



LINGUISTIC ASPECTS OF ADVERTIZING IN MEDIA: AN ANALYTICAL STUDY

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Abstract

Advertisements are inevitable and omnipresent. We encounter them on television and the radio, in newspapers and magazines, on billboards, in public transport vehicles and mailboxes, on mobile phones or on websites we visit on the Internet. Advertising forms an integral and inevitable part of the business sector, where competitive fight is the hallmark feature. The aim of advertising is to be catchy and easy to remember. Advertisers use language quite distinctively. The aim of this article is to examine linguistic features and marketing strategies used by advertisers to attract and hold consumers' attention, make them remember advertisements and encourage them to buy advertised products. This article discusses the way advertisers, using the advertising discourse; manipulate consumers' opinions, beliefs and behavior. This article shows the results of the analysis of the most important linguistic aspects as well as marketing strategies for addressing consumers. This article focuses on linguistic aspects of advertising language of various products, some distinctive linguistic expressions and their affect to the target audience article also discusses the creative strategies stylistic slogans in media advertisements.

Keywords: *Advertising, Language, Marketing strategies, Linguistic Aspects, Consumers.*

Introduction

Advertisements are inevitable and omnipresent. We encounter them on television and the radio, in newspapers and magazines, on billboards, in public transport vehicles and mailboxes, on mobile phones or on websites we visit on the Internet. Advertisements have the power to persuade consumer's desire to the product in society through image ideology association. Advertisement build image ideology of product then it also uses sign systems or language which has relationship with moral values. Language has a powerful influence over people and their behavior. The development of mass media caused the expansion of advertising, with linguistic analysis which enabled the growth of modern consumer capitalism. In order to increase wealth, economy and industry have to produce more goods and services and in order to sell them the number of consumers must be increased. Advertising plays a crucial role in persuading potential customers to purchase a product or a service. Advertisers use important aspects of consumer ideology in the form of the following strategies: stimulating greed, envy and desire to possess power; provoking a feeling of dissatisfaction in potential customers if they do not purchase a product irrespective of their needs; presenting purchase as a way of solving problems or acquiring positive characteristics of the advertised product; promising potential customers a new identity if they purchase the advertised product; inviting potential customers to identify with the success of celebrities endorsing a product; promising receivers of the advertised message that by acquiring an exclusive, unique or traditional advertised product they will differentiate themselves from others, become superior to them or lead a lifestyle which accompanies the product .

Advertising in English

This study of English and global imagery in all languages advertising draws on the work of those who have defined and described in detail the contextual use of language. It therefore takes into account the socio-cultural setting in which the communication occurs, the interlocutors involved, the intended message of the communication, the genre of discourse, and other sociolinguistic parameters. Indeed, a



creative team's decisions regarding the verbal and visual elements of advertising copy will depend on a host of contextual considerations, including the intended audience (country or region, specific segment of the population), the product or service, the main selling point or advertising message, media, budgetary constraints, and so on. The incorporation of English and global imagery in the design of an advertising campaign also entails a contextual analysis on an entirely different level, where certain choices of music, text, and images are required to attract attention, enhance recall, convey information about the product, evoke certain connotations, and entice the consumer.

Language is an important medium of communication. Keeping in mind the importance of language in the mind making process, this study aims to examine the language of e-print media advertisements of Pakistan. The linguistic analysis has been done at semantic, phonological, morphological and syntactic level. The practices along with the functions of these linguistic devices have been analyzed. E-print media advertisements from various domains have been selected for the present study. Qualitative Discourse Analytic Approach to Text was used to analyze the linguistic devices. Through the linguistic analysis, it has been observed that language of advertisements has a very innovative and peculiar form which is unique, fascinating and memorable. Despite the fact that language of advertisements is breaking the set rules of language, it appears to be very attractive and contributing towards the success of advertisements which ultimately lead towards the sale of the product. It has been found that the language of advertisements is very rich area to be investigated by the linguists.

