" to emphasize SPD Bank's role as a partner in family finance. In addition, the advertisement also showcased SPD Bank's high-quality service and professional capabilities through a series of vivid pictures, further enhancing the brand opening.

Coca-Cola is a world-renowned beverage brand, and its "Taste the Feeling" is an advertisement aimed at the global market. The ad draws consumers' attention in a very direct, humorous way, highlighting the brand's taste and emotional experience. For example, the use of the language "a bite of Coca-Cola for pleasure and passion" in the ad strengthens the brand's taste and emotional attributes. In addition, the advertisement also showed the good life and joyful atmosphere that Coca-Cola can bring through a series of cheerful pictures, which further attracted the attention of consumers.

Example2: Diaopai's laundry detergent vs. Bell Phone

Different cultural backgrounds determine different ways of expression, Chinese expressing family affection, friendship, and love in advertising slogans is in line with Chinese implicit character. There are some advertisements that truly express the most sincere love between children for their parents, husbands for their wives, and neighbors, which

is very in line with consumer psychology. In Diaopai's laundry detergent advertisement, the little girl washed her clothes with Diaopai's laundry detergent when her laid-off mother went out to look for a job, and left a note "Mom, I will help you work." This kind of daughter's love for her mother is touching after seeing it, how can there be an action that does not want to buy her products? The way of expressing emotions in English countries is very straightforward, which is caused by the different ways of thinking adopted by people with different language and cultural backgrounds. The English way of thinking is linear, and the theme is pointed out first. For example, "Pass Your Love on the Phone" (Bell Phone Commercial). The idea was for a daughter thousands of miles away to call her parents who were having dinner: "I LOVE YOU." This self-explanatory feature is a testament to its straightforwardness.

Example 3: Huawei vs. Apple

Chinese like to illustrate the possibilities by listing everything in a subtle way. The listener can deduce the main implicit meaning or purpose based on the change in the situation, and the following is the advertising slogan of Huawei mobile phones: Huawei P2: Practice your words

Huawei P8: Youth passes as a fleeting wave
Huawei P40: Foresight and sagacity

Huawei Mate2: The body is not moving, the mind is far away
Huawei Mate30: Reimagining the imagination

Huawei uses this euphemism to reflect the performance and advantages of mobile phones.

English people are more inclined to linear thinking, they are good at using rational thinking to express objective facts; They are skilled at summarizing topics in concise words. Americans have high requirements of expression. Language is seen as the clearest channel in the communication process. The

main message of the conversation is contained in what has been said, not what has not been said. In communication, despite the changing situation, it is expressed in a clear manner.

For example, the following slogan for Apple phones:

iPhone 4S: A great iPhone, even better today

iPhone 6s/6s plus: The only difference is that it is different everywhere
iPhone X: Hello, the future

iPhone XR: Every side is the highlight

Apple uses straightforward language to point out the difference of its products, without any disguise.

In general, in Chinese and English advertising communication, the application of the politeness principle is different, but it can effectively enhance the brand image and consumer favorability. In Chinese advertisements, cultural connotation and emotional resonance are emphasized, and attention is paid to euphemistic and implicit expression, which is in line with the tradition of paying attention to politeness in Chinese culture; In English advertising, the emphasis on individuality, creativity and humor, using a more direct, humorous way to attract consumers' attention, is in line with the tradition of English culture that values individual independence and freedom.

6. Factors Influencing the Application of Politeness Principles in Chinese and English Advertisements

Although the politeness principle is used to a certain extent in Chinese and English advertising, the differences in different languages and cultures determine the variations in people's speech and behavior and also shape the differences in expressing politeness. The significant disparities in values, culture, and philosophy between China and the English-speaking countries result in a stark contrast

between Chinese and English politeness principles.

6.1 Sociocultural Factors

Most English-speaking countries' culture is known as 'the culture of individual value first' or "individualistic culture." Individualism is manifested in self-initiative, self-independence, self-expression, and other aspects. In most English-speaking countries, the self is of utmost importance, and personal achievement, individual sovereignty, and individual freedom are celebrated and revered as virtues. They advocate the idea that "all individuals are equal before God" pursue free competition, and equal self-reliance. Their conduct style highlights the individual and maintains an individual-centered approach. Their speech, behavior, and work style all revolve around personal autonomy and responsibility as long as they do not interfere with others. Therefore, English-speaking countries consider it polite to respect personal autonomy and freedom of speech and behavior in social interactions. It is because of this individualistic value that English people do not deliberately conceal their emotions when praised and readily accept compliments from others.

