



## WORDS MATTER: A LINGUIST ANALYSIS OF ADVERTISEMENT

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### **Abstract**

*A linguist always describes language in all its aspects. He is an observer and recorder of facts in language. The world of advertisement is presenting a non-personal and sponsor identified messages about product and organization. It is necessary to analyze the language used in this mass communication sector. The present research is an attempt to examine the 'style' (which actually means writing skill) of advertisement authors.*

### **INTRODUCTION**

Advertising is a promotional activity for marketing a product. In present day world of mass production and distribution advertising serves as a powerful tool in marketing machinery. The final advertisement is a combination of number of units such as headlines, sub headlines, borders, caption, and illustration and so on. All these are elements of layout of advertisement. Each element of layout is arranged to bring desired effect in the final advertisement. Title, caption, sub heading and slogan are such components of advertisement which deals with letters, words, text and ultimately language. This part of advertisement forefronts literary skill of visualizer of advertisement. Being an important business communication which directly deals with society and prospective thoughtful process of consumption; it is necessary to study 'language' component of advertising considerably.

To study language deeply and systematically, one should refer grammar rules, figures of speech and linguistic as a science of language. In present study, researcher has attempted to analyze language used in various advertisements in print as well as shown on television.

### **RESEARCH METHODOLOGY**

1. Primary Research  
For analysis of advertisement, sample of advertisements are selected by simple random method. Advertisement shown on television on V TV channel on 18<sup>th</sup> March 2015 during 9 a.m. to 12 a.m. advertisement published in the Marathi magazines Chitralekha and Charchoughi available in the market on the same day.
2. Secondary Research:  
Techniques of linguistic analysis are referred from books.

### **Limitation**

1. This research does not contain any hypothetical prepositions.
2. The number of advertisement is limited i.e. 30
3. Linguistic analysis is of all languages i.e. English, Hindi, Marathi.
4. Phonological analysis is not made even video advertisements are analyzed.

### **KEY TERMS**

#### **I. Text layout of advertisement**

The both kinds of advertisement (print and digital) contains text proposal. They are as follows:

1. Title: Title refers to name for product i.e. name given to product.  
For e.g. Tea is the product but *Wagh Bakari Chay* is the title given to product.
2. Caption: It includes brief information about product or advertisement or company itself.  
For e.g. Volkswagen, Das Auto.  
Das Auto is the caption in German language which means 'the car'.
3. Heading: It is the title of advertisement. It is the essence of message which is given in advertisement.  
For e.g. Flipcart , Big app shopping day  
Big app shopping day is the heading in advertisement to highlight the offer.
4. Slogan: Slogan is any word or group of words used regularly to impress the reasons readers or viewers about the basic idea about product.  
For e.g. Amul the taste of India

#### **II. Linguist Analysis**

Linguist Analysis contains the analysis of language on various bases. It deals with following key terms



1. Phonology: pattern of sound
2. Syntax: arrangement and form of the words to construct a statement. Syntactic words are connected in such a way to give desired effect.
3. Semantic: meaning of word or statement
4. Morpheme: Smallest unit of word which can't be further divided, appears as prefix or suffix for word but gives essential meaning to word.  
For e.g. Surprisingly  
'ing' and 'ly' are morphemes to give effective meaning to the word surprise.
5. Deep structures and transformations: it is highly scientific analysis of language. Every language contains some basic format of statement. They are known as deep structures. However while expressing the basic thought, to give desired effect, one may change form of statement. It is re ordering of statement.  
For e.g. Kelivinator the coolest one.

In deep structure the statement is like Kelivinator Co.'s manufactured electronic appliances can provide best cooling process. Transformation is made by way of deletion of words and changing the pattern of statement. However the meaning remains same.

### III. Grammar Analysis

In present research, instead of using rigid grammar tools like tense, degree etc. The researcher has explained only few figures of speech which are used in advertising to convey the message.

Following figure of speeches are used in advertisements.

- a) Alliteration: Succession of words beginning with same consonant.
- b) Anaphora: Reception of same word or phrase at beginning of successive clauses
- c) Antithesis: Contrasting ideas in a balanced phrase
- d) Assonance: Identity in sound between internal vowels in neighboring words.
- e) Onomatopoeia: Use of sound initiating words.
- f) Parallelism: Several parts of statements are expressed similarly to show that ideas in sentence are equal importance.
- g) Climax: Words are used in such a way to increase the weight or degree to emphasize on high point of series of events.
- h) Metaphor: Comparison of two unlike things
- i) Irony: Words are used to convey the opposite of their literal meaning.
- j) Rhyme: Identity or close similarity of sound between accented syllables.

### Linguist Analysis of Advertisements

A sample of advertisements is taken by simple random sampling method. Advertisement broadcasted on 'VTV' channel on March 18<sup>th</sup> 2015 during 9a.m. to 12 p.m. Also the advertisement published in magazine 'Chitralkha' & 'Charchoughi' are studied.

