PERCEIVING ENGLISH LANGUAGE IN INTERNET & DSR ADVERTISING
A Case of Conversational Implicature
An Eclectic Model of Redrafting Textual Meaning in Translation

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ABSTRACT

The EL used in Internet and DSR ads can be defined as an artful deviation in the form taken by a statement. It can be catalogued from the familiar to the obscure. A framework is being developed for classifying factors involved in constructing the textual meaning of these ads which can distinguish between figurative and nonfigurative texts, between plain and direct to ambiguous and obscure ones. Ads usually exploit ambiguity of reference which is resolved in a particular context interpretation by selecting one option of many. Such interpretation depends on the consumers' attitudes. A variety of factors are involved in the interpretability of the pragmatic, semantic and sociological implications of crux of ads along with their comprehensibility. Essentially, pragmatic inference contributes to a great deal in formulating the intended inference of Internet and DSR ads. Being performative ads perform implicit acts. The only exception is ad promises where attention is wholly paid to action. Ads tend to make certain kind of explicit speech acts. Thus, the interpretability of what is conveyed depends on elevating the four Gricean maxims within CP which are useful as "heuristic, but not natural". Internet and DSR ads include Face Threatening Acts. They would be full of mitigation which is by itself an acknowledgement of the benefits to or fault of the advertisers. Four main strategies are emanated in underlying individual ads, i. e. repetition, reversal, substitution and destabilization. These differentiations in the framework are supported by preliminary validation data and linked to suggest consumer responses to such ads. Mostly, the discipline of advertising was the primary repository of linguist's configuration about the performative act of persuasion. However, the analysis of EL in advertising aims at the discovery of the most offensive ways to formulate thoughts in a given context to alter consumers' postures to suit different situations. Loosing textual meaning in translating Internet and DSR ads indicates difference between the SL textual meaning and the RL textual meaning. Strategies involved are focalized around lexico-syntactic and discourse-semantic levels, most un -equivalent. These strategies are not incorporated to compensate for meaning loss, but also to redraft the RL ad text to cope with the socio-cultural context, cultural differences between EL and AL results in linguistic differences as well.

1. Introduction

1.1. The present paper exclusively addresses itself to the utilization of English (EL) in the process of advertisement creativity meant to either implicitly or explicitly communicate notions in a special way, that is, by generating ambiguity and obscurity. A number of other extra linguistic and cultural displays can equally achieve such end. When ads deviate from norms, they are not rejected as nonsensical or faulty, the deviation occurs at the level of form rather than content, and conforms to texts that are invariant in a variety of context.

Specially, the paper is meant to shed light on factors involved in the interpretability of the sociological, semantic, and pragmatic aspects of EL in advertising transmitted on a large scale through some Internet sites and on Digital Satellite Receiver Channels (DSR). The semantic paradigms and sociological elements in ads will be shown to function as subservient to the ideational input, through Conversational Implicature (CI) by the ads composers. Being ubiquitous, ads present a good review of pragmatic principles and issues of context, interpretability and comprehensibility. Strategies incorporated in drafting these ads in the SL and in redrafting them in the RL are focalized around un equivalent lexico-syntactic and discourse-semantic components to compensate for textual meaning loss and socio-cultural drift.

1.2. The linguistic patterns of advertising for a wide variety of products, including household goods, cosmetics, hygienic goods, fashion, fabrics, handcrafts, electronic appliances, and entertainment were examined.

1.3. In English of advertising two main elements affect the solidarity of such interaction in communicating the purpose of the ad and highly reflected in the language used, (a) the effect of ambiguity, (b) the presupposition factors involved.

In analyzing EL in advertising linguists often talk about ambiguity of reference. In surveying ads two main types of ambiguity might be deducted.

1.3.1.The Lexical ambiguity which results from the existence of homonyms- a form with two or more meanings ; homophones- single pronunciation with two or more meanings; and homographs- one spelling with two or more meanings

(1)   Tobacco blend: Tear it with no tear
(2)   Orient: Don't wind, it is the wind to wind
(3)   Flex Training Shoes: We mend your sole and relieve your soul

And, the Structural ambiguity which exists when a phrase or sentence used in an ad has more than one meaning because of its structure.

