

An Investigation of Ellipsis in English Advertisements in Jordanian Newspapers

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الملخص

تهدف الدراسة الحالية الى إستكشاف وتحليل الحذف بالإنجليزية في الإعلانات في الصحف الأردنية. وبالتحديد تهدف الدراسة الى الكشف عن أكثر أنواع الحذف شيوعاً في هذه الإعلانات ومصادر إستردادها. تم تحليل ستون إعلاناً بإستخدام نظام لتحليل البيانات SPSS نسخة ٢١. وأظهرت النتائج أن جميع أنواع الحذف موجودة وأن حذف الفعل كان أكثرها شيوعاً. حيث كان الحذف ظاهرة عامة لدى المعلنين للتواصل وللإيصال رسائل تواصلية بإستخدام هذا الخيار اللغوي. وكان المصدر الرئيسي لإسترداد العناصر المحذوفه هو السياق النصي او البنية التركيبية للحمل أكثر من النص نفسه. وحيث أن حذف الفعل قد كان الأكثر شيوعاً فقد عزا الباحث ذلك الى دور اللغة الأم على المعلنين. وأوصت الدراسة على أهمية إجراء دراسات مستفيضة حول دور اللغة الأم والخلفية الثقافية للمعلن على الحذف والظواهر اللغوية الأخرى للإعلانات.

الكلمات المفتاحية: الإعلانات، المعلنين، الحذف.

Summary

Results of the study showed that there is a tendency for advertisers to employ ellipsis in advertisements. Ellipsis is explicitly used as a particular language system choice to convey meanings in these advertisements. All elliptical types (nominal, verbal and clausal) were found in the advertisements in Jordanian newspapers. The most common elliptical type found in these advertisements was the verbal followed by the nominal ellipsis. The verbal ellipsis was the most prevailing type with 63% of the total elliptical

occurrences while the nominal ellipsis formed 33.6% of the overall elliptical occurrences. The prevailing of verbal ellipsis could be attributed to the effect of language transfer of the advertisers' mother tongue (Arabic). Results also showed that recoverability of the elliptical elements retrieved structurally or contextually, formed about 85.7% while the textual sources formed only 14.3% of the sources recorded. This reveals the importance of recognizing the structure of the English sentences to determine the elements elided and to understand the text's context that played a central role in determining the elements that have been elided.

Abstract: The present study aims at exploring and analysing ellipsis in English advertisements in Jordanian newspapers. In particular, it aims to uncover the most common elliptical types found in these advertisements and their recoverability sources. Sixty English ads were analysed using the SPSS, version 21 to analyse the data to find out the common elliptical types as well as their recoverability sources. Results of the data analysis revealed that all types of ellipsis appear and the verbal ellipsis was the most common elliptical type prevailing in the English ads. Ellipsis was a general tendency for advertisers to communicate in order to convey communicative functions using this particular language choice. The recoverability main source for retrieving the elements elided was the contextual or the structural one rather than the textual. Because verbal ellipsis was the most

common type prevailing in ads, which the researcher attributed to the L1 transfer of the advertisers, the study recommends for more research to examine the role of L1 and the cultural background on ellipsis or on other linguistic features of ads.

Key words: advertisements, advertisers, ellipsis.

Introduction:

The present study aims at investigating the linguistic phenomenon of ellipsis that spreads in advertisements taken from Jordanian newspapers. Since advertisements are a reflection of real world type of communication in written documents, they could provide researchers with certain linguistic and stylistic representation of the writers' intentions while conveying their messages. The attractive power of advertisements sometimes advocates, persuades, asks and encourages consumers to act because they deeply touch minds. Advertisements are of great value for linguistic analyses for different linguistic perspectives. For instance, linguists are interested in the language of advertisements to show how such language genre works and what linguistic elements and means are used. This concept can explain the means of creating an advertising message and its success depends on the linguistic features employed. Sociolinguistics, for example, could focus on how advertisements influence society's behaviours, values or attitudes towards a particular product or service (Luna,D.& Forquer Gupta, S, 2001).