The following advertisements are analyzed on the above explained linguistic tools.

1. Advertisement of music downloading website:  
*Hungama.com – Aap ke zindagi ka soundtrack*
  - Slogan contains two language.
  - Semantics: Soundtrack for life means soundtrack for lifetime.
  - Syntactic words: Aapke, zindagika
  - Morphemes<sup>1</sup>: ke and ka are used to give phonological effect.
  - Rhyme figure of speech is used.
2. Advertisement of tourism company:  
*Cox & Kings- inspiring new ways*
  - Semantics: New travel destinations are advertised by using motivational words.
  - Deep structures: Under deep structure slogan might be 'Cox & Kings is arranging new travel destinations'.
  - Morphemes: The suffix 'ing' is joined to show continuity in innovations.
3. Advertisement of Everest Asafetida (*Hing*)  
*Everest Hingaraj- King of Hing*
  - Two languages are used.
  - Semantics: King means best product in market.
  - Metaphor figure of speech is used.

<sup>1</sup> Only important morphemes are explained



- Morphemes: Hing and raj are clubbed in title.
- 4. Advertisement of medicine of acidity  
*Eno- Hum rukhate hain aapke acidity ka khayal aur aap rakho apno ka.*
  - The English word acidity is continued in Hindi Advertisement
  - Health issues and family matters are compared in Parallelism construction.
- 5. Advertisement of Hair removing cream  
*Veet- Silky soft feet effortlessly*
  - Syntax: Arrangement of two adjectives is made to communicate the result of product in slogan.
  - Morphemes: 'lessly' morpheme is used instead of the word 'easily' to create better impact.
- 6. Advertisement of ICC World cup 2015 online Score Website  
*Cricbuzz- The Cricket ka kida*
  - Two languages are used.
  - Syntax: 'The' article is used to specify cricket is game and not insect
  - Figure of speech: 'Cricbuzz'- Onomatopoeia: Phonotical sound 'Cricket ka kida'- Assonance (ke-ka-ki)
- 7. Advertisement of international telecommunication roaming *Airtel International Roaming – Videsh jaana nahi hain aasan, lekin airtel ka international roaming hain aasan.*
  - Figure of speech: Antithesis
  - Deep structure: A hypothetical statement in deep structure is transformed in a simple statement without using any superlative or comparative degree.
- 8. Advertisement of Pizza  
*Domino's: Chizzy happy feeling hain*
  - Morphemes: all words have suffix including Title.
  - Syntax: Two adjectives which are not related to each other, one is describing product and another one is for satisfaction derived from product.
- 9. Advertisement of Cosmetics:  
*Enormous Cosmetics- Fabulous as I am*
  - Syntax: Slogan is formed in such a way that any third party is referring the product.
  - Deep structure: 'The fabulous cosmetics has made me fabulous' is transformed in above slogan.
- 10. Advertisement of Energy drink:  
*Horlicks- Taller, stronger, sharper*
  - Figure of speech: Slogan is with climax
  - Morphemes: Slogan has agglutinating language.<sup>2</sup>
  - Special feature: Slogan neither product nor company, it describes consumption.
- 11. Advertisement of toffee:  
*Melody – Melody itani chocalaty kyo hain?*
  - Syntax: Question is framed in slogan.
  - Morphemes: Chocalaty (y) gives desired effect because headline (Melody) is also ends with 'y'.
  - Special feature: Headline i.e. product name is musical one though product is eatable one.
- 12. Advertisement of online shopping website:  
*Flipcart.com- Ghar Baithe Ghar Sajao*
  - Figure of Speech: Rhyma
  - It also contains ironic expressions.
- 13. Advertisement of eatable product 'Papad'  
*Lijjat Papd – Karram kurram, kurram karram*  
*Shadi ho ya tyohar, Lijjat papad harbar*
  - Slogan is constructed in Onomatopoeia and heading is in Rhyma.
  - Deep structure in Headline: In deep structure the headline in Hindi is 'Shadi ho ya tyohar Lijjat papad khao harbar'
  - Special Features:
    - i. Without any meaningful word slogan has been created.
    - ii. Title *Lijjat* (means tasty) for product describes the satisfaction from the product.

<sup>2</sup> Agglutinating language means all words in statement can be divided in morphemes.



