

**Title:** Ellipsis and Imposition in Advertising Discourse  
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Advertising is a powerful form of discourse. It is a unilateral communicative act, since the audience cannot respond, but it is strong enough in effect to shape the values and perceptions of entire cultures. Many commercials make no direct reference to the viewer, but lean heavily on shared knowledge and ellipsis to insinuate closeness between advertiser and viewer. The purpose of this paper is to analyze “what is not said in a discourse – because everyone in the society knows it – which is most important” (Cook 2001:179). In particular, the study examines in detail linguistic imposition and elliptical phenomena in the advertising discourse of Russian and American TV commercials and addresses two questions.

First, to what extent are the data consistent with Yokoyama’s claim that the English-speaking community in comparison to Russian is reluctant to enter into an impositional interpersonal relationship?

Second, what is the effect of imposition and ellipsis on the relationship and identity of advertiser and viewer?

The data are examined in the framework of the Transactional Discourse Model proposed by Yokoyama (1986). This cognitive model views communication as a process of assessment and relocation of knowledge between two interlocutors – the speaker and the hearer – and allows the description in precise terms of what kind of knowledge is shared, imposed or elided. The study will shed light not only on the strategies used in advertising to sell the product, but also on representations of Russian and American cultural communication norms and values.

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