

Title of Article: Discursive Pragmatics of Unsolicited Advice in Lifestyle Weblogs.

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Outlet : *Papers in English and Linguistics*. Ife, (Obafemi Awolowo University, Nigeria) Vol. 12,

Date: 2011

Abstract: Lifestyle weblogs are a category of blogging activities in a Nigerian online community website where members interact and exchange information including advice exchanges. A total number of 135 blogs were studied and analyzed in the frame of critical discourse analyses and pragmatics. The study shows that narrativity, directive speech acts, and indirectness are the main discursive strategies used in the unsolicited advice blogs. Narrativity includes description of situations, prescription of moral and cultural standards, exposition of social processes and recommendation of certain patterns of behaviour. The writers also encode different levels of implicitness, which require the readers to make inferences and work out the advice themselves. The directive speech acts portray the writers as authoritative defenders of moral and ethical values, which presuppose a hierarchical relationship between the advisers and advisees. This research also shows that many of the unsolicited pieces of advice are based on ideological assumptions that are taken for granted and often viewed as permanent and unchanging. However, these beliefs and assumptions attempt to dominate and oppress people, especially women.