

# Ambiguity in Written Advertising Language

Adnan Faihan Mahmood<sup>1</sup>, Ahmed Subhi Abdulla<sup>2</sup>

<sup>1,2</sup>Lecturer, University Of Tikrit, College Of Administration & Economics, Republic Of Iraq

## ABSTRACT

Advertising, as an important social phenomenon in the global-economic time and information age, plays a significant role in people's daily life. People in today's world are living in the sea of advertisements. No one would deny the fact that the advertisements provide us with information about the fast – changing world as much as we need. As more and more people realize the importance and necessity of advertisement. Economists, artist and psychologist all pay much attention to the study of advertisement. Linguists, too, attach great importance to the language of advertisement.

Advertising language is a kind of persuasive language. Its final goal is to transmit the information of products and services to consumers, and persuade them to take purchase action. In order to sever this purpose, pragmatics is often used as a linguistic tool to enhance the persuasive effect of advertising language.

In advertising communication, the advertiser deliberately exploits ambiguity to provide the audience with two or more layers of meanings, whereas the audience will figure out the implied meaning intended by the advertiser which will ultimately lead to successful communication.

This study put the focuses on the advertising language, it consists of four sections, section one includes short introduction about the study, and the problem, hypothesis, aims and value of the study. Section two deals with the importance of language, text and context and the functions of language. It deals also with advertising, its roles, functions, and elements of advertisement. Section three concerns about advertising features which includes lexical, syntactical, and rhetorical features. Section four is devoted to the conclusion of the study.

## Keywords

Ambiguity, Written Advertising Language

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## Introduction

Advertising is a prevalent phenomenon nowadays that has gained the attention and interest of a large number of individuals in different societies around the world.

Advertising is not only an "ideal tool" for reaching people economically, but it is a device of attaining and maintaining with persons socially, culturally, politically and even psychologically.

Advertising is defined as "designed to spread information with a view to promoting the sales of marketable goods and services".

(Vestergaard & Schroder, 1985:2).

Advertising exists "to help to sell things". (White, 2000:5).

It is limited to giving utilitarian information about the product with objective of informing the consumer about the necessity and the importance of the commodity advertised.

To advertise means "to give notice, to inform, to notify or to make known". (Sheehan, 2004:2-3).

So that advertisement should include 'information', 'reasoning' and 'emphasis'. It means

that advertisers should not only inform their audience about the product, but also stimulate ideas among them as well as developing their curiosity and interest through creating new meanings from the advertised commodity.

Advertising language, the soul of advertising, has a close relationship with the success of advertisement. The language of advertising is basically persuasive, aiming to inform the potential consumers of the advertised products or services and persuade them to take purchase actions. Therefore, all possible means, linguistic or non-linguistic, have been adopted by advertising copywriters to serve the dual purposes of informing and persuading of advertising language.

Advertising is about creating a relationship between subject and object, which means the product and the meaning or the value it brings to its buyer – the meaning the product carries, which the buyer wishes to appropriate. (Barthel, 1988:1).

It is "about how to behave and what to think, feel, believe, fear and desire and what not to", and how to dress, look and consume; how to react to member of different social groups; how to be popular and successful and avoid failure; and how

to conform to the dominant system of norms, values, practices and institutions. (Kellner, 1995:5).

Advertising reflects "social values and attitudes with respect to the means and ends of human activities". (Vestergaard & Schroder, 1985:123).

Advertising is trying to associate its products with people's emotions, ambitions, perspectives, and lifestyles, "it is most unlikely that it creates any of these", advertising acts as a mirror of society, rather than acting to change it. (White, 2000:260).

Advertising draws materials from everyday life, this does not mean that advertisements merely reflect reality. Actually, they create new meanings, as behavior.

The function of language in advertising is to express feelings, offer advice, inform and persuade, describe or create. Advertising language can either follow "a prescribed path of advertising clichés" or have the freedom to "deviate from it and from the rules of the language itself". (Leech, 1972:4).

Advertising language as a special kind of language is very different from common language. It has its own features in morphology, syntax, and rhetorical devices.