On the other hand, in China, traditional thinking influenced by over two thousand years of history emphasizes the importance of human relationships, known as group orientation or collectivism. When Chinese individuals speak and act, they always consider the preservation of group relations, taking others as a reference. Leaders, family members, classmates, colleagues, relatives, friends, neighbors, and others form a group "magnetic field" that seems inseparable from every aspect of life. The original meaning of the word "hierarchy" in Chinese is category and order, and individuals are often restricted to specific group categories and hierarchies. Throughout history, Chinese culture has been deeply influenced by concepts such as "hierarchy, nobility, humbleness, and

respect for elders", promoting ethical harmony in all endeavors. Chinese people pay attention to hierarchical differences when communicating and engaging in activities. The concept of the "golden mean" and the idea that "a person in a high position is liable to be attacked" are deeply ingrained in the Chinese mindset, leading them to avoid ostentatiousness in speech and actions and strive to demonstrate modesty. At the beginning of a conversation, Chinese individuals usually do not directly address the main topic but casually engage in small talk to show concern for each other. Moreover, in China, taking the initiative to care for others is considered a virtue. People willingly show enthusiasm and shorten social distances by expressing care for others' affairs, whether significant or trivial, family-related, or personal. Only after establishing this connection do they move on to discuss the main theme. When conversing with others, Chinese individuals try to be subtle and tactful, taking the other party's face into consideration. They typically avoid directly indicating their intentions but rely on hints and other means for the other party to understand their meaning. The concept of face dominates Chinese conversations, and when talking about themselves, Chinese people often display self-humility and self-deprecation to appear humble. They consider it impolite to readily accept compliments from others.

6.2 Philosophy

Throughout China's 5,000-year history, Confucian and Taoist cultures have profoundly shaped Chinese behavior and continue to serve as the foundation of their conduct. Confucian thought primarily focuses on human relationships, emphasizing the nation, family, and emotions, deeply embedding the concepts of home and country in the hearts of every Chinese individual. Therefore, many beverage and food advertisements in China often depict a group of people happily sharing or sitting together to taste and discuss. In contrast, English culture values individual freedom and individuality, and advertisements in the English

also emphasize the satisfaction of individual needs. In China, traditional Chinese culture heavily influenced by Confucianism places greater importance on moral values and expectations compared to English-speaking countries' cultures. Among these values, "propriety" forms the basis of the entire moral framework. Thus, since ancient times, respecting elders has remained the standard for judging morality in China. Therefore, Chinese advertisements, especially those for healthcare products, often revolve around the theme of honoring parents. One common example is the phrase "parents do not accept gifts this year, only accept Naobaijin" (今年爸妈不收礼, 收礼只收脑白金). In the English-speaking countries, the relationship between parents and children is often perceived as relatively equal, similar to friendships. Additionally, parents in English-speaking countries consider raising and educating their children as their own responsibility and obligation, without expecting much in return. Based on these cultural differences, English advertisements tend to depict joyful moments between children and parents, showcasing the growth of children and the aging of parents, rather than focusing on scenes and language related to filial piety.

6.3 Geographical Environment

China's traditional economy was characterized by a self-sufficient natural economy. The closed continental geographical environment limited Chinese thinking to the local context, fostering an inclination to rely on the experiences of predecessors and a lack of curiosity about new and unknown things. In this context of being a large agricultural country, the Chinese people attach great importance to cooperation and mutual dependence within families and collectives. These values are seen as essential for achieving agricultural self-sufficiency, promoting security, and conservativeness, which have shaped a more introverted culture. The agricultural civilization has influenced the Chinese character, emphasizing ethics and morality. The Chinese

value the pursuit of common ground, stability, and the principle of "harmony is precious, patience is high" when interacting with others. Consequently, national characteristics such as a love for peace, respect for elders and care for the young, self-preservation, and the pursuit of stability have emerged.