Linguistic aspects of Advertising

The main linguistic aspects of advertising are the creative writing by using all linguistic and stylistic overtones. The linguistic aspects of the data confirmed by the author's observations concerning the advertising language. The role of styles and contents of advertising messages can never be dismissed. Considering that in advertising there are also visual stimulation such as pictures, colors besides the textual aspect such as letters, words and the messages. Thus the objective of this research is to identify suitable messages for a group of products and find the ways of how to attract their customers. Advertising has a powerful effect on the lives of people. It is very difficult to ignore the fact that advertising plays a very important role in our choice of products. Advertising is used to communicate a message or provide information about different goods with the help of several different ways of media. It is used in order to persuade inform and influence the purchasing behavior of people. Advertisers use a lot of linguistic means in advertising texts because they want to make their advertisements persuasive and attractive for the buyers. According to Bakanuskas (2004). In advertisement a key element is its textual part. It affects the addressee to respond in a different way. Text is very important in every type of advertisements and it can be divided in to two parts slogans and the body text. According to Goddard (2003, p.127) a slogan is a very important phrase, which is fasten to a particular product during advertising campaign. Analysis of advertising texts has great importance from linguistic point of view. The Linguists show keen interest in language of advertisements because they want to know which type of linguistic devices are used in a particular language of advertising and how this particular language works in a different type of context. Today advertising has become a necessary part of our society. Advertisements can be found everywhere and at every place like along the streets on billboards, on television, in radio and in newspapers etc. Through these ads sponsors tries to catch the attention of people and deliver information regarding their particular products. From the beginning of advertising it was used to promote different goods, events and even people. According to cook (1996, p.182) we are not separate and superior from advertising because it is not some external curiosity, but something of which we are part and which is part of us. According to Goddard (2003, p: 17) texts that are used in advertisements do their best try to get our attention and force us to turn towards them. In



order to increase the marketing of the product the copywriters have to make several important decisions: first selection of register is very important aspect, second what vocabulary to use and third the most important component of advertising is language, how to use language in a creative manner. This study aims to characterize the advertising language by analyzing the linguistic means that are used by copywriters in advertising texts in order to achieve their communicative purpose.

Features of the advertising discourse

One of the key features of the advertising discourse is its multimedia nature, i.e. intertwining of verbal, visual and auditory code. The visual code is often more dominant than the verbal one since nowadays message recipients are more affected by images than words. However, the linguistic code of the advertising message is still extremely significant (Gjuran-Coha i Pavlović, 2009). Music and images create atmosphere, strengthen the force of an advertisement and affect the emotions of viewers. Paralinguistic features – accent, tone, volume and pitch of voice, rate of speech, body language, gestures and facial expressions add emphasis and shades to a verbal message or may be completely opposed to it (Cook, 2001). Another important feature of the advertising discourse is its persuasive nature. Although all linguistic functions are present in the advertising discourse, conative function is dominant since its purpose is predominantly persuasion and it is always directed to message recipients and contains ideology elements. The aim of the advertising discourse is to inform potential customers about qualities of the advertised product and to induce them to purchase it. The force of the advertising discourse lies in glorification of the advertised product and implicit reproof of those who do not possess it. The advertising discourse has always been based on the rhetoric of persuasion. In the past, potential customers were persuaded of the quality of the advertised product. Nowadays, they are promised to become part of an exclusive group by acquiring the advertised product. Due to the oversaturation of the market with advertisements, there is a need for new means of attracting attention of recipients of the advertising message, which results in significant use of various original and witty linguistic and stylistic devices. Surface layer of the advertising message is used to attract attention and create the desired atmosphere and its true meaning is on the level of connotation. Multiple meaning is created using rhetorical devices and figures. Breaking grammar rules is another typical feature of the advertising discourse used in order to surprise potential customers with the unusual or unexpected and attract their attention (Leech, 1966). Humour is widely used in TV commercials as well, with the aim of entertaining recipients of the advertising message and attracting their attention (Leech, 1966)