Language is the main carrier of advertising message. Advertising may take many forms, but language is of crucial importance.

Advertising language is a style of immediate impact and rapid persuasiveness. In order to "attract attention, arouse interest, stimulate desire, create conviction and get action", it is necessary for the advertisers to catch the audience's attention. The language of advertising among other aids is of decisive importance to the persuasiveness and effectiveness of advertisements.

## 1.2. The problem

Advertising language is playing a significant role of communication and persuasion, it has developed its own features, the information about the product is limited, and it may lead to misunderstanding. Thus one may say that language in a way provide more exact, detailed and dependable information. Ambiguity of reference is very often encountered in the discourse of advertising. It is often thought as a

negative phenomenon which should be avoided in communication. However, ambiguity can have positive effects if it is used carefully and properly.

## 1.3. Hypothesis

The language of advertising remains crucial to understanding the objective of advertising as well as the social and cultural dimensions used to achieve and influence audiences.

## 1.4. Aims of the research

This research is addressed to the students of English language for specific purposes, teachers, and people working in advertising sphere, copywriters and all people interested in language of advertising.

It aims at shedding light on the language features of advertisements and also provides help for copywriters and advertising learners to determine the use rate of linguistic means used in advertising.

It aims at:

- 1- Having a good understanding of how knowledge of linguistics and concepts in linguistics can inform the study of advertising, in terms of texts, images, and the relation between them.
- 2- Having an understanding of the principles of product naming and of design (text, images) of advertising, and be able to apply it.

- 3- Being able to critically evaluate non-specialist writing on a cultural topic (advertising) and consider its value from an informed perspective.

It also aims to answer the following questions:

- 1- How does ambiguity in advertising lead to smooth communication?
- 2- Why does the advertiser employ ambiguity in advertising?
- 3- Could ambiguity achieve the effects as the advertiser has expected?

## 1.5. The value of the study

Advertising texts are of great value from linguistic, sociologist, sociolinguistic, psychological, ethnological and marketing points of view.

Linguists are interested in language of advertising because they want to know how particular

language works in this type of discourse, which linguistic means are used here and how advertising language is changing in the course time.

Sociologists may be interested in the fact, how advertising influences the values, attitudes and behavior of the society.

Sociolinguists may study the effects of any aspect of society on the way language is used in advertising through the course of time.

Psychologists may try to examine the effect of the advertising on human mind and motivation to fulfill material and social needs.

Ethnologists may find in this field a good evidence of how the culture of the nation has been developing.

And marketing experts and advertising agencies are interested in the language of advertising to find the tricks how to make advertising more effective.

## Section Two

### 2.1. The importance of language

Language seems to play important roles in society, reflects and shapes ideas and thoughts: mirrors and shapes people's beliefs, attitudes and actions according to the context and needs or expectations of any society. It may help people to know and become aware of different gendered attitudes which are derived from the social life; at the same time as, it may reinforce these differences linguistically in a negative way.

Language is laden with socio-cultural senses and interpretations. It is far from having a passive function in society; such as just reflecting the social life as it is. Conversely, language is a powerful means that may determine the repressive, regressive or progressive behavior of any given society. It works according to the values and customs of a specific culture, and it also depends on its religious, political and economic variables. It is a very active and dynamic tool that functions differently across cultures.

Language is not "a transparent carrier of meanings", rather it is "a medium which imposes its own constraints on the meaning which is constructed". (Mills, 1995:11).

It is viewed as a social phenomenon, because "the forms of language in use are a part of, as well as a consequence of, social process".

(Fowler and Kress, 1979:26).

The language of a culture shapes the way its speakers will see the world.

(Mills, 1995:84).

Language is the principal manifestation of a culture and people's values systems determine the way they use language. (Clyne, 1996:1).

Language is a complex sign of written and spoken, symbolic signs. It is founded upon verbal conventions. Language consists of a set of symbols that a cultural group has arbitrarily agreed upon in order to denominate places, objects, events, emotions and experiences.

(Samovar, 2006:13).