In contrast, most English-speaking countries are situated in open oceanic environments, with developed industry, commerce, and navigation sectors. They have a long tradition of studying natural objects and exploring natural mysteries since ancient Greek times. Furthermore, their exposure to marine environments, including winds, tsunamis, and maritime turbulence, has contributed to the people in English-speaking countries inclination for spatial expansion and military conquest. Numerous idioms associated with the "sea" in English-speaking countries' cultures reflect their awe and recognition of the immense power held by the sea. The survival methods developed in maritime civilizations have made their people brave explorers willing to take risks, placing a greater emphasis on realizing personal values. English societies also value individualistic struggles, leading to a sense of self-value, independence, autonomy, and a focus on the spirit of law and contract.

7. Conclusion

With the purpose of giving a conclusion about what have been discussed in this thesis, the major findings of this study will be presented and illustrated first in this chapter, and after that suggestions for designing advertisements will also be carried out.

7.1. Major Findings

Politeness not only regulates people's behavior in their daily lives but also plays a significant role in specialized language, such as advertising. Firstly, both Chinese and English advertising place importance on respecting consumers and incorporating politeness into their communication. Whether it is Chinese or English advertising, they strive to use polite

language, apply the principles of politeness, and demonstrate respect and care for consumers. Chinese and English advertisements utilize Leech's politeness principles, including the Tact Maxim, Generosity Maxim, Approbation Maxim, Modesty Maxim, Agreement Maxim, Sympathy Maxim, and others. Although there may be instances where advertisements deviate from the politeness principle, their primary objective is to attract customers, promote products, and showcase their performance.

Secondly, while both Chinese and English advertising apply the politeness principle, there are certain differences that reflect the distinct characteristics of politeness in advertisements across different cultures. These differences can be observed in the emphasis on polite principles, the forms of politeness employed, and the use of polite expressions. Chinese advertising embodies the politeness principle through consumer respect and the emphasis on social and overall harmony. Advertisements often rely on honorifics, euphemisms, and traditional culture. In English-language advertising, greater attention is placed on language conciseness, accuracy, and appeal. Slogans frequently incorporate emotional words or phrases to captivate and move consumers. Additionally, English advertisements employ techniques such as humor and wit to enhance the fun and interactivity of the ads. These variations arise due to the divergent methods and criteria for achieving politeness in different cultural backgrounds, influenced by social, historical, human, and geographical factors. For instance, traditional Chinese culture influences Chinese advertising, resulting in wide acceptance and application of values such as politeness, respect, and reverence. English advertising, on the other hand, emphasizes individuality and freedom. It prioritizes concise, appealing, and creative expressions. These factors contribute to the different interpretations and applications of the politeness principle across diverse cultural backgrounds. Therefore, when creating

advertisements, it is important not to rigidly adhere to the politeness principle but rather to flexibly combine the characteristics of language and culture, and utilize the politeness principle to achieve the intended practical value. This article explores the potential application of courtesy principles in advertising and the role of politeness principles in advertising slogans, aiming to empower advertisers to maximize the use of courtesy principles in creating advertisements and follow culturally appropriate approaches to enhance their appeal and achieve maximum benefits.

7.2. Further Suggestions

As globalization continues to accelerate, the exchange between Chinese and English cultures has become increasingly frequent, and cultural differences have gradually diminished. In the future, with the further growth of trade between China and the English-speaking countries, communication between the two will become even closer, making the application of the politeness principle in advertising design and communication increasingly crucial.

Firstly, it is essential to recognize the cultural differences between China and the English-speaking countries. Enterprises should consistently reflect on their own cultural perspectives, avoiding unconsciously using their own culture and politeness standards as the sole measure to judge each other's behavior. Instead, they should adopt strategies that consider these cultural and politeness differences.

Secondly, catering to local values is vital. Different values can also influence politeness. When communicating across cultures, many foreign brands focus on localizing their advertising. Enterprises should embrace this spirit of localization when conducting cross-border marketing.

Lastly, it is crucial to respect local language customs. The most significant obstacle to cross-cultural advertising communication is

the language barrier. The selection of appropriate words can effectively disseminate information in the target area.

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