Language in Media

Language is a powerful tool for human beings to communicate with others effectively. It has a powerful influence that what kind of language a person uses in order to convey his message to other. It is absolutely right in case of advertising and marketing fields. The choices of language of convey specific message in order to influence, to convince or to persuade people is very important. Hence the use of right and effective language the weather in spoken from or in written it brings success. It is therefore all successful people use very selective vocabulary in order to get attention of their audience and achieve their targets. In the same way the kind of language used in advertisement as well as in leading journals and newspaper brought big success to companies. There are different ways of communication including verbal and non-verbal. In order to communicate effectively with others people use these ways of communication. Development communication means to change or improve something. It is essential in order to transform the socio economic condition of people. In order to bring progress in communication of any country media especially print media play an important role. Print media benefits you to leave a profound effect on the minds of the people. It plays an important part



to transfer of knowledge and to supply information about something to common people. print media play an important role in every field of life for example even after independence when the different policies were made by the government for the development and prosperity of the country it was the newspapers through which great importance was given to development themes. Through these newspapers common people become aware of those various government development programs. Print media is one of the long lived types of mass communication. Every type of printed material comes under the heading of print media such as newspapers weeklies, magazines and other printed forms of journals. Even after the advent of the most developed form of media, electronic media like Radio, television etc. The print media has not lost its spell. It was the first to be used as mass media for transmitting the information. The people who live far of places and don t have the facility of electronic media for those print media is one of the powerful media to transfer of complex information.

Advertising Language

In advertising, the advertiser endeavors to achieve a link between the sender and the receiver. This link is in form of communication which Fletcher (1998) describes as bridging the gap between the sender and the receiver. He explains further that:

To buy a whole page in newspaper and leave it absolutely blank is not to advertise. There must in other words be message as well as medium. The main body of advertising is notable for its information and explanatory value. For the message of advertising to be effective and successful, the language must be right and the vocabulary must be appropriate to the consumer it is hoped to influence, so the advertising language must be translated into the consumer's language. Wright et al (1999) observes that:

A primary problem in advertising is translating information about the product for the language of the advertiser into the language of the consumer. Since consumer's experience with a product is likely to be inversely related to advertising effectiveness, we expect to find newer products association with a high volume of advertising and with effective use of language. Wright (1999) quoting Blair says:

When man speaks, he is supposed. As a rational being, to have some end in view; whether to inform or to amuse or to persuade or in some way or the other to act upon his fellow creatures.

In his sight to audience psychology and analysis, George Campel (18th century) supports his view: In speaking, there is always an end proposal or some effect where the speaker intends to produce to the hearer.

Features of Linguistic Advertising

Advertising language often uses the techniques similar to those in poetic texts. The advantage of so-called mnemonic devices (rhyme, rhythm, alliteration and assonance) is the mnemo technical effect. It guarantees that the receiver of the advertisement better remembers the text and recalls it at the right moment.

Rhyme: In English versification, standard rhyme consists of the repetition in the rhyming words. There is an echo in a rhyme and so it is a source of aesthetic satisfaction. There is pleasure in the sound itself and in the coincidence of sounds, and this pleasure is associated with the sense of music, of rhythm and beat, the pulse sense which is common to all human beings. Rhyme is a rhythmical device for



intensifying the meaning as well as for binding the slogan together. Especially, phrases tied together with rhyme are effectively used in the slogans.

Examples: Sansui: —Bigger, Better, Flatter

Park Avenue: —A quest for the best

The above are short and crisp slogans for an effective impact. Use of a rhyme in the advertisements help to catch the attention of the readers, arouse their interest and create more impact.

Allusion: Allusion is a passing reference, without explicit identification, to a literary or historical place, person or to another literary work or passage. Most allusions serve to illustrate or expand upon or enhance a subject. It is often a kind of appeal to the reader to share some experience with the writer. It may enrich the work by association and assure an established literary tradition, and an ability on the part of audience to pick up the reference. A writer makes use of an allusion with the point of view of expressiveness with economy. The brand name itself is an allusion. These kinds of allusions are used in the language of signboards and advertisements.

