**Factors behind sociopragmatic change in 19th-century British newspaper advertisements**

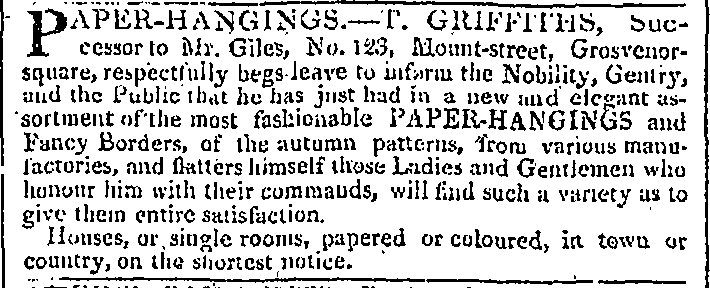
Minna Palander-Collin

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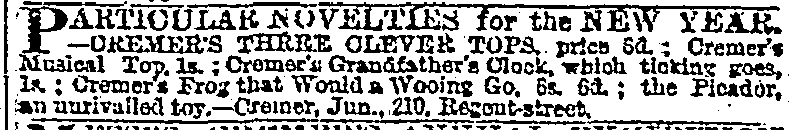
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1. **Examples**

(1)*The Times* August 1805



(2) *The Times* January 1880



1. COVENTRY-CROSS, No. 149, NEW BOND-STREET.

JAMES HOOPER, Mercer, begs leave to acquaint his Friends and the Public, that (Mr. Atwich having quitted business) he is removed from his late shop, to the Coventry-Cross, No. 149, New Bond-street, where he hopes for the continuance of their favours, having provided a large assortment of the most fashionable Silks and Sattins, of the newest colours; with great variety of Irish and other Stuffs, which he is determined to sell on the most reasonable terms. (*Morning Post* 22 January 1785)

1. NOTICE. — CHRISTMAS PRESENTS.

J. DEFRIES and SONS’

CRYSTAL CHANDELIERS, TABLE GLASS, LAMPS, Duplex and other, DINNER SERVICES from £2 10s., FOUNTAINS, CLOCKS, TABLE DECORATIONS, Prize Medal CARBON BLOCK FILTERS.

147, HOUNDSDITCH, five minutes’ walk from the Bank of England and the City Railway Stations. (*Morning Post* 22 December 1880)

1. […] Johnson and Co. beg leave to inform the Public, that they have lately

manufactured a large quantity of Flannel, composed entirely of the Lana de la

Oveja Merina, or pure Spanish Merino Wool, which they have made up into

Shirts and Drawers, some thousands of which are now ready for Sale at very

moderate prices, at their Warehouse, […] (*Times* 31 August 1805)

1. GRANT’S MORELLA CHERRY BRANDY

Have you ever tasted it? (*Morning Post*, 22 December 1880)

**Patterns of advertiser - audience interactional work:**

advertiser *most respectfully informs /* *begs leave to inform* / *acquaint* audience  
advertiser *being the first to reduce the price* / *is determined to sell at most reasonable prices*advertiser *has now* / *is enabled to supply* / *have now ready for sale*audience *will be served /* *may be supplied /* *will find*

**Examples of audiences:**  
*the Nobility and Gentry, ladies and gentlemen, public, the general public, friends, families, clergymen*, *gentlemen of the law, respectable persons, those who desire to make speedy payment*

1. **Data**

**Table 1**. Corpus of *The Times* and *the Morning Post* advertisements\* (Palander-Collin forthcoming: 92).

|  |  |  |  |
| --- | --- | --- | --- |
| Year | *The Times* | *Morning Post* | Total |
| 1785 | 36 | 26 | 66 |
| 1805 | 27 | 41 | 68 |
| 1815 | 20 | 38 | 58 |
| 1835 | 34 | 65 | 99 |
| 1855 | 34 | 61 | 95 |
| 1880 | 31 | 52 | 83 |
| Total | 182 | 283 | 465 |

\*Ads for clothes, cosmetics, jewellery, household items, food and beverages

1. **Frequency of person-mention in 19th-century ads**

**Table 2**. Frequency of person-mention in *The Times* and the *Morning Post* 1785–1880 (Palander-Collin forthcoming: 93).

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Person-mention  Hits (Average frequency) | | | | | |
|  | Advertiser | | Audience | | Other people | |
| Year | Times | Morning Post | Times | Morning Post | Times | Morning Post |
| 1785 | 170 (4.7) | 112 (4.3) | 122 (3.4) | 52 (2.0) | 49 (1.4) | 64 (2.5) |
| 1805 | 115 (4.3) | 147 (3.6) | 66 (2.4) | 71 (1.7) | 23 (0.9) | 31 (0.8) |
| 1815 | 61 (3.1) | 103 (2.7) | 35 (1.8) | 47 (1.2) | 17 (0.9) | 15 (0.4) |
| 1835 | 76 (2.2) | 195 (3.0) | 33 (1.0) | 77 (1.2) | 28 (0.8) | 65 (1.0) |
| 1855 | 67 (2.0) | 141 (2.3) | 19 (0.6) | 60 (1.0) | 19 (0.6) | 37 (0.6) |
| 1880 | 55 (1.8) | 101 (1.9) | 12 (0.4) | 27 (0.5) | 9 (0.3) | 39 (0.8) |

**Table 3**. Proportion of advertisements with various combinations of person-mentions in *The Times* and the *Morning Post* 1785–1880. (AD=Advertiser, AU=Audience, O=Other persons). (Palander-Collin forthcoming: 95).

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | AD |  | AD+ AU |  | AD+AU+O |  | AD+O |  |
|  | Times | Morning Post | Times | Morning Post | Times | Morning Post | Times | Morning Post |
| 1785 | 8% | 4% | 42% | 23% | 47% | 65% | 3% | 8% |
| 1805 | 7% | 15% | 48% | 40% | 30% | 30% | 0% | 13% |
| 1815 | 5% | 26% | 43% | 47% | 38% | 13% | 14% | 13% |
| 1835 | 26% | 19% | 41% | 27% | 15% | 41% | 12% | 14% |
| 1855 | 44% | 31% | 24% | 28% | 9% | 28% | 24% | 13% |
| 1880 | 58% | 37% | 19% | 18% | 6% | 14% | 16% | 25% |

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