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Exploring English for Advertising: A Linguistic Analysis
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DEDICATIONS

*To my father's soul
ALLAH's mercy be upon him*

*To my mother
To my brother and sisters
To my family and friends.*

I dedicate this work.

Aouni. 1

*I would like to dedicate this
work*

*To my parents
To my sister and brothers
To my family and friends*

Laloui. 3

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In preparing this work we have got help and pieces of advices from many sources.

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Abstract

The present study is a linguistic analysis of advertising in English. It builds on exploratory and descriptive analytical method in analyzing data and it depends on the stratified strategy in selecting samples in which it identifies some linguistic features and element in 20 collected ads categorized in four (04) groups. They are cars, watches, machines, and tourism. The study is divided into two (02) main parts. The first one is theoretical part that aims at identifying advertising and providing some linguistic elements used in advertising. Also, it takes into consideration semiotic, social and cultural variations in relation with ads. The second part is practical; it describes the use of the linguistic elements in the selected ads. In addition, the interpretation of findings which shows different usages of linguistic elements.

Key words: advertising, advertisement, slogan, brand, logo, headline, subhead, body copy, phonology, morphology, syntax, semantic.

List of Abbreviations

Ad: advertisement.

Adj: adjective.

All : alliteration.

Asso: assonance.

Collo: collocation.

Dec: declarative.

Exc: exclamatory.

Imp: imperative.

Int: interrogative.

N: noun.

NP: noun phrase.

Pred: predicate.

Sub: subject.

V: verb.

V.P: verb phrase.

List of Figures

pages

Figure 1 : Kitkat Commercial Brand.....	5
Figure2 : LG Commercial Slogan.	5
Figure 3 : Mercedes Comercial Logo.	5
Figure 4: Nissan Commercial Headline.	6
Figure 5: Subhead and Body Copy in Nissan Ad.	6
Figure 6: Model of Communication.	7
Figure7: Cultural Variation in Ad	12
Figure 8: Assonance in The Nike Ad.....	15
Figure 9: Rhyme Shown in “Puffs” Wipe Papers.	16
Figure 10: Rhythm Presented in Emerald for Wall Paint.	16
Figure 11: The Diagram Shows Categories of Nouns According to Crystal.....	18
Figure 12: The Use of Noun in Ad.....	19
Figure 13: The Use of Idioms in Ad.....	21
Figure14: Interrogative Sentence Used in Ad	23
Figure 15: Exclamation Sentence in Ad.....	24
Figure 16: The Use of Imperatives in a Hamburger Ad.....	24
Figure 17: Long Sentences Used in Nike Ad for Shoes.....	25
Figure 18: The Use of Antonymy in Popchips Ad.....	29
Figure 19: The Utilization of Metaphor in Coca Cola Ad.....	30
Figure 20: The Use of Simile..	31
Figure 21: The Personification Use.....	32
Figure 22: Metonymy in Ad.	32
Figure 23: The Use of Hyperbole in the <i>Ipad</i> Ad.....	33

Figure 24: The Distribution of Phonological Items in Ads.....	36
Figure 25: The Distribution of Morphological Items.....	37
Figure26: The Distribution of the Lexical Elements.....	38
Figure 27: The Distribution of the Sentence Types.....	39
Figure 28: The Distribution of the Short and Long Sentences.....	40
Figure 29: The Distribution of Elements of Sentence Structure.....	40
Figure 30: The Distribution of Figures of Language.....	42
Figure 31: The Distribution of Lexical Relations.....	43

List of Tables

pages

Table 01: The Number of the Used Phonological Items in Ads.....	36
Table 02: The Representation of Morphological Items.....	37
Table 03: The Representation of Lexical Elements.	38
Table 04: The Presentation of the Sentence Types.....	39
Table 05: The Short and Long Sentences Used in Ads.	40
Table 06: Elements of Sentence Structure.	40
Table 07: The Representation of Figures of Language.....	41
Table 08: The Representation of Sense Relation.	42

Table of Contents

Pages

Dedication.....	I
Acknowledgements.....	II
Abstract.....	III
List of Abbreviations.....	IV
List of Figures.....	V
List of Tables.....	VII
Table of Contents.....	VIII

General introduction

1- Background of the Study.....	01
2- Research Problem.....	02
3- Objectives of the Study.....	02
4- Research Questions.....	02
5- Hypothesis.....	02
6- Methodology.....	03

Section one: Theoretical Part

Chapter One: concept of advertising language.

Introduction.

1.1 The Notion of Ads.....	04
1.2 Ads as a Communication Means.....	06
1.3 Language Functions.....	08
1.4 Semiotics and Advertising.....	09
1.5 Society and Advertising.....	10
1.6 Cultural Variation and Ads.....	11

Conclusion

Chapter Two: Linguistic elements of the language of ads.

Introduction.