According to Hofstede (1980:34), language is "the most clearly recognizable part of culture".

Text types or genera are events, which define the culture. They are conventional ways of expressing meanings: purposeful, goal-directed language activities which form patterns of meaning in the social world.

Text and different text types communicate culture. (Gieszinger, 2000:15).

Culture and language cannot exist without each other. It is through language that people share their views and values, establish and preserve a culture, evolve it and pass it on to succeeding generations. In turn, culture helps people to establish, develop and perpetuate their language.

(Samovar, 2006:13).

### 2.2. Functions of language

According to Leech (1978:47-50), as a tool for communication, language has five functions:

- 1- The informative function to convey information to people through words, expressions or gestures.
- 2- The expressive function to express human feelings, attitudes, etc.
- 3- The directive function of language enables us to influence the behavior or attitudes of others, such as commands and requests.

4- The aesthetic function is used for the sake of linguistic artifact itself.

4- Last but not least, language has the phatic function to keep social relationships in good repair.

Clyne (1996:2) summarizes various major functions that language fulfills:

1- It is the most important medium of communication. It gives expression to ideas, emotions, information, attitudes and prejudices.

2- It is a means of identification, indicating group membership and at the same time marking group boundaries.

3- It is a means of cognitive and conceptual development.

4- It is an instrument of action. Certain acts, such as promises and apologies, are performed purely linguistically through an explicit expression.

All the different kinds of functions of language are highly effective in advertising.

Leech sets following principles of advertising texts:

1- Attention value,

2- Readability (by means of simple, personal, and colloquial style),

3- Memorability (most important in the process of advertising is to remember the name of the product),

4- Selling power. (Leech, 1972:27).

### 2.3. Advertising

What is advertising?

According to the definition Committee of American Marketing Association (1997:2), advertising is 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.

According to Goddard(2005:4), "advertisements are forms of discourse which make a powerful contribution to how we construct our identities".

Advertising is not just about the promotion of certain branded products or services, but "can also encompass the idea of texts whose intention is to

enhance the image of an individual, group or organization". (ibid:8).

Advertising seems pointless with no communicative value but they used in the context given, intend to communicate more than is actually said.

(Yule, 2002:35).

Advertising is "to give notice of; to give public information about merits claimed for; to draw attention to; to offer for sale by public notice, printed or broadcast; simply, it is about communication.

So, to be effective, it must be based on:

1- A precise definition of to whom we are trying to communicate,

2- A clear idea of what we need to communicate,

3- Some understanding of what effect we expect the communication to have,

4- A clear understanding of how the communication process works.

If we can understand all elements and define what we expect to happen as a result of the advertising, then we can set out to measure whether it has been achieved or not. (Adrian R. Mackay, 2005:23).

#### 2.3.1. The roles of advertising

Advertising has fully developed, it's very crucial not only to consumers, but also to social development. It performs three basic roles in society:

1- **Marketing role** – helping companies sell their products or services. To the producers, advertising provides the chances of promoting the products or services, communicating with the consumers and developing the business, which does much good to economic development.

2- **Educational role** – helping people learn about new products and services. As consumers, we can get information of the world from advertisement. Then it performs the educational role. We can compare the products or services of one brand with another from which we can make our choices.

3- **Social role** – helping increase productivity and raise the standard of living. To the society, advertising can accelerate the growth of economy,

and thus improve the standard of living. It also promotes the mass-media and gives the society very rich cultural meaning.

### 2.3.2. Advertising functions

American Marketing Manager's Handbook points out that an advertisement should have four functions: **AIDA**, which represent four words – Attention, Interest, Desire, Action.

1- **Attention** – a good advertisement should attract the consumer to direct their attention to the product of it.

2- **Interest** – the introduction and publicity of an advertisement should arouse consumers' great interest.

3- **Desire** – the publicity of advertising should stimulate consumer's desire to buy the product, and make them realize that product is just what they want.

4- **Action** – the advertising makes consumer to response to the advertising information and evoke them to take the action of purchasing.

