

Language of Advertising

Stylistic features

- In English, the word “advertise” has its origin in “advertere” in Latin, meaning “to inform somebody of something”, “to bring into notice” or “to draw attention to something”, etc.
- Cortland L. Bouvee defines advertising as “the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.”
- Costin Popescu (*Advertising: Aesthetics of Persuasion*) states that the advertising world as well as the world of fairy tales is another imaginary world, it borrows a series of features from the real world, it “grows” according to such features to which it adds new ones, all ordered differently.

- Stanley J. Baran has said “advertising is everywhere no one is neutral about advertising. We love it or we hate it. Many of us do the both”.
- Gajendra Singh Chauhan has defined advertising as “a communication that involves all the linguistic aspects of language, which is the medium through which the main transmission of the message of an advertisement is carried out, though visual aids often help to amplify the
- Statistically it has been told that a typical person sees 3000 advertisement a day. When he or she becomes 25 years old, the person might have seen 2million advertisements. In an advertisement, the advertiser is the sender of the information / message”.

- Advertising is also a serious plan of action which is aimed at certain target market and consumers. The advertiser must not be aimless.
- The information provided should be accurate, definite, recognizable and moderate in length.
- An effective advertisement not only says what to say but also how to say.
- Advertising is non-personal. It is not aimed at any individual or by any individual. It aims at certain groups of people.
- Since it is non-personal, the advertisement should be restricted to the laws of the country, the moral standard, psychology and zoology, and environment protection.

Advertising Language

- English is one of the widely used languages in the world. It is a necessary part to study, and analyze the language features of English advertising. It is said that language which is used in advertisements is the one which can most likely generate the strong feelings in readers. The human beings are “keenly and increasingly involved”.
- An advertisement has at least two functions –
 - Informing and Persuading. Informative advertisements inform the customers about goods, services or ideas and then tell people how to get them by means of an identified sponsor
 - Persuasive advertisements are the instruments used by advertisers. It is directed not only for potential customers to buy commodity but also selling of services, ideas, norms and values.

AIDA Plan

- Gajendar Singh Chauhan has pointed out in *American Marketing Manager's Handbook* that an advertisement should have four functions: AIDA, which represent four words—Attention, Interest, Desire, and Action
- **Attention** - a good advertisement should attract the consumer to direct their attention to the product being advertised.
- **Interest**-the introduction and publicity of an advertisement should arouse consumers' great interest.
- **Desire**- the advertisement should stimulate consumers' desire to buy the product, and make them realize that this product is just what they want.
- **Action**—advertising is supposed to make consumers respond to the advertised information and evoke them to take the action of purchasing.

Stylistic Features

- **Headline:** Headline is the centre of advertisement and it gives the theme. The words in “the headlines are meant to be read silently and word stresses are patterned often appeals to our inner ear” (Peter Verdonk., and H.G.Widdowson 4).
- There are six principles to write headline writing:
 - **a. Benefit headline:** When people go through the advertisement they wish to get something good from them. So the advertisers give the reader some benefits which will give best results for their advertisements.
 - **b. Introduce new things:** Any new product, new concept or improvement of old product will generally attract readers. The words “new” and “free” are frequently used to attract the readers.

- **c. Include Trademark:** The headline which has the brand name will be highly effective. The people can easily understand what the ad writer is trying to say.
- **d. Trigger the interest:** The advertisement the advertiser gives must arouse the interest of the readers otherwise it will be of no use.
- **e. Keep moderate length:** Headlines that have more than 10 words will have better effect than short headlines. The most effective headlines have 6 to 12 words.
- **f. Eliminate vague and private words:** Since advertisement is most seen and read by all sorts of age, unnecessary words and meaningless words has to be avoided. This has to be avoided because audience must not have a stinky attitude towards the ad presented.

Types of Headline

- **a. Straight-forward headlines:** Here they will use interrogative and imperative sentences to arouse the audience interests.
- **b. News Headlines:** They introduce new things in the advertisements. They will display advertisement by using the adjectives “new” and “free” in the headline.
- **c. Information headlines:** These headlines give the reader some information needed. The reader will have very little time to go through the advertisements, and so having this in mind the ad writer will give the information needed about the ad in the headline itself.
- **d. Emotional Headlines:** Here the headlines will give the reader something emotional for which his/her heart will crave to attach to it.
- **e. Curiosity Headlines:** These headlines will arouse the curiosity of the reader to find the answer.

