

LINGUISTIC FEATURES OF ADVERTISING LANGUAGE AND ITS EFFECTIVENESS

Mahmudova Umida

PhD student of Karshi State University, Uzbekistan.

ABSTRACT

This article focuses on linguistic features of advertising language of various products, some distinctive linguistic expressions and their affect to the target audience. The linguistic features 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 an 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.

Keywords:

advertising, language, linguistic features, communication

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INTRODUCTION

Today advertising is everywhere – on computers, television, mobile phones, radio, billboards and buildings, in newspapers and magazines, even on the clothing, shoes and accessories. Modern competitive marketplace use advertisement as a tool to enhance their image and achieve the ultimate goal. Advertisers try to firmly differentiate their brand in the hearts and minds of consumers thus they spend millions of dollars every day in order to persuade their targets to want and buy their products or services by creating persuasive messages that can attract to one's need. "Advertising is defined as the structured and composed non-personal communication of information, usually paid for and usually persuasive in nature, about products (goods, services and ideas) by identified sponsors through various media." [1.p8] Abbreviation for advertisement is Ad. According to businessdictionary.com: "advertising is something that is paid, it is supposed to be non-personal, it is public communication about goods, services, ideas, organizations, people, places, causes, through means of communication such as direct mail, telephone, print, radio, TV and Internet." [2] Advertising is an integral part of marketing, it informs and motivates perspective customers.

Vestergaard and Schroder divided advertisements into two main categories – commercial and non-commercial. Commercial advertising is companies' communication towards perspective customers in order to make them to buy some product or service and also to make awareness about company name, brand and image. [3.p7] Non-commercials are those that communicate, ideas of government agencies towards citizens, also political campaigns or any regarding charity. All over the world, companies are trying to discover how to make a large profit and how to be more successful, their main goal is to become continually ahead of the curve and collect an unwavering group of customers loyal to their brand. With the help of the media advertising reach us everywhere, at home, at work, in school, walking in the streets. Advertising penetrates the minds and souls of those who watch it, listen to it or read it with its ingenious techniques. Advertising by its nature cross-disciplinary topic and helps to develop some of the most important principles of a number of disciplines such as Marketing, Linguistics, Psychology, Sociolinguistics, Psycholinguistics, Discourse Analysis, Media Studies and Cultural Studies. Advertising gives the possibility to reach the consumer, to awake his or her wishes, to speed up

the selling process. In order to obtain target consumers, advertisers use colorful pictures, word games, puns, slogans, images, jargons, music and jingles. The advertised product is most likely shown in a desirable context, evoking emotions and feelings in the audience by promising them to gain pleasure if they purchase a product. "Cross, (1996) considers that "half consciously even cynically we let commercials modify our behavior and construct our identity as they teach us how to act and how to dress, what to eat and what to drive." [4.p11-12] For many years, scholars, linguists, psychologists, copywriters have been studying the language of advertising. Proper use of language in advertising has a powerful impact on people and their behavior.

PREVIOUS RESEARCH ON THE ADVERTISING LANGUAGE

Advertising language is a type of language structured to convince the customer about something, to change his or her attitude toward a product attract attention, awake feeling and sensations. Language of advertising uses colloquial language elliptical constructions, repetitions, rhetorical questions, figurative language, sound effects, slogans, nouns, adverbs, adjectives and compound words. According to Wells Burnett and Moriarty (1998) state that the simpler the copy is the easier it is to understand and its impact will be. [5.p 394] Thus, there is no space for ineffective words because every word in advertising is counted. The language of advertisement plays an important role over people and their behavior and in promoting various products. It informs, attracts the attention of the audience and persuade them to buy the advertised product. The proper choice of language to convey specific message is important in marketplace and in advertising. Some linguists have dealt with the analysis of advertising language from the linguistic point of view and specified devices used in advertising texts. The language of advertisements plays an important role in promoting a range of products and services. Advertising helps to attract the attention of the