Daniel Strach in the early 1920s put forward the idea that in order to be effective, any advertising: must be seen, read, believed, remembered, and acted upon. (Adrian R. Mackay, 2005:25).

All commercial communications that weigh on the ultimate objective of a sale must carry a prospect through four levels of understanding:

1- The prospect must first be aware of the existence of a brand or company.

2- One must have a comprehension of what the product is and what it will do for him.

3- One must arrive at a mental suspicion or conviction to buy the product.

4- Finally one must stir himself to action. (ibid:26).

### 2.3.3. Elements of advertisement

Each advertisement has many elements:

1- **Headline:** To get your attention and draw you to the subheadline.

2- **Sub headline:** To give you more information and further explain the attention-getting headline.

3- **Photo or Drawing:** To get your attention and to illustrate the product more fully.

4- **Caption:** To describe the photo or drawing. An important element and one that is often read.

5- **Copy:** To convey the main selling message for your product or service.

6- **Paragraph Heading:** To break up the copy into chunks, thereby making the copy look less imposing.

7- **Logo:** To display the name of the company selling the product.

8- **Price:** To let the reader know what the product or service costs.

9- **Response Device:** To give the reader a way to respond to the ad, by using the coupon, toll-free number or ordering information, usually near the end of the ad.

10- **Overall Layout:** To provide the overall appearance for the ad, by using effective graphic design for the other elements.

(J. Sugerman, 1998:27-29).

### 2.4. Text and Context of advertising

Text is a structured unit consisting of smaller units. It is "a stretch of language which makes coherent sense in the context of its units. It may be spoken or written; it may be as long as a book or as short as a cry for help". (Quirk et al. 1990:343).

The verbal advertising is a type of text. We can find advertising texts in printed materials or, in spoken form, broadcast by radio or TV.

In printed advertising, the text may serve only for catching the reader's attention, provide information about the product or serve as an anchorage (the link between the image and its context) for the image.

Context comes as a very important element in both pragmatics and advertising. We speak about a certain context of the advertisement itself, of a context of the process of decoding the message and also of a context of the actual interpretation of the ad.

The context is closely related to the reference; advertisements reveal that ambiguity of reference is very often encountered in the discourse of advertising. Ambiguity is actually considered one of the most effective of the persuasion strategies which are by excellence exploited in the industry of advertising.

The context may indeed clarify the discourse, as the receiver is allowed to "discover the mystery". But a literate one would most probably recognize the strategy behind the message and would regard the meaning from another perspective.

In the same sphere of context, we have to underline, the importance of the cultural background and of the shared knowledge.

In case of any type of communication, a special attention must be paid to these elements which greatly influence the understanding of messages.

Nowadays, special attention is given to issues of adapting the content of information to the particularities of certain nations, groups of people, minorities, etc.

#### 2.4.1. Cohesion of advertising text

To achieve the unity, continuity and fluency of the text, "English sentences can be linked in various ways, among which repetition of an element and back reference by means of pronouns are the more important". (Hiliday and Hasan, 1976).

Other techniques are also used to join sentences together, we use synonymy, place and time relates, determiners, pro-forms (pronouns, pro-verbs, other pro-forms), ellipsis, enumeration, parallelism (repetition of sentence structure), conjunctions and various transitions.

All these sentence signals refer back or forward to neighboring sentences. This principle is called cohesion.

Widdowson (2000:125,38) defines cohesion as "the ties that connect up units of language to form text. The repeated pattern provides a kind of texture to the text, sets up a kind of connection or cohesion across the sentences".

We can observe cohesion not only at the level beyond sentences but also within sentences. This is achieved by use of coordination and subordination of clauses:

'Peter is tired.' 'He wants to sleep a lot.'

We can connect these two clauses into one sentence:

'Peter is tired, so he wants to sleep a lot.'

Coordination is especially important cohesion factor in advertising language. There are three types of coordination:

1- Linking (use of coordinating conjunctions and, or, so, but).

2- Parataxis (short, simple clauses, often without the use of conjunctions and often sharing the same subject). It is applying to the omission of both coordinate and subordinate conjunctions, and to clauses and phrases both.