(4)   KFC: We feed the pigs in clean clothes

1.3.2. As concerning presupposition, it concerns the ads' text which a speaker/writer does not assert but presumes as part of the background of its textual meaning. The hearer/reader recognizes and confirms the validity of such presupposition.

(5) Owl Publisher: The owl sneezed again (= low seller issue) Presupposes the owl sneezed before With regard to grammatical, syntactic and stylistic features, the following patterns were used more frequently in ads.

a.) Imperative   (please) be you! Be Buenos
b.) Vocative   Ladies!
                          Brush on rapid-white
(c.) Interrogative/tail questions
                          What is the secret of everlasting beauty?
                          You know the origin of "*Bounty*", don't you?
d.) Conditional   Feel cold then use "*Pandol*"

Besides, idiomatic expressions were also used to serve as yet another technique of attention catching.

(6)   Seek and Ye Shall Find

1.4. Some ads successfully exploit the limitations of the processing ability of EL to describe competing products in such a way that it highlights their triviality and indefiniteness without presenting any significance information about them or deception.

(7) *Fitness Apparatus*- you can't differentiate one machine from some other, and one kit from another, one sport equipment from another, all cause backache and headache   without poor results- big bulge and persisted weight. But when you see Great Way then you will find the same apparatus which is complete in style and effects. Results are secured

Notably, the main body of the Internet/DSR advertisements is allotted for its information and explanatory value. Not only the linguistic text of attention getters and the body of the ads are interesting from the structural viewpoint, but they also successfully exploit social and linguistic attitudes, trope and race. A case in point is the sub headline of the "*Neutrogena: the transparent facial ba*r", and the headline of the "*Fair and Lovely*" cream. They promise to hand over nature's beauty to its users and exploit the dark complexion prejudice of "Orientals" as stereotype to emphasize the cream's demanding effects.
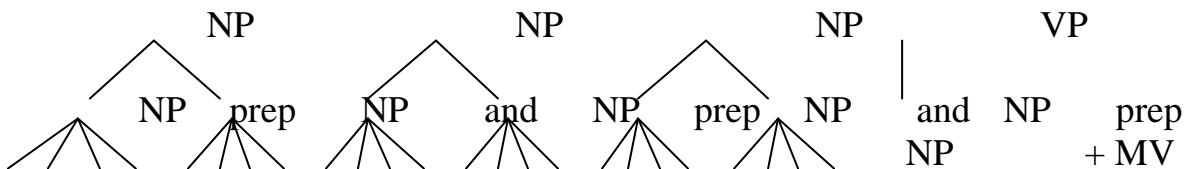
In the following ads, the advertiser fully exploits human capabilities of language using adopting different strategies

i.e. to disambiguate the text then let the consumer infer the results wanted. Without deception, the description presented of competed products points out their triviality and their fakeness. Moreover, no details can be infiltrated whatsoever.

(8) Topic 1. Differentiating one magic mask from another girl' s   magic mask and one pure stuff from another women skin lotion and one skin nutrition from another vitamin E extra supplement compound one wrinkle reduction cream from another fatigue elimination mask   correction sometimes cannot be round.

Topic 2. But when you see "Miss *Magic Mask*" then you find   out the same peel off mask, natural pure *allover* .

The ad is of two topics: one which deals with the competing "masks" is presented as limited as possible with an attempt to point out the products triviality and fakeness. Thus, causes high stress on the consumers' ability to follow. The topic's structure embraces a string of coordinated NP's of many modifiers. The MV is retained to the end which causes unnecessary ambiguity. The frequent uses of the indefinitizers such as, *some other*, and the lack of punctuation further obscure the text. The 2nd topic is composed of rather simple structure. It is stylistically direct, which brings relief to the "consumer" and enchants a pleasant and favorable image of the advertised product.

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        NP              NP              NP          VP

    NP  prep    NP   and   NP   prep  NP  |  and NP  prep
                                             NP       + MV

   M  M   M   HW M M   M  HWM M M  HW  M  M M HW M M  M HW M
M M  HW
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1.5. With the global spread and use of English in advertising and the concurrent recognition that English may bridge language barriers, new spectrum of problems arises related to the varieties of English used and due to cross-cultural differences.