audience and persuades them to buy the advertised product. From the linguistic point of view, some linguistics have dealt with the analysis of advertising language which used in advertising texts. For example, Leech's (1966) work on English language advertising, [6] Rees (1982) work on advertising linguistic devices that used in advertising messages such as parallelism, metaphor, metonymy, puns, rhyme, and homophones, [7] Cook (1992) focuses on parallelism, metaphor and etc, [8] Myers (1994) focuses on alliteration, assonance, rhyme, ellipsis and puns, [9] Brierley (2002) shows language games, similes, repetition, paradox, omission and ambiguity. [10] There are a lot of factors which reflect linguistic and stylistic choices, the formation of textual messages of advertisement, the target audience, the use of persuasion techniques and type of advertisement are among the most prominent. [11.p45] Before creating the advertising message, it is difficult to define can be distinguished: specific addressees such as men, women, teenagers, specialists, etc. and supposed addressees, when advertisements are oriented at wide and heterogeneous audience. [12] Therefore, many advertisers use psychological, cultural and social persuasive manipulations use a huge spectrum of lexical, rhetorical, syntactical and other linguistic devices in creating of advertising message to achieve intended audience. Another way of persuasion involve emphasis on the novelty of the product through adjectival descriptions, metaphoric language with celebrities and some famous place names or statistical experiments. Vestergaard and Shroder (1985) illustrate the range of techniques advertisers use to reach special effects and emphasis. [13] Advertising language has been the main interest of many linguists for a long time. The language used in advertising has a main goal to attract the potential customer. A good advertising slogan can make a persuasive atmosphere of the advertisement. Generally, people get more attracted to the visual aspect of the advertising than the textual aspect. All these of researches

show some universal linguistic features of advertisements across languages:

- Orthographic level: capitalization; deviations in spelling;
- Phonological level: repetition, rhyme, rhythm, alliteration;
- Lexical level: trigger words, slogans, catch phrases;
- Grammatical level: imperatives, superlatives, structural simplicity, ellipsis;
- Semantic level: metaphors, word plays, metonymy, ambiguity;
- Pragmatic level: speech acts of persuasion and etc.
- Sociolinguistic level: simple spoken language, humor, code-switching;

Cook(1992) analyzes text and context as a type of discourse, that means who is communicating to whom and why with what medium, music, jingles and paralanguage such as gestures, voice, quality, facial expressions and letter size. Cook describes three various means of communication, they are: music, pictures and language. He analyzes that there are too many advertisings in which pictures and music are the essence of communication and those advertising language seem to be predominant that cannot be looked in isolation. Cook also discusses some cohesive devices frequently used in advertising, for example, repetition, sense relation that lexical items are linked by hyponymy, synonymy, or antonymy, expressions of ellipsis in which an omitted unit is recoverable from a previous sentence. Leech(1966) analyzed grammar and vocabulary of 617 advertisements of British advertising that constitute the corpus of his research. Leech identifies four major functions of a successful advertisement. First, it must draw attention to itself.

Attention value: Advertising needs to attract and provoke the consumer's attention presenting the consumer's attention presenting something surprising through the use of the violation some

rules of the language, neologisms, puns, grammatical solecism, rhymes, semantic deviations. The utilization of literary devices such as metaphor and paradox.

Readability: The requirements for readability are simple with familiar vocabulary to the recipient and colloquial style. Leech has called this practice of using informal language related with contexts in public or business communication. Phrasal verbs, idioms and contractions are linguistic features of advertising language to its degree of colloquialism.

Memorability: A message of advertising needs to be remembered by the recipient and recognized as familiar. The key element helps making a lasting impression on the consumer which can change his behavior. The copywriter aims through the means of repetition to fix a brand and product name or slogan, catch phrase on the mind of the consumer. From the linguistic point of view, several linguistic devices are repetitive such as alliteration, rhythm, rhyme, parallelism and syntactic and semantic repetition. Repetition of brand and product names, slogans makes the memorability of the product or service.

Selling Power: According to Leech, "Selling Proposition" is the most mysterious part of the advertising process which is the main core special and different advertising message for each product. Imperatives prompt people to take the right action and give clear instructions what to do next. Advertising message should be positive and give its recipients a positive outlook. Positive adjectives play important role in advertising language. Leech quotes following positive adjectives; new, good, better, best/ sure/ free, fresh, nice.