3- Apposition (two elements are placed side by side, with the second element serving to define or modify the first).

In some cases, copywriters show tendencies to use:

1- Coordination in places, where subordination would have the relationship between clauses more explicit.

2- Non-linking coordination (parataxis and apposition) in preference to linking coordination. (Leech, 1972:143).

We can observe noun group parataxis for example,

"New York – Paris – London".

Parataxis of adjective groups is also common and serves the same kind of purpose: "New, Better, Happier".

We can observe the tendency to cut up the sentences in places where linking conjunctions, commas or dashes usually appear:

"It's just another Renault – reliable, technically superior and best in its class – just every other Renault we make".

#### 2.4.2. Informational structure within the text

The textual structure can be studied not only from the point of view of the connection of the sentences to make up a text, but we can consider it from the informational point of view.

It means that we can structure units of information within the sentences.

Units of information can be placed in various ways according to the degree of their prominence. In case of sentence where unmarked end-focus principle is applied, the **RHEME** (also called new, focal element; comment) is the informational most important element of a tone group containing the new information, while the **THEME** (also called given, non-focal element; topic) is the least

prominent element containing given information, which is assumed to be known from the former text or from the context. The most important information goes at the end of the statement and the least important one, by contrast, at the beginning, functioning only for "announcing that the starting point of the message is established". (Quirk et al. 1972:398).

Copywriters try to remove verbs at all, or to remove finite verbs and replace them by their non-finite forms, eliminate pronouns and create as short sentences as possible in order to "cut up the sentences into more information units", so that the same sequence of words will contain more focal elements rather than one. (Vestergaard and Schroder, 1985:23).

### Advertising Language Features

There are three main features of advertising language, lexical, syntactical, and rhetorical features.

#### 3.1. Lexical features

The advertising language has its own preferences for diction. Among vocabulary used in advertisements, adjectives, verbs as well as compounds and derivatives all occur in high frequency.

**Adjectives** are used to an unusually high degree, the most frequently used adjectives are : new, good/better/best, fresh, free, delicious, sure, full, clean, wonderful, special, crisp, real, fine, great, safe, vital, terrific, and rich. Adjectives are important in advertising for they are used to add prestige and desirability and approval for the consumer. These adjectives help to build a pleasant in readers' minds and manage to create a belief in the potential consumer. Comparatives and superlatives occur to highlight the advantage of a certain product or services (gradable adjectives).

Adjectives as emotive and exciting words, are used to enhance the facts of a certain product or services. Adjectives are divided into two groups: descriptive and evaluative adjectives.

**Verbs** are used in advertising, the most used are: make, get, give, have, see, buy, come, go, know, keep, look, need, love, use, feel, like, choose, take, and taste. For example:

Buy x. use it. We make ...x will give you what you need. You'll love x. get x. all you need is a taste for adventure. (Millstone Coffee).

Don't have much of a personality? Buy one. (Honda Motor).

Advertising make pun and alliteration, pun is an amusing use of a word or phrase that has two meanings which is called Polysemy or of words with the same sound but different meanings which is called Homonymy.

**Pun**, the game of words, will leave a deep impression on readers by its readability, wit, and humor. However, to make a successful and impressive pun is not easy. Except for its own meaning, the word used as a pun is usually closely related to the characteristics of a certain product or the brand name of the product. For example:

Ask for more. (More is a famous brand of cigarette).

Give your business the sharp edge. (Sharp Corporation).

By using pun, advertisements will be easily remembered by the readers, filled with wit and humor, puns help the advertised product win favor from readers.

**Alliteration** is the use of words that begin with the same sound in order to make a special communicative effect. They are pleasing to ears because of the clever choice of the word by the advertiser. The repetition of the beginning sound emphasizes the meaning the advertisement wants to express. For example: vitamin E to leave skin soft and smooth.