Comprehensibility, i.e. the semantic meaning of words and utterances used, and the *Interpretability* of ads, i.e. mapping the pragmatic intended meaning of the text, are clearly affected. (Smith and Nelson, 1985: 334). Pragmatic inference, on the other hand, contributes to the communicative meaning of the ads. A variety of norms for pragmatic interpretability may formulate inference and even jeopardize the interpretability of the EL in advertising.

1.6. Grundy (2000:72) states that the pragmatic interpretability involves "identifying a context that will make sense of the [message]". For him, the Deictic Context which helps us resolve "matters of reference"; the Speech Acts Context which determines " the speaker's intention"; and the Implicature Context which helps determine what is conveyed implicitly can map the layout for pragmatic understanding of any utterance (Ibid). Thus, the contextual knowledge allows the consumer to comprehend that the intended meaning is distinct from the literal meaning and even it might be toned down.

1.7. To flesh out what sub areas are meant by studying the contribution of context to textual meaning according to EL in advertising one might cite the following types of context.
(a.) The physical context where the ad is taking place, what objects are present and what actions are occurring.
(b.) The epistemic context which refers to what background one should share to interpret the communicative meaning of the ad.

(c.) The linguistic context which helps comprehend the semantic content of the ad
(d.) The social context where the social relations and motifs included in the ad can be highlighted. (E. Angermair/anger.ht m).

2. Speech Acts
Internet and DSR ads, generally speaking, are performative. They either act implicitly, i.e. the acts that they perform are implicit; or explicitly. (Yule, 1996: 52). Ads mostly use first-person subjects and present- tense structures as such "we hereby threaten…" or "I hereby apologize…" but not in promises. Most ads make some sort of promise regulated by various voluntary and statutory codes (Myers, 1998). When an ad promises, it is calling attention to the action. It adds some information on the "entity" that is capable of making such a promise and willing to be held accountable for it (Ibid).

(8)　E`maar Co-operative Company for Investment
The ad highlights both the ethical policy guiding the company's investments by mapping brief images of water pollution_ the colorful image of the poured pollutant contrasts the right and white background of the rest of the ad. The consumer's service of the Co is added in bold and high case letters stating a promise "to open accounts without a hitch, or a little fine will be made." (Ibid). Rather a small promise, but the emphasis is made on keeping promises as a habit in the Co's policy.

Internet and DSR ads are required to make certain speech acts; such as warning on hazardous products. Like the promises, these acts are made explicit. The disclaimers, as in the following ad, are literally marginalized and referred to in the smallest size possible. In an ad on "The Royal Bank" the claims on the sale deals and of the financial disclaimers are dealt with in such a way as to warn against the disclaimers' attitudes but enhance the dealers' claim.

3. The Co-operative Principles

A fundamental pragmatic principle governing utilitarian communication has been defined by Grice (1975) as the Co-operative Principles (C P). He bases his principle, which consists of four maxims; on the notion that make" your contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the exchange in which you are engaged." (Grice, 1975). Thus, his interpretability of what is conveyed depends on elevating these maxims within the CP are heuristic but not natural. (Grice, 1967a).

3.1. Quantity, "make your contribution as informative as is required."

It might seem that all ads cited flout this maxim. Ads can be puzzling: one can't even tell what they are for. But of course most products are familiar, so that we only need a little information to achieve the ad's goal. "The deliberate withholding of information, the floating of this sub- maxim, is the device used in "teaser" ads."(Myers,1998:3).

 (9) AT & T ad – first bad weather is shown, Urgent Need is indicated with scrambled letters, and scattered spray - painted symbols difficult to comprehend. Then, the puzzle was solved by a graffiti captioned with an image of a mobile and a Logo. It says, "Make it easier for people to reach you." The first exposure didn't give enough information; the modified text enables us to see it, not as a message but as the enactment of an unsuccessful form of communication.

Other advertisers tend to violate this maxim by presenting more data than needed simply by repetition, reversal, or substitution.