14. Advertisement of Pickle:  
*Bedekar – Ready pickle mix*
  - Deep structure: In deep structure the phrase might be Pickle ready mix. For adding attractiveness and to create phonological effect it has made as Ready Pickle Mix.
  - Title includes brand name.
15. Advertisement for Ayurvedic medicine on Acidity:  
*Thandak Choon: Choo Mantar for acidity*
  - Two languages are used.
  - The word choorn kept as it is to identify the Ayurvedic medicine.
  - Title is related to utility of the product and not the product itself.
  - The word ‘Choo’ gives *Ontomopiaea effect*
16. Kaff Kitchen Hob: It’s fantastisch.
  - Two languages are used English as well as German. However the original spelling of the word fantastisch (which is *phantastisch*) is changed and made it like English spelling.
  - Title includes brand name.
17. Advertisement of vehicle:  
‘ACE – Be a proud owner’
  - Suggestion for consumption is made in slogan.
  - Title and slogan collectively forms Irony as ace means small spot and in slogan describes that owner of ace (small spot) should be proud to have that.
18. Mobile Application developed by V Tv channel  
*V tv Girl Protection App- ‘V’ith you.*
  - Phonological semantics: In slogan spelling of ‘with’ is changed as ‘*V’ith* to highlight ‘V’ as a name of channel.
  - The word TV is remains in title of advertisement though it is a mobile application.
19. Advertisement of cricket world cup team New Zealand with special reference to their balling preparation.  
*Team New Zealand – There are destroying balling attacks*
  - Slogan is made in climax figure.
  - Morpheme: ‘ing’ suffix is used to create desired effect of speed.
20. Advertisement of perfume:  
*Fogg – now also for women*
  - Title of product doesn’t mean anything.
  - The slogan has double meaning, *now also for women* suggests it is already for women.
  - Morphemes: Use of isolated<sup>3</sup> language is made.
  - Under deep structure, the slogan might be, *now the product range is also available for women.*
21. Advertisement of cosmetics:  
*Lorea’l Paris- Because you are worth it*
  - Title is French and slogan is in English.
  - The slogan is in opinion. The opinion is not about the product or producer, it is about consumer’s personality.
  - Opinion is given in reason format so as to divert self-appreciation towards consumption.
22. Advertisement of Shampoo:  
*Matrix Shampoo: Opti Black - Dazzling shine – Imagine all you can be*
  - Title of product is in Metaphor. The comparison of matrix (womb) is made with dark black hairs.
  - Subtitle *opti black* is ‘optic black’ in deep structure. It is in irony figure speech.
  - The title & subtitle is about blackness but the word dazzling (which is generally used to describe brightness is used to describe black shine)
  - Slogan is not grammatically correct. The sentence in deep structure might be ‘Imagine all you can be dazzling shine.’ In slogan utility of product is described in suggestion format.
23. Test tube Baby Center:  
*Indira IVF – One name, many destinations, million possibilities,*
  - Title of services is scientific one.
  - Morphemes: The plural suffix ‘s’ & ‘es’ are giving the weightage to promise in the advertisement.
  - Though three facts don’t constitute any list, they are connected by comma.

<sup>3</sup> Isolated language statement refers to words of that statement cannot be further divided into morphemes



- Climax figure of speech is used.
- 24. Advertisement of Two Wheeler vehicle  
*Honda Activa – Actiwah!*
  - Morphemes for the title of product in slogan (wah) is used from another language Hindi.
  - Hindi morpheme for English word has made that statement exclamatory in Hindi pattern of statement.
- 25. Advertisement for candy pills.  
*Gems – Raho Umarless*
  - In slogan English morpheme (less) is used for Hindi word.
  - This combination is made to get desired phonological effect for ‘fun’ involved in consumption.
- 26. Advertisement for chocolate.  
*Cadbury Five Star – Khaiye our kho jaiye*
  - The title in advertisement is rating term.
  - Assonance figure of speech is used.
- 27. Advertisement for Ready mix food preparations.  
*Gits Ready Mix – Gits set go*
  - To show temporal characteristics of product, slogan is formed by using the words which is generally used to start sports activity.
  - Deep construction: The statement ‘Set the Git’s ready mix and then cook is transformed with special temporal effect.
- 28. Advertisement for Pesticide:  
*Khatnil Pesticide*
  - In deep construction, the title of product is summation of two different language words i.e. Khatmal & Nil & it is transformed as Khatnil.
  - By this two language construction of words advertiser wants to convey the message the product is useful to get rid of Khatnil.
- 29. Advertisement of washing powder:  
*Areal Matic: Safai automatic*
  - Rhyma figure of speech is used.
  - The word ‘matic’ is used only to maintain rhyming
- 30. Advertisement of share broking agency:  
*Sharekhan – Sher of financial Jungle*
  - The word Sherkhan( Hindi cartoon character for King of Jungle) is interchanged as ‘ShareKhan’.
  - The irony figure of speech is used by referring two languages.

## CONCLUSION

The analysis of the advertisement is done with the purpose of analyzing the trend of market to approach their customers for convincing them. The analysis has shown that the sellers are using bilingual words and phrases. This strategy is used to attract the young customers in other words ‘Kool Generation’. The majority of the sellers are using the metaphor to compare their product with some other catalyst. The advertisements are drafted in such way they will stimulate the buyer. As a marketing trend analyst, researcher has observed that the sellers like to follow the language of their target markets.

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