**Compound words** also used in advertisements, a compound word is often a noun or an adjective made of two or more words. Compound words in technical equipment ads, are usually combined to give an exact description of a certain feature or function such as high-volume, full-color, multi-functional, non-stop, water-cooled. Numbers are employed in front of the hyphen, which is seldom seen in other advertisements, such as 64-bit, 24-valve, 4-wheel, 255-horsepower.

We can find new words and phrases formed by compounding, very striking feature of advertising language is a variety of "lexical units, where each unit is consisting of two or more bases (roots)"

(Kvetko, 2001:40).

**Pronouns** are used too, pronouns of the first and second person: we, I and you. It help to create a friend-like intimate atmosphere to move and persuade the audience. For example: what can we do for you?

We're stronger than ever.

We help our neighbors find the best ways to give to their favorite charities.

There are two factors to explain the phenomenon.

**First**, in daily consumer goods ads and technical equipment ads, a product is the focus of information.

**Second**, it is more necessary for service ads to create a friend-like atmosphere, because winning trust is the first thing service ads want to do.

**Affixation** is another "very effective process of building new words by adding an established prefix or suffix to the existing base.

A suffix usually changes not only the lexical meaning of a word but also its word class. (ibid:36), e.g.:

To read(V) → a reader(N); a friend(N) → friendly(Adv); a clock(N) → clockwise(N) ; (Adv, Adj); to differ(V) → different(Adj) → differential(Adj). a prefix usually changes or concretize the lexical meaning of a word only rarely word class. (ibid:38), e.g.:

Nonsmokers, dislike, rebuild, postwar, autobiography, antinuclear.

The following examples show the creativity of advertising language:

Provodkative, cookability, anti-aging, jewel-like, casingology.

(Cook, 1996:140).

**Shortening** in general is "a process in which part of the original word is taken away. Shortening contains clipping, acronyms and initialisms.

**Clipping** is "a reduction of a word to a shorter form. It is a cutting off one or more syllables of a word", e.g. fan (fantastic), gym (gymnastics), bus (omnibus), exam (examination), phone (telephone), mobile (mobile phone), fridge (refrigerator), lab (laboratory), photo (photography).

**Acronyms** are words formed from the initial of expressions consisting one or more word and read as ordinary words, e.g. NATO, UNESCO, AIDS.

**Initialisms** are abbreviations with alphabetical reading, e.g. VIP, XXL, TV, PC. (Kvetko, 2001:47).

### 3.2. Syntactical features

The sentences of advertising are short and simple because short simple sentences are usually emphatic, expressive, and have special clarity. These characteristics are in accordance with the purport of the advertisements. It has mainly five features:

- 1- Simple sentences are extensively used whereas the compound ones are not;
- 2- Coordinate structures are preferred to subordinate structures;
- 3- Active voice rather than passive voices are favored;
- 4- Imperative, interrogative and elliptical sentences are preferably used rather than negative ones;
- 5- The present tense is dominant in the texts of the advertisement.

The reason is that in the process of writing the copy of the advertisement, consumers' psychology must be taken into account in order to make the advertising more persuasive and more attractive.

We may distinguish four sentence types: declaratives, interrogatives, imperatives and exclamatives. (Quirk et al. 1990:231).

- 1- **Declaratives** are sentences in which it is normal for the subject to be present and to precede the verb.
- 2- **Interrogatives** are sentences, which are formally marked in one of two ways: yes-no interrogatives (an operator is placed in front of the subject), and wh-interrogatives (an interrogative wh-element is positioned initially and there is generally subject-operator inversion).
- 3- **Imperatives** are sentences, which normally have no overt grammatical subject, and whose verb has the base form.



4- **Exclamatives** are sentences which have an initial phrase introduced by what or how, usually with subject-verb order.

To these types of sentences are normally associated four discourse functions: statements, questions, directives and exclamations.

Because most advertisements approximate to every-day conversation, there is relatively free selection of sentence types.

Copywriters use imperatives, because it creates a sense of "one person is talking to another, because all ads are urging us to some action".

Leech, (1972:111) establishes certain groups of verbal items, which are especially frequent in imperative clauses:

1- Items, which have to do with the acquisition of the product: get, buy, ask for, choose, etc.