Psycholinguistics could explore their effect on human mind and their motivation (Dornyei, Z & Ushioda, E, 2013). Other experts working in advertising and marketing may find it useful to have a particular language of advertisements in order to make them more attractive and effective. Advertising language often attempts to reproduce the elliptical nature found in spoken language in order to establish closeness with the reader. Examples of ellipsis can be found in the following slogans:

- 1- So good, (that) it speaks for itself (*Patron Tequila*).
 - 2- (It was) copied but (it was) never equalled (*Pilsner Urquell beer*).
- (Romanenko, 2014)

Research background

Halliday (1994) views systemic functional grammar as a linguistic theory that introduces a functional analysis for languages. Moreover, it depicts the form of sentences in terms of meanings and social choices. Halliday's approach provides a comprehensive analysis of languages in relation to social functions. Thompson (2009:226) states that systemic functional grammar theory highlights functions rather than structures. The main concern of the theory is to show how wordings are perceived to perform meanings. Thus, Halliday recognizes functions to account for languages including ideational, interpersonal and textual functions as lexico-grammar.

Halliday and Hassan (1985, cited in Butt et al 2003:3) define the theory as: functional , semantics rather than syntactic in orientation, [it] takes the text rather than the sentence as its object, and defines its scope by reference to usage rather than grammaticality.

Thus, the core points for systemic functional linguistics are ‘functional’, ‘semantics’ and ‘text’. Although it does not exclude grammatical and syntactic systems, grammar is considered necessary since it is concerned with language functions and meanings rather than grammar per se. this is achieved by investigating texts, which is defined as a “piece of language in use” and “language that is functional.” A text, and so advertisements, can be any piece of language either written or spoken, of any length, which however has a unified meaning (ibid).

There are three parts within the textual function: intra-sentence structure (texture within sentences), discourse structure (macro-structure) and cohesion, of which ellipsis forms an integral component. (see chapter two for more details).

Halliday (1977:202) locates ellipsis which is discussed as one of the cohesive devices as a textual metafunctional phenomenon. He states that “ the selection of options in the textual systems, such as those of theme, information and voice and also the selection of cohesive patterns, those of reference, substitution and ellipsis [...] tend to be determined

by the interaction, in particular the place that is assigned to the text in the total situation". Thus, the textual metafunction is the ways of the presentation and organization of ideational and interpersonal meanings as coherent flow of information in texts. As an example of textual ellipsis, Cook, (1996: 170) gives the following:

"When Lisa made a surprise visit, you didn't have time to worry about spotted glasses. Fortunately, you didn't have to.

The second orthographic sentence contains ellipsis:

Fortunately, you didn't have to

Fortunately, you didn't have to *worry about spotted glasses*.

According to Halliday and Hassan (1976:142), ellipsis is "something left unsaid", but "understood nevertheless).

"Where there is ellipsis, there is a presupposition, in the structure, that something is to be supplied, or 'understood'.

This phenomenon is very common in Arabic and it is a syntactic scheme when one or more words are omitted.

Crystal (2008) states that ellipsis is a term used to refer to an omitted part of the sentence for some reasons such as economy, emphasis or style and this omitted part is recoverable from the scrutiny of the context. The shared prior knowledge allows the addresser to retrieve omitted things that have been said (Halliday, 1994; Quirk et al, 1985; Crystal 2003; Hendrikins, 2004; May, 2005. Bertomen, 2005).

However, the term "ellipsis" as adopted in this study coincides with Halliday and Hassan's (1976) definition that it

is “something left unsaid”, where “unsaid” implies but “understood nevertheless”. They also account for ellipsis in terms of three structural units that can undergo ellipsis namely: nominal ellipsis, verbal ellipsis and clausal ellipsis as respectively exemplified:

1. A: Have you seen the calendar of this year?

B: Yes, I have seen one.

In this example, the elliptical element is the nominal ‘calendar’. Thus, the full structure would be ‘Yes, I have seen one calendar’.

2. Over 155,000 killed in floods last year.

The verbal unit ‘were’ is deleted in this example.

3. They are leaving tomorrow and not coming back.

The full version would be ‘they are leaving tomorrow and (they are) not coming back.’