Advertising language uses some linguistic devices similar to those in poetic texts. The priority of so-called mnemonic devices (rhyme, rhythm, alliteration and assonance) are the mnemotechnical effect. Mnemonic tools help advertising to be more remembered by the audience include some sound techniques such as alliteration, assonance, rhythm and rhyme.

Alliteration is widely used in ad slogans. It can be defined as “literary technique in which successive words (more strictly stressed syllables) begin with the same consonant sound or letter.” [14] For example, Don’t dream it, Drive it! (Jaguar), Big, Beefy, Bliss. (McDonalds), Functional...Fashionable...Formidable... (Fila).

As compared with alliteration, **assonance** is “vocalic rhyme, assonance consists of the repetition of similar vowel sounds, usually close together to achieve a particular effect of euphony” [15.p56]. For instance, Intel inside (Intel), See what we mean (Canon), Beanz, Means, Heinz (Baked haricot beans) etc.

Consonance is “the close repetition of identical consonant sounds before and after different vowels” [16.p153]. For example, Ariston...and on...and on... (Ariston).

Rhyme is the repetition of syllables, typically at the end of a verse line used in jingles and slogans. For instance, Fresh up with 7-up (7-UP), A Mars a day helps you work, rest and play (Mars), The best a man can get – Gillette (Gillette), Do you... Yahoo! (Yahoo).

Rhythm is “the movement or sense of movement communicated by the arrangement of stressed and unstressed syllables” [17.p611]. Rhythm makes an influential and emotional, mnemonic effect ad slogans that makes consumer to remember about the product. As an example, Live your life, love your home (IKEA).

Parallelism may consist of “sounds, particular syllables and words, phrases, stanzas, metrical patterns, ideas, allusions and shapes” [18.p511]. For example, Talk inside. Shout outside (Ford).

Another rhetorical device is **onomatopoeia** that is based on “the formation and use of words to imitate sounds.” It is a figure of speech in which the sound reflects the sense [19.p614-615]. For instance, Zoom-Zoom (Mazda), Plop Plop, Fizz, Fizz (Alka Seltzer).

According to Cuddon **semantics** is “a branch of linguistics which deals with the meaning of words and particularly with changes in the meaning” [20.p.643]. Semantics is a rhetorical

device used in order to reach a special effect. Leech said: “Figurative language also has a striking and memorable quality which suits it for slogans and headlines” [21.p.183]. Furthermore, the most important figures used in English advertising slogans are: simile, personification, metonymy, metaphor and pun.

Metonymy is also main figure of speech. However, it isn’t in common usage as aforementioned figures. Metonymy is “a figure of speech in which the name of attribute or a thing is substituted for the thing itself” [22.p. 434]. For instance, I like Volvo (Volvo cars), Take the gold (Adidas) the gold expresses the gold medal.

Metaphor is the most well-known figure that characterizes figurative language. Cuddon defines metaphor as “a figure of speech in which one thing is described in terms of another” [23.p.432]. Metaphor is effective tool in advertising products. The most known metaphor is for Nokia Company: Connecting people. Metaphor was used to express that consumers can not only talk via their devices but also emotionally connect with other people [24.p.3]. A single metaphor might be worth of a thousand words of advertising slogans that develops interest of the reader about product or service.

Puns. The most widely used device in the ad slogans is pun. There are different types of puns that represent “a figure of speech which involves a play upon words” that gives rise to a fairly universal form of humor [25.p.572]. In the pun, the message carries at least two meanings or interpretations [26.p.14]. For example, Empowering people (Acer), Get TIME, ahead of time (Time Magazine), The Car in front is a Toyota (Toyota). An effective pun is noticeable at first that makes you think about the product more than the fun and helps the reader remember the brand.

EFFECTIVE ADVERTISING LANGUAGE

The English language used in global advertising has increased over the last decades. Although English is a lingua franca, not everyone is proficient enough to understand English

slogans. The concept of ‘English as a lingua franca’, is the type of specific communication context: English being used as a lingua franca, the common language of choice, among speakers who come from different lingua cultural backgrounds.[27] English language as a Lingua Franca, widespread around the world like standard language. For this reason many developed industrialized countries use English language for commercial purposes. According to G.Rahimov; “Standardization is a long-standing historical process, but it is inevitable that verbal rules will be formed and updated. Along with various social and official organizations, literature, press, art, television, radio and electronic media play an important role in shaping

Information about respondents:

Categories	Number of respondents	Percentages
Students	56	56%
Employee	44	44%
Total:	100	100%

Table:1

ANALYSIS AND RESULTS

Consumers prefer different type of advertisement media. This bar chart represents the performance

the language and communication norms.”[28.p38,39]. The importance of English language in the media is highly increasing. For example, the majority of Uzbek business companies, buildings, market, places and products are named in English language and they prefer to name in English than other languages.