2- Items, which have to do with the consumption or use of the product: have, try, use, enjoy, etc.

3- Items, which act as appeals for notice: look, see, watch, remember, make sure, etc.

Another type is presupposition, presuppositions are present in any communication and many questions presuppose something.

Presupposition is "all about reading between lines; since this is, as it suggests, a hidden process, it is very interesting to advertisers, as we can be taking in all sorts of assumptions without consciously paying attention to them". (Goddard, 1998:125).

### 3.3. Rhetorical features

The copywriters of adverts adopt some theoretical figures to make the adverts more attractive, thus enabling the language of advertising to be highly artful and loaded.

Metaphor, simile, personification, repetition, pun etc. are frequently used to build up the expected effects.

Metaphor is "a word or phrase used in an imaginative way to describe sb/sth else, in order to show the two things have the same qualities and to make the description more powerful".

(Oxford Advanced Learner's Dictionary).

**Metaphor** is "statements and/or pictures which cause a receiver to experience one thing in terms of another". (Lakoff and Johnson, 1980).

Metaphor has an interesting value and stimulates the curiosity of the reader about the product. A metaphor usually creates a comparison between the product or service and some other quality the advertiser wishes to be associated with the product or service advertised:

"One touch. One light, effortless touch and she realized freedom was something you feel." (Revlon face powder).

There are two types of metaphor: verbal and visual. Visual metaphors do not relate only to words, but they depict relationships between a product or service and some object or visual element with qualities that the advertiser wishes to attribute to the product or service.

"The number one to Eastern Europe." (Austrian Airlines).

A metaphor makes a comparison between two unlike elements, this comparison is implied rather than stated. It is a higher form and requires greater ability on the part of the reader to perceive the hidden association, the insight into persons, things or ideas that is implied.

**Simile** is defined as "a direct, expressed comparison between two things essentially unlike each other, but resembling each other in at least one way." (<http://home.efl.rr.com/egghsap/apterms.html>).

A simile is a figure of speech which makes a comparison between two unlike elements having at least one quality or characteristic in common.

Usually, similes are marked by use of the words "like, than, as, or as if". We may also find comparative constructions used when comparing two things or two situations: "as...as", "so...as".

"Breakfast without orange juice is like a day without sunshine."

(Myers, 1997:125).

**Personification** is a figure of speech that gives human form or feelings to animals, or life and personal attributes to inanimate objects, or to ideas and abstractions.

Personification is a term used mainly in literature to name the figure of speech, which "involves directly speaking of an inanimate object, or an

abstract concept, as if it were a living entity, often one with specifically human attributes. These attributes may include sensations, desires, physical gestures and expressions, and power of speech, among others."

(<http://www.wikipedia.org/>).

The effectiveness of personification in advertisement lies in its potency of giving products with emotion and liveliness. Most people agree that the personified products can foster more trust and affection in potential customers and therefore arouse more desire for the purchase.

Example: Unlike me, my Rolex never needs a rest. (Rolex).

**Repetition** is defined by Grolier Academic Encyclopedia as the repeating of any element in an utterance, including sounds, a word or phrase, a pattern of accents, or an arrangement of lines.

Advertisements tend to repeat words or ideas. Something repeated frequently is more likely to be remembered. Most often is the brand name of the product, or some word connected with it.

In advertising repetition is applied to emphasize the important features of the products or services. It can also make the advertising messages impressive and persuasive.

Example: Everything is extraordinary. Everything tempts. (Cartier).

There are many types of repetitions such as: parallelism, anaphora, epiphora and antimetabole.

**Parallelism** is one of the forms of schematic patterning. It can be defined as "repetition of formal patterns". (Leech, 1972:186).

Parallelism means the parallel presentation of two or more than two similar or relevant ideas in similar structural forms. It is a rhetorical device heightening the emotional tone of the message and its importance.

Parallelism is often accompanied by **anaphora** – "the repetition of the same word or group of words at the beginning of several consecutive sentences or verses to emphasize an image or a concept".