This research is oriented to study the ellipsis in advertisements in Jordanian newspapers. Advertisements are very common in media since commodity providers rely on them to improve their sales through employing certain linguistic means. Krista (2004) for example, studied the effects of a good advertisement, and found that the advertisements do more than explain and inform, but they also persuade the audience and translate facts and features to customer. In addition, Leech (1972) explains that the language of advertising is called ‘loaded language’ which implies an accusation of demagoguery or of pandering to the audience, and aims to change the will, opinions, or attitudes of its audience. He

adds that advertising differs from other types of loaded language (such as political journalism and religious oratory) and its main purpose is to persuade people to buy the product.

Language has a powerful influence over people and their behavior. This is especially true in the fields of marketing and advertising. Advertising language often attempts to reproduce the elliptical nature of spoken language in order to establish closeness with the reader. Examples of ellipsis can be found in the following slogans: *So good, (that) it speaks for itself (Patron Tequila)*. *(It was) copied but (it was) never equaled (Pilsner Urquell beer)* (Romanenko, 2014).

1. A: Have you seen the calendar of this year?

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Research objectives

The study aims to achieve the following objectives:

1. To identify the most prevailing types of ellipsis in Jordanian English advertisements.
2. To identify the sources of the elliptical elements (structural or situational) prevailing in Jordanian advertisements

Research Questions

- 1- What are the most prevailing types of ellipsis in Jordanian English Advertisements?

- 2- What are the sources of the elliptical elements (structural or contextual) prevailing in Jordanian advertisements?

Research Methodology

This research is intended to apply a quantitative methodology. The quantitative data analysis was used to determine the frequency of occurrences of each linguistic features (elliptical types; nominal, verbal and clausal ellipsis) and to answer the first two research questions. Vanderstoep and Johnston| (2009:7) state that ‘quantitative research concerns with statistical assignment in certain phenomenon of the study’. Moreover, since the research objectives are to explore and describe ellipsis in ads and their communicative functions, this research also included a qualitative method. Qualitative method is a research procedure that presents and describes data in the form of oral and written data from the subjects of research being observed (Bodgan and Biklen, 1982: 39-48). It answered the rest of the research questions.

The data

The data that was used in the study includes sixty English ads taken from many popular Jordanian newspapers; namely The Jordan Times, Al-rai, Al-Ghad, Al-waseet and Al-dustoor newspapers. The Jordan Times is a daily newspaper. It is the only one that is published in English. Ads usually reflect advertisers’ social and cultural background since they are usually bilinguals. Such ads are not only found in the daily

Jordan Times newspaper but also in the other known daily Arabic newspapers such as Al-rai and Al-dustoor. The other newspapers are also daily newspapers published in Arabic, but they include many advertisements written in English. Advertisements were purposively collected and classified in accordance of their availability. Advertisements that exhibit official properties were also excluded since they express formality as well as the pictorial ones since they used the figurative language that was common therefore the elliptical elements were almost absent. They were intended to cover the period extended from 2011 to 2018. The study's main concern was to include ads that offer goods or demand services; recruiting advertisements and products. They were also classified into sentences and clauses to find occurrences of the elliptical elements.

Procedures

After data collection, ellipsis in ads was classified into nominal, verbal and clausal ellipsis according to numbers of occurrences of the elliptical elements in all the ads and within each ad. Statistical calculations was made using the SPSS statistical program for calculating occurrences and frequencies of the elliptical types prevailing in these ads as well as the most prevailing ones. Quantitative analysis was also provided in figures and tables to account for their occurrences.

The Statistical Package for Social Sciences (SPSS) version 21 was used in the statistical analysis of the sixty ads. Frequencies and percentages were calculated to determine the percentages of ellipsis (nominal, verbal and clausal) in each one of the ads of Jordanian Newspapers as well as the sources of retrieving the elements elided. The (SPSS) version 21 helps to answer the two question of the present study.

- 1- What are the most prevailing types of ellipsis in Jordanian English Advertisements?
- 2- What are the sources of the elliptical elements (textual and structural or contextual) prevailing in Jordanian advertisements?

