



The language of advertising in print media

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**ABSTRACT**

The present work is an attempt to study the features of language of advertising as it is used in both print media or visual aids. It is mainly intended to concentrate on certain observations which seem unnatural and exhibit deviation from the existing norms of the linguistic structure of the language. There are several media through which advertisements can be presented to the consumer. It can be presented through print such as in newspapers, magazines, and posters; and secondly, through electronic means like television, radio, electric displays and others like theater, screen advertising etc... The language that is used in advertisements can be distinguished from the language that is used in other domains. It has been recognized that the advertising language has its own characteristics and internal organization so that the language used in advertising is meticulously designed to create an impact, build conviction, incite curiosity and induce an active positive attitude to the message. Almost all advertisements have imperative, persuasive effects upon the readers. The effects are achieved by certain linguistic stylistic components of language.

**KEYWORDS :** advertising, media, meticulously, attitude, stylistic, linguistic, language

**Brief history of advertisement:**

As it is known at present, started in the last quarter of the 19<sup>th</sup> century as result of mass production (Fowles 1996:34& Bernstein 1974:7). By this time, the manufacturing faced a great problem in distributing their products to people; they therefore, found a competitive strategy which involves the promotion of products through the mass media. Consequently, the manufactures started designing and producing messages which will be used to promote the brand names in the mass media.

In 1920s, the new medium of radio became available to be advertising as it developed in the 1940s and 1950s. Represented a kind of perfection to the national advertising of the day (Fowles 1999:38). Advertising messages were first published in written form and focused on linguistic contents (Bernstein 1974:7).

Recent developments in technology have meant that images in advertising messages are now designed to attract more attention than the linguistic content of the advertisement.

**Definition of advertising:**

It is difficult to find a limited definition for the advertising. Bernstein (1974:4) states that "any attempt to define advertising is doomed to failure because it will be too comprehensive, or too restricted or subjective." We can find two definitions which are shared by all the definitions of advertising stress two main features such as "appeal and attention." However, advertising is no longer limited to bill board, newspapers, magazines, radio and television (Edwards 1997:379).

**Characteristics of language of advertisement:**

The language of advertising, it is the language of attributes to regain its vocabulary and activities of public interest such as the use of vocabulary and phrases that reverberate on the tongue of athletes, politics and people of arts. There are some important elements which make the language of advertising more distinctive than the normal language as follows,

Modality: modality is the level of language used in writing to show a high degree of certainty about the likelihood of events, modal verbs of high modality are used.

High modality	Medium modality	Low modality
Must	Will	May
Ought to	Should	Might
Has to	Can	Could

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- Motivated be noticed persuade the audience to use their product.
- The use of Minor Sentences: according to English grammar, a clause should consist of a subject, verb, and optional third element. However, some sentences in advertising texts don't conform to the regular patterns of clause structures or to the narrations of those structures in the major syntactic classes.

Sometimes in advertising English complex sentences are needed to express the complicated logical meaning in advertising.

d). Borrowed words: as many products advertised are imported from other countries, the advertisers sometimes deliberately put some foreign words into the advertising text to make the product appear exotic and hence more appearing.

According to Zhu Linghong that anagrammatic spelling is of great importance to make the advertising text unusual and memorable. It is clear that one of the simplest ways to call readers attention is to use unexpected letters. This can be achieved by using infrequently letters such as

Beanz Meanz Heiz

The slogan attracts reader's attention by using the letters 'z' in place of 's' in the words "beans" and "means," hence creating a new spelling, another example Wwwwat is newww?

**e). The use of Dashes**

Dash can be used to indicate parentheses or to separate adverbials from the main clause.

**f). Use of full stop**

The frequent a buses of the full stop aiming at achieving emphatic effect results in many one-word sentences or sentence fragments in English advertisements which are particular writing features in advertising, for example, And, for short time, you even have the luxury of paying less.

**How does advertising work?**

Cook (1992:24) describes an advertisement as the dynamic synthesis of many aspect in our life can be consider targeting the advertising message more effectively to get out attention. In other words, all our habit, our beliefs, our expectations, our relation, and our behavior, in

addition to our language and thoughts, are involved in addressing the advertising message to use as consumers. Advertising aims to create an impact on the consumers so that their attention will be strongly attracted to the subject of the advertisement.

### Translation of advertising

In the process of translating advertisements from English into Arabic language, the different culture of the Arab people will have an impact on the way translation is received.

A clear example of this is the translation of advertisement which contains sexual references or visuals which could be unacceptable to Arab readers or viewers. Stern (1996:63) says that "readers and texts can't be set apart from either each other or the culture that sustains them."

Religious teaching is one major aspects of the culture which influences the translation of advertisement. A good example covers from Sequino (1995:62). An advertisement was produced by a film to sell refrigerators in the Middle East, which the picture of the appliance filled with food including a large ham.

Translating this advertisement with the same content for the Arab market, where the majority is Muslims and consequently are not allowed to eat ham, would constitute an unsuccessful strategy.

According to Nassima Kerras, religion is a cultural element that affects the daily lives of many people, and can influence their way of acting and thinking. In translation, it is an important cultural factor that must be taken into account, especially in advertising texts, which are very culturally sensitive and directed to large audiences within specific culture.

In general, advertising language differs from the language of other domains of communication at all four levels phonological, morphological, lexical and syntactic levels.

At phonological level, advertising language relies heavily upon the use of rhythm, alliteration, assonance and other mnemonic devices. Use of such stylistic devices, probably, helps in effective relation of message. At the lexical level, use of neologisms, hyphenated words and adjectives are more common. At the syntactic level elliptical and short sentences and comparative sentences are common. Also, the use of imperatives and second pronouns. By which advertisers are able to get the consumer directly involved in the advertisement (Leeck, 1996:11). As far as the language of advertising is concerned and it has some distinctive features rather than the normal language.

### Conclusion

The importance that is given to advertising in this modern and fast growing consumer-oriented industrial culture calls for a careful analysis of the language that is being used or employed in advertisement, so there are some important features of the language that is used in advertising as follows;

Avoid hackneyed word.

- (a) The language of advertising avoid unnecessary words because there is no time in go to detail and the area of the position is very limited and much costly.
- (b) Try to use short sentences and escape from complex and long sentences but creating imagination.
- (c) Use of attractive words and challenging phrases can arouse the curiosity of the readers.
- (d) Use of puns and that is referring to the ability of the layout of ad-

vertising, or play on words.

- (e) Grammar may be derived than the normal grammar because you can break the rule if that is necessary in layout of advertising.

Use of abbreviation is rare.

In advertising that is requiring the information is clearer to the readers' attention and to stimulate the customer's interest to the products advertised.

The use of advertising language can be studied from two important aspects of language use, namely sociolinguistics and psycholinguistics.

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