**Epiphora** is "the repetition of the same word or words at the end of successive phrases, clauses or sentences". (<http://www.wikipedia.org/>).

"See new. Hear new. Feel new."

**Antimetabole** is another form of schematic patterning. It is "the repetition of words in successive clauses, but in reverse grammatical order, e.g. "I know what I like, and I like what I know". (ibid).

**Pun** is an amusing use of a word or phrase that has two meanings which is called Polysemy or of words with the same sound but different meanings which is called Homonymy.

Advertisers usually play with words to make the advertising language interesting and attractive. We often use puns to make jokes. Although pun is implicit, it gives the readers much food for thinking. For example:

To write with a broken pencil is pointless. (Polysemy).

Pointless means dull and blunt here. It also means meaningless.

Pun, the game of words, is used widely in our life. It will leave a deep impression on readers by its readability, wit, and humor. Pun is not easy to make a successful and impressive.

Ask for More (More is a brand of cigarette).

**Hyperbole** is "a way of describing something in order to make it sound bigger, smaller, better, worse, etc. than it really is".

LONGMAN Dictionary of Contemporary English (1998:751).

In advertising, the use of exaggerated statements puts emphasis on the particular features of the products or services, or sometimes achieves humorous effect. For example:

It's time to write history. (Ad. Of cosmetic)

Samsung presents "World best". (Samsung)

**Alliteration** is the use of words that begin with the same sound in order to make a special communicative effect. For instance, "The fair breeze blew, the white foam flew, the furrow followed free." It is often seen in idioms and poems. Example: In love there is no lack.

Alliteration is applied in advertising because of its aesthetic feeling for the audience. Usually alliterations are pleasing to audience's ears

because of the clever choice of the word by the advertiser.

Rhythms are bestowed on advertisements. The repetition of the beginning sound emphasizes the meaning the advertisement wants to express.

Example: Fly first class for free.

Sea, sun, sand, selection – and Spain! Set in cool, palm-fringed grounds, but only twenty sun-soaked steps from the beach this new luxury hotel looks out on a magnificent sweep of the Costa Brava. (Costa Brava is a famous Spanish beach resort).

**Ellipsis** belongs to cohesive devices and it is defined as "the omission of part of a structure." (Goddard, 1998:123).

Ellipsis is used in advertising for many purposes:

- 1- For economic reasons; to save space and money because words cost money.
- 2- To avoid drawing attention to features of the message which do not serve the advertiser's interest.
- 3- To create a sense of informality.
- 4- It creates proximity and intimacy. It is indicative of shared knowledge and interests, it suggests a trusting relationship, in which people assume a desire to understand on the part of their interlocutor. (Cook, 1996:169-71).

### Conclusions

The research has arrived at the following concluding points:

- 1- The research is based on several pragmatic points and principles.
- 2- The study deals with relationships between linguistic forms and entities in the world i.e. how words literally connect to things, it refers to how advertising messages or the discourse of advertising connect to their addressees, readers, with the focus on the meaning that comes from linguistic knowledge.
- 3- It tries to establish the relationship between verbal description and state of affairs in the world, the relationship between linguistic forms and the users of these forms in the discourse of advertising.
- 4- It refers to advertisers' intended meanings, their assumptions, their purposes or goals or any

kind of actions. The focus is on the aspects of meaning that cannot be predicted by linguistic knowledge alone – taking into account the reader's knowledge about the physical and social world.

- 5- The value of the study represented in the importance of language used in advertisements, the structure of advertisement, the functions of language and advertising, its elements, and features.
- 6- Clarify the functions of ambiguity in advertising which are:
  - a- Ambiguity could attract the audience's attention.
  - b- It makes advertisements brief and saves the cost.
  - c- It conveys the covert meaning.
  - d- It helps establish the brand image.
  - e- It is humorous and entertains the audience.

And the results indicate that ambiguity in advertising is a positive linguistic device which would leave a deeper impression on the audience and is more trusted and favored by the audience.

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**THE INTERNET RESOURCES:**

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