The analyses will be summarized in the table as represented below:

Table (1). Percentage of the elliptical sources in all ads

Ellipsis Type		Frequency	Percentage
Ads 1-60	nominal textual ellipsis		
	nominal structural ellipsis		
	verbal textual ellipsis		
	verbal structural ellipsis		
	clausal textual ellipsis		
	clausal structural ellipsis		
	Total		

Literature review

Sag and Hankamer (1984:27) provide accounts for a psychological theory of how ellipsis is used. They propose that after material is copied over to fill out the mental representation of clauses containing ellipsis, the filled out clauses are then interpreted the natural means. This idea would provide an acceptable explanation of why ellipsis usually occurs. Murphy (1985) provides an alternative explanation. If interpretations for ellipsis are hard to construct from context, a clear linguistic chin about the antecedent will take the reader a long way towards interpreting the ellipsis.

The use of ellipsis has been explained in relation to various factors. Quirk et al (1972) account the use of ellipsis as the avoidance of repetition. Ellipsis for them is “an abbreviating device that reduces redundancy” (ibid: 536-537).

Leech and Short (1981: 46) discuss the use of ellipsis in fiction to what they call 'the principle of reduction' whereby language allows us to consider our message, 'avoiding the repeated expression of repeated idea'. Moreover, Grice (1975) discusses that ellipsis provides not only economy in production but also respects the needs of the receiver "make your contribution as informative as not more informative than required". Leech and Short's (1981:247) principle of reduction is "Do not reduce where reduction leads to unclarity. Otherwise, reduce as much as possible". Beaugrand and Dressler (1981:69) highlight the importance of balance to what they refer to as 'compactness' and 'clarity' needed in communication and the function of ellipsis in achieving or damaging this balance: "utilizing texts with no ellipsis consumes times and energy". Thus, they emphasize principles of efficiency and economy in the use of ellipsis. This is highlighted in Leech's statement that "if one can shorten the text while keeping the message unimpaired, this reduces the amount of time and effort involved in economy and in decoding".

Several studies have been conducted to explore different aspects of ellipsis. For example, Al-thuneibat .A (2014) compared verb ellipsis in Arabic and English. The study aimed to prove that ellipsis is a principled process and well-organized by a set of rules and subject to specific constraints in both languages. Although Arabic and English have many differences related to their morphology, semantics and syntax,

the study suggests that both languages have some common features in relation to verb ellipsis. Results reveal that ellipsis is a systematic process in both languages. Both languages show a high degree of similarity with respect to conditions, the sites, the types and the linguistic and non-linguistic cues that indicate ellipsis. Another study by Al-kasasbeh (2016) investigates how Arab learners of English interpret English ambiguous sentences with elliptical elements. The study results show that there is difficulty in interpreting such sentences. 60 students from English department at Mu'tah University in Jordan participated in the study. They were provided with a text of 20 ambiguous sentences with elliptical elements. They were asked to translate the sentences into Arabic. The majority of the students' interpretations take the surface meaning which can be understood from the sequence of words.

Taqi and Hassan (2011) study the nominal ellipsis that is found in the language of the Glorious Quran. The study concerns how translators deal with translating Quranic verses that contain nominal ellipsis. It aims to uncover the extent the translated Quranic Verses are close to their original ones.

Finally, Timucin (2010) studies the variety of linguistic features used in newspapers' discourse. The study analyzes four passages about sports commentary of different newspapers published in Britain. It reveals that language used in the different newspapers is different although the theme is the same and that the linguistic interpretation could be useful

in recognizing the use of certain linguistic features. Buitkiene (2005) also explores the frequencies of the cohesive devices in registers; legal text, newspaper and a short story. Lexical cohesive devices, referential devices; ellipsis and substitution are analyzed. The study results show that all these devices are prevailing equally within the different registers. Ahmed and Devitt (2007) study lexical cohesion to examine metric of sentiment intensity as well as polarity within texts.

Data Analysis

Results show that all types of ellipsis are found in these advertisements. This ensures the fact that ellipsis occurs typically and frequently in ads to convey certain communicative functions. It could be concluded that ellipsis is a general tendency for advertisers to convey message regardless of its type. However, their occurrences vary from one ad to another. For example,

Table (2). Percentage of ellipsis in advertisement 4

Ellipsis Type		Frequency	Percent
Ad4	nominal ellipsis	4	36.4
	verbal ellipsis	4	36.4
	clausal ellipsis	3	27.3
	Total	11	100.0

Table (4) indicates that nominal ellipsis as well as verbal ellipsis existed with 36.4% whereas clausal ellipsis presented

with 27.3% in the fourth advertisement. These percentages are clarified in the following figure.