3.2. Quality," do not say what you believe to be false."

Most advertisers regularly violate this maxim; since we all know that ads do not tell facts- they tell truth within certain specific institutional constraints or through destabilization. Preston (1996) discusses the use of "puffery" in ads, i.e. vague words that need not be supported by evidence if challenged. They may include phrases like, "the best", "preferred", "delicious", and improved". For instance, in the following DSR ad it is stated that (10) Qatar Airways is the "World's Favorite Airline."
Destabilization rather than deception helps in flouting the maxim of quality in the example. Not because more people travel on it, or because it is the biggest, it is because of the Co's Trade Mark- a falsehood which patently obvious to the" audience".

3.3. Relevance, "be relevant."

It is obvious that all ads are irrelevant to the activity that brings them to us. To persuade, advertisers tend to convey a new frame in which we look for a new purpose to the ad. Relevance, however, would be the central principle interpretation of ads. (Pateman,1983). As can be seen in the following
(11) Life Bouy Hygienic
The health warning gives the clue that it must be a detergent ad, leaving us with the problem unsettled of figuring which brand it would be. For many ads, the flouting of Relevance is the main strategy for the consumer to draw a range of Implicature, and assume the most likely interpretation.
(12) In a " Toblerone Chocolate Bar" ad, an open packet of huge Toblerone is seen, a girl in black looks consciously at a group of people, a pyramid-bulge in her cheek, and a caption in bold said, "What !"- a stream of conscious repetition provokes the following questionnaires: that she may have snatched a piece of Toblerone; that she may be accused of something; that she may be denying the accusation; and that the bar is surely

irresistibly desirable which fits our assumption that it must be " Toblerone". As we may notice, with relevance as a central maxim in the interpretation of ads, it explicates well, but only the trivial aspect of the ads. As such it is just like solving a riddle which one already knows.

3.4. Manner, "avoid obscurity of expression and ambiguity."

Internet and DSR ads often flout the manner maxim. (Grundy, 2000:77). Although many or even most of these ads
in E are ambiguous in some way, they are interpretable on the assumption that ambiguity leads to Implicature favorable to the product. In the following ads, the "all new" in the" fashion fair" and "now HRU" in the "mobile excellence" respectively refer to both.

(13)   Dubai Festivity/ fashion fair…all new

(14)   Nokia/ mobile excellence… now H R U

Moreover, the ads show a lot of intentional and unintentional obscurity. The textual meaning of the ads connects them to the service offered by using   the deletion strategy.

4.   Politeness Principle

Politeness principles are those which control the ways we should use the language to maintain and consolidate our social relations (Niazi, 2004: 32-33). There are circumstances where some actions might be interpreted as a threat to author's face. Even imperatives in English, which are the most direct act of making request, are sometimes employed to make offers in Internet and DSR ads. Such acts, tact maxim, of politeness have two sides: the negative, which minimizes the cost to the hearer, and the positive which maximizes the benefit to hearer. (Niazi, 2004:33).

Most Internet and DSR ads include Face Threatening Acts, i.e. they threaten the self-image of a conversational partner / or another's face. Face threatening acts are performed in advertising through directing, commanding, criticizing …etc. They challenge our positive image by telling us we are "smelly, awkward, and unable to succeed without the help of the advertised products."   (Grundy,2000:156).   They push us, against our desire, to act unhindered by telling us to go out of our way, do things we don't want to do, and change our current practices. So, they are expected to be loaded with all sorts of palliatives. But to mitigate would be to acknowledge the benefit to or fault of the advertiser. Ads, instead, always present themselves as doing us a favor. (Ibid). A good example is an ad on "Cholesterol- Free Recipe"(=it contains essential details. Those comprehend them should rely on them otherwise they would fail). This ad, on the face, is a threat to both positive and negative face. (Ibid:157). Yet each access point pulls the threat/ praise with wit. Public health campaigns are good examples for politeness issues in internet /DSR advertising.

