

The Role of Language in Advertising

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Abstract: Advertising has penetrated into all aspects of social life and has become an indispensable part of people's daily life. The appeal of advertising is largely due to the advertising language. Advertising is the product of the development of commercial economy. With the rapid development of economic globalization, advertising as a carrier of information dissemination is an indispensable medium for marketing. Is there such a thing as advertising language? Certainly, the language of advertising is neither a variety nor a register in its own right. Rather, the language of advertising is able to take on any form that is required for communicating its message, thus covering and utilizing the entire linguistic continuum.

1. INTRODUCTION

The term “advertising” comes down to us from the medieval Latin verb “advertere” to direct one’s attention to. It is any type or form of public announcement intended to direct people’s attention to the availability, qualities, and/or cost of specific commodities or services. Advertising can be seen to fall into three main categories:

- (1) consumer advertising, which is directed towards the promotion of some product or service to the general public;
- (2) trade advertising, which is directed to dealers and professionals through appropriate trade publications and media;
- (3) public relations advertising, which is directed towards society by citizens or community groups, or by politicians, in order to promote some issue of social concern or political agenda;

The advertising market is in great competition as we watch advertisements on TV, listen on the radio, and read them in newspapers every day. No single day in our life passes without going through some kind of advertisement. In this great competition, the task of advertisement companies becomes challenging for the promotion of products. In this technological era, the question for advertisement creators is not to reach the majority of people but to reach the minds of people and to stay there for an extended period. According to Al-Azmi (2002), “The advertising copywriters attempt to frame the message in such a way that the potential customers would be convinced that it is better than other similar products. They try to make the best possible use of language and hope that it will have a persuasive effect on the consumer's purchasing behavior.” The word ‘advertising’ simply means ‘the act of calling public attention to someone's products or services etc. To get the attention of the people or to make advertisements memorable, attractive, enjoyable, trustworthy, and creative, there has been a use of several linguistic devices in the language of

advertising. Leech (1972) calls the language of advertising as a “loaded language.”

2. Materials and methods

“Language has a powerful influence over people and their behavior. This is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important.” [1]

Language is the ultimate power in advertising. A strong company name and tagline can make or break a product. With the advent of social media and web 2.0, the written word has become more prominent than ever. People are constantly reading on social media, albeit not in the conventional sense. But with such a text-based form of media dominant, advertising and the way in which it inhabits our lives has changed.

Once, advertising was confined to the generic – an advert on a bus, a 30 second TV commercial, a half page in a newspaper. These were wide reaching, but not specific. Now, adverts are much more powerful, as cookies and GPS track your location both online and offline to target you and your individual habits. The power of an advert becomes that much stronger when it is personally attached to your own daily life.

Language is a symbol system in human culture. As Levi-Strauss (in Kasiyan, 2008:133) stated language symptom is not only limited to the meaning of written language or oral language, but also all social phenomena of broader culture in society, such as clothes, food menu, ritual and others.[2] In this case advertisement discourse in mass media is also seen as one of language phenomena.

In its development, language is not solely as a means of communication or a code system toward values which refer to one of monolithic reality meaning. Socially, language continuously is constructed in a certain social setting. As the representation of certain social relations, language always forms subjects, strategies, and certain discourse themes. Language is visual which is in the form of visual picture or symbol and has a power to construct certain ideology which will also affect and

form subjectivity and our awareness. Visual language is as also very effective as written language and oral language.

In advertisement, language has a role to reflect the naturality of use value toward product commodity or service which are advertised. Here, language is also as a media to spread capitalistic consumerism ideology to society. The power of language which has brought the colonization of human cultural symbolic in advertisement, actually, is one of prove that the friction of language represents of one potency which can poison the existence of civilization at the present and the future.

Based on the findings of Dubitsky, Lowrey & Shrum (2003), our first hypothesis stated that linguistic features are effective in increasing consumer memory of an advertisement. This hypothesis led to the prediction that subjects would be more likely to remember the linguistic advertisements of the study and less likely to remember the non-linguistic advertisements. Furthermore, it was predicted that subjects would be cognizant of the linguistic devices being used and would remember the linguistic advertisements as a result of those devices. This hypothesis and its predictions are constructed from the finding of Dubitsky, Lowrey & Shrum (2003) that subjects were highly capable of recognizing and recalling less familiar brand names when linguistic devices were incorporated in those names.[3]

Advertisements for different media use different techniques, but a number of features are common to both spoken and written examples. First, it is always important to establish:

- The advertiser: logo, slogan, brand name, distinctive colour or image
- The target audience: age, gender, social status
- The function of the advertisement or its message: for example, 'buy this', 'give generously', 'join us' and so on
- The selling techniques:

A product-based approach praises the features of a product or service, hoping to win customers on the strength of the product or service itself

An audience-based approach tries to convince the target audience that they need a particular product or service: by concentrating on practical needs like saving time, or psychological needs like the desire to look better or younger, advertisers try to persuade consumers that their lives will be better if they use a certain product or service

An impact-based approach aims to attract attention linguistically or visually.

By focusing on the language and images, it is possible to analyze the way in which the advertisement is intended to influence its target audience.

Furthermore, our second hypothesis stated that linguistic features are effective in increasing an advertisement's attractiveness and a consumer's interest in that advertisement. This hypothesis led to the prediction that subjects would find the linguistic advertisements more memorable, interesting and catchy than the non-linguistic advertisements when asked to rate each ad on three scales.

CONCLUSION

These days, the existence of advertisement in Uzbekistan has very fast development. Aesthetic representation of advertisement has been very fast growth by using esthetics values. But, sometimes the usage of language in advertisement tends to increasingly badly with a reason to increase profit or product sale. The choice of words are not selected appropriately and it will give boomerang for advertisement itself so that it will be slandered by many people. Language represents communication means and it is so effective in every human activity especially in advertisement. Language has magical energy which if it is stringed up well it will be able to hypnotize audience. So, the role of language in advertisement is so important and it cannot be seen into one side only.

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