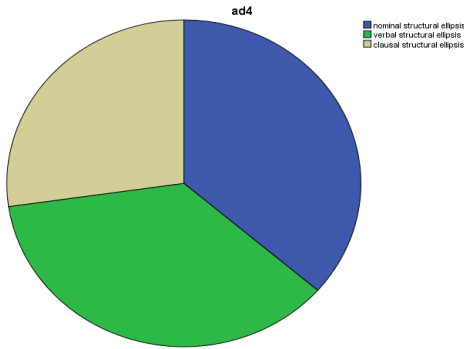


Figure (5): Ellipsis in advertisement 4

This figure illustrates the fact that all elliptical types are found in this ad. They are almost equally distributed in this ad. Another example,

Table (3). Percentage of ellipsis in advertisement 6

Ellipsis Type		Frequency	Percent
Ad6	nominal ellipsis	1	6.3
	verbal ellipsis	12	75.0
	clausal ellipsis	3	18.7
	Total	16	100.0

Table (5) indicates that nominal textual ellipsis presented with 6.3% and verbal ellipsis existed with 75% whereas clausal ellipsis presented with 18.7% in the sixth ad. It is clear also that verbal ellipsis is the most dominant type of ellipsis in this advertisement. These percentages are clarified in the following figure.

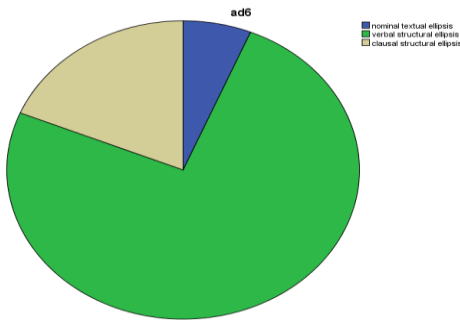


Figure (6). Ellipsis in advertisements

The overall percentages of the occurrences of the three elliptical types are summarized in the following table:

Table (4). Percentage of ellipsis in the 60 advertisements

Ellipsis Type		Frequency	Percent
Ellipsis	nominal ellipsis	77	33.6
	verbal ellipsis	142	62.0
	clausal ellipsis	10	4.4
	Total	229	100.0

The above table indicates that the verbal ellipsis is the most common type of ellipsis in advertisements with 62% followed by nominal ellipsis with 33.6%. Clausal ellipsis is the least existed type of ellipsis in advertisements with 4.4%.

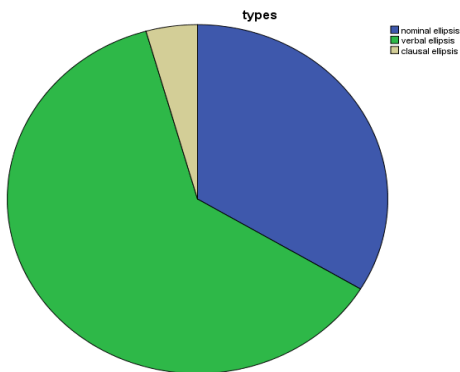


Figure (7). The Percentage of the Elliptical Types in The Advertisements

Therefore, it is explicit that the most prevailing elliptical types that occurred in these ads are the verbal ellipsis with 62.0% followed by the nominal ellipsis with 33.6%. The following subsections will shed more light about these two types.