Example: Hotel Taj, Hotel Ashoka

The name evokes all the splendor, grandeur and luxury of the royal courts.

Rhythm: The aim of advertising is to be catchy and easy to remember. One of the devices how copywriters can reach it is to use prosodic features – intonation, rhythm and lexical stress - because they have a great emotional and mnemonic effect. Copywriters often use language with rhythmical arrangement. The listener or reader need not notice it and he perceives it only subconsciously. The result is that the text is memorable and linguistically neat. If the rhythm has some regularity, it is called metre. “Metre is a pattern composed of rhythm groups (feet) consisting of similar or identical patterns of stressed and unstressed syllables. (...) Metrical scheme may easily pass unnoticed.)”

Alliteration

Alliteration can help the slogans achieve the strong beating, rhythm needed to make it a repeatable sentence. By doing so, the sentences are more slogan style. They can be easily remembered by the viewers. Alliteration can also achieve an emphatic effect of the meaning. It is a phonological feature that brings together the words which begin with the same consonant or vowel sound. The use of alliteration plays a vital role in creating the sound effects in the stylistic features of advertising language.

Example: Fila: Functional, Fashionable, Formidable.

Parallelism

This refers to a very common device consisting of phrases or sentences of similar construction and meaning placed side by side, balancing each other. By use of parallelism, language is organized in a regular pattern. In rhyme and alliteration, there is a phonological parallelism, where there is repetition of sound patterns. In syntactic parallelism, there is a repetition of sound structures which makes language neatly organized. Parallelism is a technique to enhance the memorability of the



speaker. Parallelism may be either syntactic repetition of structure or verbal repetition. A syntactic parallelism may establish a relationship of similarity or of contrast (anti-thesis).

Examples

1. Go green, Go Ford (Ford Icon)
2. Always the real thing, always Coca-Cola(Coca- Cola)
3. Take a big holiday on a small budget (Air India) (Contrasting parallelism)

Advertisers in full measure are now using the preserve of imaginative literature. The great diversity of the communication potential of language is really remarkable in the language of advertising.

Assonance

Assonance is a linguistic device, in which the same vowel in successive stressed syllables creates a vowel harmony. It is not so obvious type of scheme as alliteration.

e.g. "How much reality can you handle?"

Conclusion

This paper presents the results of the content linguistic analysis of TV commercials broadcast in TV channels: The analysis is based on the theoretical principles of Critical Discourse Analysis. It confirmed the presence of most linguistic and stylistic devices used with the aim of manipulation of consumers' opinions, beliefs and behavior as noticed in previous research of the advertising discourse. TV commercials advertisers break grammar rules, use informal, everyday language, neologisms in the form of blends, idioms and their modifications and foreign words and phrases, mainly from the English language, in order to attract consumers' attention, make a close and friendly relationship with them and consequently manipulate them. In TV commercials for medicines advertisers use technical terms, incomprehensible to average consumers, in order to convey the impression of scientific knowledge and thus create consumers' trust and respect and manipulate them. Positive adjectives, particularly comparatives and superlatives, are widely used so as to emphasize the quality of the advertised product and consequently convince potential customers that they will acquire positive characteristics of the advertised product and the accompanying lifestyle by purchasing the product. Advertisers address potential customers in the first person singular and plural and use rhetorical questions to create a close and friendly relationship with them and thus hide manipulation. Evocativeness is one of the main features of the advertising discourse and it is manifested in the form of emulating features of other types of discourse or a humorous paraphrase of a famous saying, song or a book or film title with the aim of entertaining potential customers. All the aforementioned linguistic features are used as tools of marketing strategies for addressing potential customers for the sole purpose of persuading them to purchase the advertised product, i.e. to manipulate their opinions, beliefs and behavior. People are not necessarily persuaded to buy an object or to behave in a particular way by a linguistic appeal to logic. Though advertising tastes and techniques change, they continue to make an impact on society.

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