Body Copy

- This is the main part of the advertisement. Body copy has got six kinds.
- **a. Straight -line copy:** The advantages and features of the advertisements is objectively stated.
- **b. Question copy:** They will ask a serious question in the beginning and then give positive answers to each question. Most probably all these answers are just the good points or advantages of the product.
- **c. Narrative copy:** This body copy introduces the product by telling a story, to increase the interest and attraction of the advertisement.

- **d. Extended Knowledge copy:** In this copy the advertisement will be stated with scientific knowledge which has relation with the information of the product. Since it is proved, the buyers find the product to be creditable and advanced.
- **e. Testimonial copy:** In this copy, a speaker or real witness is made up to speak and praise the copy.
- **f. Similar copy:** Similar copy compares the product with other product to make their product look special.

Slogan / Tagline

- This is also known as taglines, it is similar to headlines and most of the slogans come from successful headlines. Explicit, refined and inflammatory are the features of slogan. There are three principles of writing slogan.
- **a. Brevity:** The slogan in the advertisement should be short. It must not exceed more than 10 words.
- **b. Highlight the advantage:** It showcases only the positive side of the advertisements. Since anything new and good will attract the audience.
- **c. Inflammatory:** It should be inflammatory to urge the readers to take action.

Diction in the English advertising texts:

- **a. Simple and informal words:**
- A simple advertisement is given not to arouse the reader's attention and interest, but to make consumers remember it.
- The first step is to increase the use of popular and oral language.
- The second step is to use some single-syllable words or fewer letters to make it easy to understand and memorize.
 - **Example:**
 - *Tours Made Easy*
 - *Book and go*
 - *When mom's not cooking*

- **b. Loan Words:**

- For advertisement emphasizing the product's quality or the origin abroad, loan words would be the best choice.
- Mostly for wine, food, cosmetics and clothing, loan words from French and Spanish are used.
- Perfume companies usually add French words.
- Automobile manufacturers to increase the mysterious atmosphere use foreign words such as *Cordova*, *Biarritz*.
- Most of the time the name of the restaurants will be in French like Del Taco, L' Anberge and La Scala.
- e.g. Experience *Fiesta* through the eyes of real people. The meaning of the word *Fiesta* is "party".

- **c. Verb usage:**

- In English advertising, mono-syllabic verbs are widely used.
- Most will have colloquialisms.
- This will make the consumers understand simple and easy English advertisements.
 - eg. *get, try, ask, for, get, take, send for, use, choose, and look for*
- These products will create an image as if it is user-friendly and will help them remember the products easily.
- The widely used disyllable and multi-syllable verbs include
 - *accept, adopt, assure, award, design, discover, enjoy, hurry, introduce, obtain, offer, provide, receive, request, remember, secure, supply, welcome.*

- **Misspellings and Coinages:**

- The advertising copy writer misspells some words on purpose, or adds some suffix or prefix to some common words.
- This needs curiosity and novelty.
- The implied meaning of such freshly made words and phrases may suggest that the product or service being advertised has some peculiar qualities combined with novelty.
 - Fotofast colour lab
 - Frichiks
 - Chocolicious (portmanteau)

Rhetorical devices in Advertising

- **a. Personification:** Personification is a figure of speech in which inanimate objects or abstract things are given human qualities and represented as human forms. This will endow the product with human emotion and will make it friendly with the customers.
 - *Muscle the road (wheels)*
- **b. Simile and Metaphor:** Simile is a figure of speech in which two essentially unlike things are compared often in a phrase introduced by 'like' or 'as'.
 - *Discover Your City Like never before*
- Metaphor is a figure of speech in which a word or phrase that ordinarily designates one thing which is used to designate another, thus making an implicit comparison.
 - *Your First Investment*