Discussions Related to the First Prevailing elliptical type:
Verbal Ellipsis

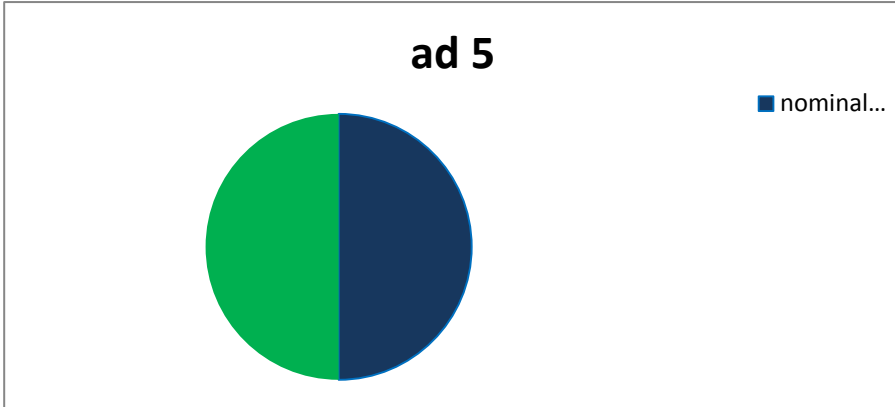
The first prevailing elliptical type recorded is the verbal ellipsis with 62.0% of the total occurrences of ellipsis. Almost every ad entails verbal ellipsis that spreads in different parts of the ad's text. The following are only a sample of the ads that represent different cases of the verbal ellipsis:



(Al – Rai , February 7, 2018-5)

In the above ad, there is a case where the lexical verb undergoes ellipsis.

“Please apply in writing with full career details (C.V.) and attach a recent photography to *the following address:*”



Two sentences are coordinated by “and” where the first is non-elliptical with “apply” as its lexical verb. However, the coordinator “and” joins two different sentences and “apply” cannot be used in the second since it suits “in writing” but not “a recent photograph”. The second part of the sentence “and () a recent photograph to” requires a lexical imperative verb that fills the element removed. The most appropriate one would be *attach*. Thus, the imperative positive lexical verb in the second sentence is substituted by zero. However, it is easily recovered contextually and structurally without creating ambiguity.

Another example is the following:

**Vertex announces
the start of sales**

all now to get the best choice in the Abdali Development

Looking for the ultimate in elite, elegant, urban living? The Vertex Tower and Residences has an excellent selection of residence types, from large, 3-bedroom tower apartments with amazing views, through generous duplexes, to opulent penthouses.
But don't delay.
The best units will go quickly.
Visit our website or contact us at:
T: + 962.6.516.3118
E: info@vertexjordan.com
www.vertexjordan.com

(The Jordan Times, April 6, 2018–54)

This ad represents another case of the verbal ellipsis that occurred in the interrogative mood system. At the beginning of the ad, there exists a sentence “() looking for the ultimate in elite , elegant, urban living?” where the verbal operator is missed as well as its agent. The full interpretation of this sentence would be “*Are you* looking for the ultimate in elite , elegant, urban living?”. The “you” recovery comes from the need to have an appropriate addressee or customer. The grammatical requirement needs a suitable be form which is “are”. The deleted constituents which have a zero realization in the original sentence are structurally retrieved. This example illustrates the advertiser’s use of the interrogative mood system in the positive polarity to attract readers’ attention to purchase the apartment in this site with fewer sentence elements.

The following is another verbal ellipsis example:



(The Jordan Times, April 6, 2018-57)

The above ad represents a different verbal group ellipsis. In the headline of this ad, the lexical verb is missed. “A month of appreciation () for special women. The grammatical

requirement needs to have a lexical verb which is here the singular present form of *be* “is” in its positive polarity system. Another case within the same ad is in “Whether () staying in any of our properties in Dead Sea, Petra, Tal Bay or Aqaba, ladies will enjoy exclusive deals and ...” where the necessary case marker operator is missing. Thus, the remaining lexical verb “staying” requires is preceded by an elliptical element; substituted by zero, by fully realized. The agent of the second element of the sentence “ladies” builds a cataphoric reference tie to its first element. The insertion of “they” resolves the referential need. Then, the recovering of the operator “are” that suits the third personal present *be* form becomes easily. Two cohesive devices are well exploited within this ad and created attractive discursive text.

It could be concluded from the above discussions that the prevalence of verbal ellipsis may be attributed to 1) the lexical verb usually accompany one or two operators which increases the number of the elements being elided 2) verbal ellipsis, as mentioned earlier, could include the ellipsis of the subject ‘agent’ and that could also increases the elements being elided. The result would be saving more space and so more words since these words cost more money. Moreover, the advertisers’ message would be effectively conveyed.