5. Discussion

To solve the problem of how we understand ads to mean things that they do not actually say, or obscurely expressed or ambiguously stated, Gricean approach to understanding how Implicature, i.e. any meaning that is applied (Grice, 1975), works to convey meaning beyond that considered a part of semantic meaning rests on notions regarding communicative behavior and suggestion that there are conversational principle underlie and control communicative behavior (Grice, 1975:78). Grice's CP's are based on a single principle: " make your contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the exchange in which you are engaged." (Grice, 1976).

It might seem that EL in advertising would be a poor example of "co-operation", as that word is usually understood: the advertiser is trying to tell something we don't want, at a time when we aren't interested, to make one do something that we wouldn't otherwise do.   Yet the

interpretation of ads depends on "co-operation" as Grice defines it. We always assume that, however ambiguous the ad, it is directed at us or someone like us, and it can be understood in terms of the purpose of the advertiser.

As one type of conversational behavior, Internet and DSR ads are supposed to be scrupulously governed by the CP and sub maxims of Quality, Quantity, Manner, and Relation (Grice,1975), although it has been demonstrated that most ads go against the Gricean maxims in that they flout/violate/ or even hedge at least one maxim. These ads usually state the facts and details with obscurity and ambiguity because ads opt for the imagined supremacy of features for the products they review- a reality that has narrow objective correspondence. Ads, however, should be taken as embracing possible" notions", regardless of how imaginary such notions are, because they primary act as denominators between "imagined supremacy" and " conceptual objectivity", without which the ad itself would largely remain a mystery. This being so, ads per se have been analyzed in terms of conversational maxims.

The realization of conversational maxims gives rise to Standard Conversational Implicature (SCI), while flouting them, triggers Particularized Conversational Implicature (PCI) (Grice 1975, and Levinson 1983). Besides, the PP can be assumed to cut across the Gricean maxims (Leech 1983). Thus, the indirectness of Internet and DSR ads, their ambiguous content, their obscurity, and their incompleteness all constitute aspects of the pragmatics of the PP which may underlie ads as such. Ads, generally inferred, play a double role in the communication process. The advertiser collaterally activates defensive strategies of discourse while his intention is undoubtedly offensive/informative. In light of circumstances he is well aware of, the advertiser may opt for "going off record" (Brown and Levinson 1987) via redressing strategies involving the above aspects, so

that he need not commit himself to one particular course, thus leaving the offensive intent of the ad to arise by Implicature(see also Schudson, 1991). Then, to uphold the PP in Internet and DSR ads, the advertiser intentionally flouts one or more of the maxims of conversation, giving rise to PCI to be worked out via the CP which is assumed to be at work in communication. (See De Beaugrande and Dressler, 1981).

To recapitulate, Grice's principles assume that the participants' contributions in interaction are visualized by the acceptance or directions of the behavior in which they are involved (Levinson, 1983:101). Basing on that, Grice stated his four general principles applicable to language used in ads "to converse in a maximally efficient, rational and co-operative way."(Levinson, 1983:193).

6. Linguistic Strategies Involved in Forming Up Ad Text

6.1. Repetition

In most Internet and DSR ads the repetition of some elements / diction constitutes a sound trend for attending the figured goal. Such repetition, along with the combination of specific elements in the ad text, stresses the advantages / high quality of the product to meet those who are not easily satisfied. The semantic content of the elements combined are not altered.

Repetition, in ads, is applied to "sounds so as to create the figures of rhyme, chime, alteration etc." (Mc Quarrie and Mick, 1996:5). Besides, it is also applied at word level, of beginning words, of ending words, of beginning and ending, and ending and beginning words. (Ibid).

(15)   FUCHS: TITAN-SUPER FORMULA
API service SF
Exceeds API SE
Super improved formula
Improved formula for API super service SF
Exceeds/ API SE super improved formula

Super improved formula exceeds API SE

At phrase structure, repetition might be applied to create catalyst comparison in an indirect manner. (McQuarrie and Mick,1996:5).

(16) Twister Sweeper:" the price you want, the quality you need."

Repetition strategy is always applied with the repetition of privileges, shift in persons, quick comparison of the products and experts demo to motivate quick result plus positive response, and to secure bonus gift.

6.2. Reversal

EL in ads tend to combine within a text some elements " that are mirror images of one another." (Ibid). It is the repetition of the original images but in reverse.