- **c. Pun:** Pun means play of words, something with similar sense or different sense or sound of different words. The pun will be eye-catching and it can pull an audience's attention for a longer period of time.
 - Air India- *Buy Now!*
 - *Low fares in July!*
- **d. Repetition:** Advertiser's use repetition in two ways: within the ad or advocacy message, words, sounds or images may be repeated to reinforce the main point. The message itself can be displayed many times. Even unpleasant ads and political slogans work if they are repeated enough to pound their message into our minds.
 - Oil Pulling- *very simple....., very effective.....,*
- **e. Rhyming:** Rhyming means the correspondence of terminal sounds of words or of lines of verse.
 - Reaching the top is good*
 - Staying on top is even better*

- **Use of Adjectives in Advertisement:**

- The primary function of the use of adjectives with deep emotion is to describe head nouns.
- Evaluating adjectives and the form of “-er” and “-est” are very frequently used in advertising in order to emphasize that the product is better than the others and build a perfect and fuzzy image in readers’ mind and to persuade consumers to buy the products.
- A study of vocabulary used in advertising listed the most common ad
 - New, make, good, better, best, get, free, give, fresh, etc
 - Samsung - *Upgrade to the Best - Now.*
 - Mercedes Benz- *The best or nothing*
 - Goodsun Water heaters- *Choice of the wisest*

- **2.8 Frequent use of compounds:** In English advertisements, compounds are used in everywhere.
- Based on the text, the advertisers are relatively free to create English compounds.
- In business advertising, to show the comparison they will express the thought that the manufacturers want to show exactly and completely.
- For this reason mainly they rely on advertisements.
- Some examples are: *top-quality bulbs, fresh-tasting milk, chocolate- flavored cereal.*
 - Adj+Noun: *high designer sarees*
 - Noun+Adj: *brand-new*
 - Verb(ing) +Adj: *cleaning bright*
 - Noun+ Verb(ed): *homemade chocolates, honey coated sugar puffs*
 - Adj/adv+ v-ed: *soft-hearted*
 - Noun+v-ing: *record-breaking*

- **Use of Syntax in English Advertising texts:**

- Advertising language should be simple and attractive.
- Advertisements have its own characteristics in syntax, such as the frequent use of simple declarative sentences, interrogative sentences and imperative sentences.
- The goal of this usage is to get attention, to show people an advantage, to arouse interest and create desire, and to ask for action.
- The grammatical characteristics are focused here. Declarative sentences describe the products perfectly and reasonably; the imperative sentences persuade consumers to buy the product and the function of interrogative sentences is to raise a question then answer it, which helps them to eliminate their doubt.

- **Simple and Complex sentences:** This declarative sentences will get better effect when there is simple than complex sentences, because the readers will get bored on reading complex sentences.
- Another reason is to reduce the cost of advertising. So using least words as much as possible to express the information is effective.
- For example:
 - Ford- *Believe it or not*
 - Univercell- *The mobile expert*
 - Poorvika- *Mobile world*
 - Amul- *The taste of India*
 - LG- *Life is good*
 - Reid and Taylor- *Bond with the best*

- **Interrogative and Imperative sentences:** The interrogative sentence plays a vital role in the advertisement process. This aggravates the curiosity of the customers and silently persuades them to purchase the product.
- When the ad writer leaves it with a question, the audience will be eager enough to find the answer.
- This will force them to see the answer. So the primary function is to arouse the interest of the audience.
 - The Dr.Fixit, Fevicol advertisement: *Leakage? Crack?*
 - The Paradox advertisement: *Spitting blood when you brush?*
- Likewise in imperative sentences they will create an impact by having a meaning of claiming, calling and commanding.
- It persuades and urges the consumers to accept its product or service.
 - *Keep the Mosquitoes out!*
 - *Enjoy the Fresh air!*
 - *Stay protected*

- **Disjunctive Elements:**

- Advertising copy writer chop up sentences into shorter bits by using dash, semi-colon, full stops and hyphen whereas an ordinary prose would use commas or no punctuation at all.
- This type is otherwise called as “disjunctive syntax”.
- Now this is widely used in advertisements.
 - The Pond’s White Beauty advertisement *Instantly spotless + all-day-radiance*
 - Tide Plus+ advertisement *White+In half effort!!!*
- The effect of these cut -up sentences is to add more information units.
- By frequently using disjunctive syntax, advertisers want to emphasize key messages.