Analysis of the Results Related to the Second Question

The second question of the study explores the recoverability sources of the elements omitted. It is read as:

What are the sources of the elliptical elements (textual and structural or contextual) prevailing in Jordanian English advertisements?

It has been found that recoverability of the omitted elements in the advertisements has two main sources: the first is whether these elements are retrieved by the need to have textual demand; by anaphoric or cataphoric relations. The second source is structural or contextual; where certain elements could be inserted to have a grammatically well-formed sentences or a necessity to have some extralinguistic source which largely depends on the reader's knowledge of the context or language systemic choices. The following table and figure summarizes these sources:

Table (5). Percentage of Elliptical Sources in ads

Ellipsis Source		Frequency	Percentage
Ads 1-60	nominal textual ellipsis	26	11.3
	nominal structural or contextual ellipsis	51	22.3
	verbal textual ellipsis	7	3.0
	verbal structural contextual ellipsis	135	59.0
	clausal textual ellipsis	-----	-----
	clausal structural contextual ellipsis	10	4.4
	Total	229	100.0

It is clear from the above table that verbal structural or contextual ellipsis is the most dominant kind of ellipsis in all ads with 59% followed by nominal structural ellipsis with 22.3%. After these two types the nominal textual ellipsis presented with 11.3% followed by clausal structural ellipsis with 4.4% and verbal textual ellipsis 3.0%. It is clear also that there is no presence for clausal textual ellipsis in the advertisements. The following table reflects these percentages. It is also clear that the overall percentage of the structural or contextual sources form 85.7% (22.3+59.0+ 4.4) while the overall percentage of the textual form 14.3% (11.3+3.0+..0).

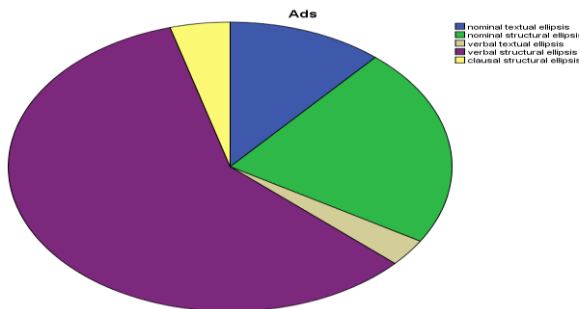


Figure (8). Distribution of the Elliptical Sources in the Advertisements

The structural or contextual resources constitute the main recoverability resource of the elements elided whether verbal or nominal types. The dependency on the text itself to retrieve the omitted elements whether anaphorically or cataphorically is minor. This could be attributed to the nature of the language in advertisements. It largely depends on presenting certain products or services as the core of the

message with expected knowledge of the readers or consumers to have no ambiguity in understanding the elements elided. The absence of certain information, for copywriters, does not decrease the value of the product since all the information they want to convey is passed. Moreover, including all the details could hinder or distract the readers' attention of the intended message. For example, the deletion of "the following" repeatedly in almost all the ads does not decrease the readers' knowledge that the coming information will provide details related to a certain product. Also the use of headlines with nominal type does not hinder the readers' knowledge of the verbal elements elided. For example, in "Job Opportunity" headline, the reader can easily reinsert "is available" to become "Job Opportunity is Available" with a minimum effort.

Summary & Conclusion

Results of the study showed that there is a tendency for advertisers to employ ellipsis in advertisements. Ellipsis is explicitly used as a particular language system choice to convey meanings in these advertisements. All elliptical types (nominal, verbal and clausal) were found in the advertisements in Jordanian newspapers. The most common elliptical type found in these advertisements was the verbal followed by the nominal ellipsis. The verbal ellipsis was the most prevailing type with 63% of the total elliptical occurrences while the nominal ellipsis formed 33.6% of the

overall elliptical occurrences. The prevailing of verbal ellipsis could be attributed to the effect of language transfer of the advertisers' mother tongue (Arabic). Results also showed that recoverability of the elliptical elements retrieved structurally or contextually, formed about 85.7% while the textual sources formed only 14.3% of the sources recorded. This reveals the importance of recognizing the structure of the English sentences to determine the elements elided and to understand the text's context that played a central role in determining the elements that have been elided.

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