METHODOLOGY OF THE RESEARCH

The data for the research was collected by survey to find out the most memorable advertising language for consumers in Uzbekistan(Kashkadarya region). The sample size for the research includes 100 respondents. The survey will be useful in attaining the objectives of the research. The collected data studied with using simple statistical techniques as percentages.

of the advertisement in purchasing the products by the respondents.

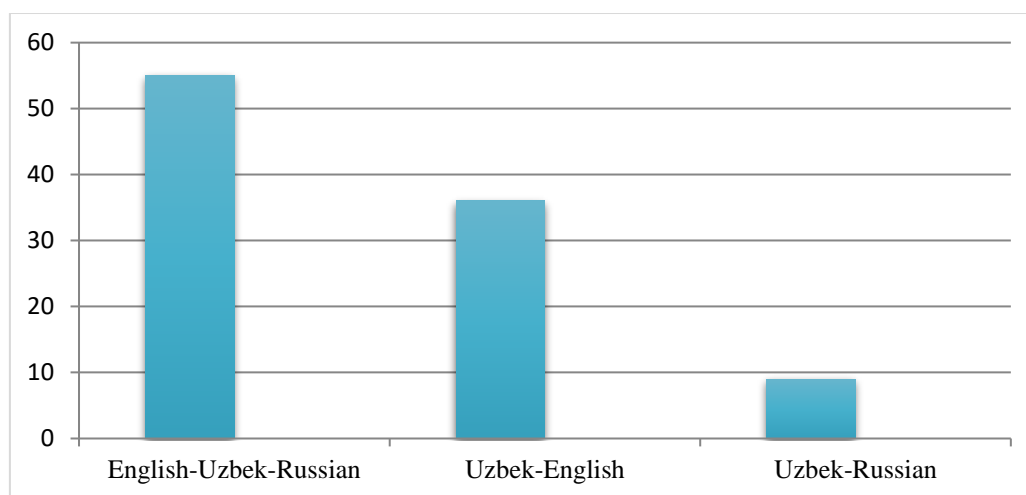


Figure 1

This bar chart reveals that preferences of languages in advertising. It is obvious that 55% of respondents preferred English-Uzbek-Russian languages in advertising messages, 36% of respondents liked Uzbek-English languages in advertisement, only 9% of respondents thought it would be effective to advertise products only

Uzbek-Russian languages. A conclusion can be reached the majority of respondents found potential languages for advertising are English-Uzbek-Russian languages in Uzbekistan.

CONCLUSION

Linguistic features of advertising language which are outlined below, sets some guidelines for

practical stylistics of advertising language describing that advertising language should be like. In spite of, creative text of advertising language it follows some narrow scheme of linguistic features which make advertising message more recognizable and give to recipient how to interpret the message and how to deal with advertising texts. In this way, linguistic features play a very important role in choosing proper devices for creating a new advertising slogans. The language of advertising is persuasive that should try to influence potential customers' attitudes and ordinary habits. The main rules of advertising language are: an advertisement should be attractive, the text should be memorable, catchy, easy to read as well as well-designed for modern consumer. Advertising language should be clearly described and have the power to make the readers to consume. The analysis shows that advertisers depend on figurative language, in order to make the customer be attracted by the special product or service advertised.

Methodologically, there are some limitations in this research. Firstly, it only includes students and employee, the most were men. Lastly, respondents were only 100 people from Kashkadarya and this cannot give overall results of Uzbekistan. Advertising language have a great impact on advertising than other types of advertising hints such as music, picture, jingles, its main goal is to sell products. In the future, this article might serve as a basis for further studies and help to analyze the development of advertising messages that aim to investigate the use of advertising language.

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