(17) Downy….. Fabric Softner

   V   Obj(1)

Subj(2)   v

" stops static before static stops you".

Moreover, expressions used in binary pairs permit semantic and syntactic reversal.

(18) Johnson's Baby Shampoo

"Easy on eyes. Tough on tangles"

Easy/ tough are opposites or reversals used to stress the message intended for the product.

6.3. Substitution

According to this trend the advertiser selects "English expression that requires an adjustment by the message recipient in order to group the intended content." (Ibid: 6). Substitution involves a shift, unexpected and unconventional, in the meaning of the text to adjust a pre established relationship between the elements in an exaggerated/understated claims, part/whole relations etc. (Garnham and Oakhill, 1992).

(19) Suzuki: "everyday vehicle that aren't."

The substitution of" ordinary" by "everyday" is intended to help the recipient bridge the gap in the semantic content of the text.

6.4. Destabilization

It is to select an expression with an indeterminate/unsettled meaning i.e. of multiple co-existing meaning, in the ad. It is

a trend used to "mean more than is said, and relies on the recipient to develop the implications." (McQuarrie and Mick,1996 :6).

(20) Kodak: "an exposure made by someone without a camera."

(21) Toyota: "some people always driven on the wrong side of the road."

The ad (21) is accompanied by an image of a car running on a steep slope off the road.

7. Redrafting Strategies of Ads Translation into Arabic

The translation of Internet and DSR ads may need bilateral approaches to form equivalent texts. The semantic along with the communicative approaches are to be followed in rendering them into Arabic in order to retain the advantages of both and avoid points of weakness. Riazi (2002:3) propounds that the semantic translation is accurate in rendering, as closely as the semantic and syntactic structures of the TL allow, the contextual meaning of the SL text. It, he maintains "may not communicate well." (Ibid). The communicative translation, on the other hand, in its attempt to" produce on its readers an effect as close as possible to that obtained on the readers of the SL,"(Ibid) tends not to be very precise.

Newmark (1988,144) contends that the process of translation should involve, the analysis of the SL text; the choice of equivalents for words and sentences in the TL; then redrafting of the text according to [advertisers'] intention ,consumers' expectations, and the norms of the TL.

To cope with the discrepancies and adopt congruities, ads' translators opt to adopt certain strategies to compensate for the textual meaning that gets lost in the process of translation, and then adjust the rendered Arabic text in terms of aesthetic and intellectual values, i.e. at the macro and micro levels.

The redrafting strategies include:

7.1. Addition

To add anything that is needed-words, phrases or even clauses- to make the rendered text "appear natural, either

grammatically or semantically." (Zequan, 2000:8).

Yet, Baker (1992:167) adds that this strategy is resorted to release the tension between syntactic and communicative functions in the RL text.

7.2. Paraphrasing and Specification

It is to disambiguate what is vague in the SL text_ an act of explication and of specification of details included in the ad while redrafting the textual meaning in the RL.

7.3. Nominalization

It is a process defined by Halliday (1994:41) whereby a number of elements in the SL text of the ad are made to function as nominal in the RL text. Mostly, such elements are verbs of process and attributive adjectives as shown in the relevant examples.

7.4. Deletion and Embedding

To avoid redundancy and /or padding in the RL text of the rendered ad a clause or more can be integrated into one phrase or clause in the RL depending on the SL co-text and context. They might be deleted all together depending on the textual meaning.

Appendix A presents a written example of a binary text of a verbal ad on" Slimming" by Ammana Care showed on AlThuraya DSR channel where these strategies are applied to attend the main goal of the ad in both its Arabic and English versions.

8. Conclusion

The principal purpose of the paper is to contribute to highlighting a more systematic conceptual review of the structures of EL used in advertising. The framework suggested integrates a wide spectrum of catalyst syntactic, semantic and pragmatic factors incorporated in forming up the ads

textual meaning, and allows more information to be sifted and wider interpretation and stimulation to be gained. A wide variety of linguistic and extra linguistic strategies could be integrated conceptually and related to common consumers responses, and be offered to construct the " pervasiveness" of EL used in ads in terms of effects association with stylistic shifts i.e. the specific conceptual tool for deviation and to the primary repository of advertisers about persuasion techniques. The paper presupposes that some textual meaning is lost in the process of translation. Therefore, four strategies are cited in redrafting such ads in Arabic advertising text to compensate for meaning that gets lost in reconstructing these ads, namely, the addition of words, phrases, clauses into the Arabic text to be syntactically and semantically acceptable to maintain the textual meaning with all its sheds and reserve the pervasive elements of persuasion. Some elements in the SL text are to be paraphrased, explicated and specified to solve any unnecessary ambiguity and obscurity. For the RL ad text to be natural, some vague elements are to be made explicit others are to be nominalised, especially, verbs and adjectives while metaphorically rendered into Arabic. Violation of cooperative principles is a general procedure in EL in advertising. Yet, it is not considered as faulty and nonsensical. Advertisers search for contexts that render these violations intelligible. Mostly, ads texts in English provide a means for making the strange familiar and vice versa to attend incongruity. Bad syntactic forms at clause level, faulty diction and punctuation are deliberate failure which serves in boosting up the advertised product. Ambiguity is deliberate and designed to serve as an effective adaptation of situation via context.

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Appendix A

NP   deleted
Enriched with botanical extract,
Food supplement helps in traditional slimming

Cl expl para   add   sub   add Φ add sub

مكمل غذائي نباتي يساعد على تخفيف الوزن بشكل فعال ودون العودة الى السمنة .

expl   add   para

كابح للشهية من دون عوارض جانبية .

"Nature's way to slim without rebound"

expl   add   Sub expl add

اسلوب الطبيعة لتخفيف الوزن بصورة طبيعية

MV   MV   (pp) adj
100% natural herbs extracted and manufactured employing advanced technologic

add para adj-er redund nom nom

اعشاب طبيعية 100% مستخلصة ومصنعة باستخدام احدث التقنيات المتقدمة

An individual is considered obese when weight is 20% or more over the maximum desirable

pl
For their height.   An increase of 50% is considers t of mar bid

Φ sg   specf   Φ sub   add   add sub   add   sub sg add

يعتبر الشخص بدينا عندم ا يزداد وزنــه بــمقدار 20% او اكثر فــوق ما هو مقبول لطوله

cl   exp   disambiig =add   Φ del para add

وان زيادة ما يقارب 50% حالة مرضية يستوجب العلاج

nom   M   M   HW NP   M   nom HW
suffering from obesity? You need to take one month course of Amana._Care food fly for effectiveness

Para add   a dd   sub   reh.Qu add sub

هل   تشكو من السمنة ؟ عليك بالجرعة المقررة لمدة شهر ة وستعجب بالنتيجة

Add   M
It would bring about sates factory result/and/a

M   HW
Significant/reduction in the measurement of waist, tummy, buttocks and legs. For long

Pl.   nom.   HW
lasting results, you need to take three month course

add   add   sg   exp   add   add   subΦ add/sub/adj

ستلاحظ الانخفاض في القياسات الخصر والارداف والسيقان والحصول على نتيجة طويلة الامد عليك باستمرار تناوله

add/sub/nom

لفترة ثلاثة اشهر.

The amazing fact about food fly AMANA.CARE is that it slims down without rebound.

add
This is due to the fact that the capsules stimulate the metabolic enzymes specially the

punct Φ
Lipases and modulate s for continued function.

em b   Para   add   add   specf   add

الحقيقة المذهلة عن فود فلاي من امانة كير هو قابليته على خفض الوزن بصورة طبيعة دون العودة الى السمنة

sub   para   specf   add   Φ

بسبب تحفيزه للانزيمات الايضية وخاصة محللة الشحوم وتهيئتها للعمل المستمر.

Key to abbreviated terms

Add - addition	*Cl - clause*	*del - deletion*	*disamb- disambiguate*
Expl- explicate	*HW - head word*	*M- modifier*	*MV - main verb*
NP - noun phrase	*Nom - nominalization*	*para - paraphrasing*	
pl - plural	*punct- punctuation*		
Redund-redundancy	*sg- singular*	*specf- specification*	*sub-substitution*