2-1 The Phonological Level.....	14
---------------------------------	----

2-1.1	Alliteration.....	14
2-1.2	Assonance.....	15
2-1.3	Rhyme.....	15
2-1.4	Rhythm.....	16
2-2	Morphological Level.....	17
2.2.1	Adjectives.....	17
2.2.2	Noun-Phrases0.....	19
2.2.3	Verb-Phrases.....	20
2.2.4	Collocation.....	20
2.2.5	Idioms.....	21
2-3	Syntactic Level.....	22
2.3.1	Types of Sentences.....	22
2.3.1.1	Declarative Sentence.....	22
2.3.1.2	Interrogative Sentences.....	23
2.3.1.3	Exclamatory Sentences.....	23
2.3.1.4	Imperative Sentences.....	24
2.3.2	Long and Short Sentences.....	24
2.3.3	Structure of Sentences.....	25
2.3.3.1	Parts of Sentence.....	25
2-4	Semantic Level.....	26
2.4.1	Sense Relations.....	26
2.4.1.1	Synonymy.....	26
2.4.1.2	Homonymy.....	27
2.4.1.3	Polysemy.....	28
2.4.1.4	Antonymy.....	28
2.4.2	Figurative Language.....	29
2.4.2.1	Metaphor.....	29
2.4.2.2	Simile.....	30
2.4.2.3	Personification.....	32
2.4.2.4	Metonymy.....	32
2.4.2.5	Hyperbole.....	33

Conclusion

Section two: practical part.

Chapter Three: Corpus analysis.

Introduction

3.1 Steps of Collecting Data.....	35
3.1.1 Selecting Samples.....	35
3.1.2 Dividing Samples.....	35
3.2 Overall Evaluation.....	36
3.3 Phonological Level.....	36
3.4 Morphological Level.....	37
3.5 Syntactic Level.....	39
3.6 Semantic Level.....	41
3.7 Interpretation of Findings.....	43
Conclusion.....	45
References.....	46
Appendices.....	50
Appendix No.1.....	50
Appendix No.2.....	51
Appendix No.3.....	52

General

Introduction

1- Background of the Study

The history of advertising started from the mid 19th century due to the capitalist power. At that period, there was an expansion of economics and industry that creates the need for advertising. At that time, newspapers and magazines were the medium for it. The development of technology led to use other kinds of media that are more advanced such as internet, television, radio, and other means. This revolution in technique created new ways in presenting products and ideas in addition to the use of language like music, pictures, body movement, and others. However language remains the most powerful element in this process, by the combination between those elements people are able to identify products and ideas and remember them in easy way. The use of English in advertising all over the world generally makes a positive impact on the consumer. English is still the most frequently used linguistic means in advertising because the number of people who use English is increasing across the world. Therefore many linguistic studies were done about many registers and styles in English for advertising.

The linguistic studies of advertising exist in the linguistic corpora since language used in this register is similar to that used in poets. (Cook, 1992).

Many linguists (Leech 1966, Cook 1992) tend to analyze the language of advertising to show the role that language plays in giving information, and induce people. Goddard (1998) discusses among textual analysis on written advertisements, the discourse between the reader and advertisements. She points out some advertising strategies such as connotation, puns, and showing the relation between advertisement and culture.

Cook (1992) explores the social function of advertising. The study concerns some linguistic elements such as sounds and using words in the creative style of poet, and how they can influence people when they receive advertisement. Leech (1966) comes in agreement with Cook in the impact of using poetic style in ads on attracting reader attention, but the main point in his study is to analyze grammar of ads, and one of the main observation he noticed is the weak use of function words (pronouns, articles,...etc) in comparing with the content words especially nouns.

However analyzing language of advertising is not restricted just for linguistic elements such as phonology, morphology, syntax, and semantics, it exceeds that to analyze the communication function of language through describing advertising discourse (Bruthiaux, 1995).

2- Research Problem

Language has a great influence on advertisements. The latter is characterized by specific linguistic criteria. However it is observed that certain ads do not follow the former criteria which lead to misunderstanding. Our concern is identifying the linguistic criteria that create successful ads. Moreover, we take into consideration the impact of selecting each linguistic element on ads.

3- Objectives of the Study

Our research has an exploratory and descriptive analytical nature; we try through it to:

- Analyze a corpus of English ads linguistically at various levels.
- Analyze ads phonologically.
- Analyze ads morphologically.
- Analyze ads syntactically.
- Analyze ads semantically.

4- Research Questions

- 1- What are the main phonological, morphological, syntactical, and semantical elements used in ads?
 - A. What is the role of each element in making ads fulfill their aim?
 - B. To what extent do advertisers abide by the linguistic criteria of ads?

5- Hypotheses

It is hypothesized that:

- Language of ads differs according to the message sent through them. However, the aim remains the same, thus this language has specific linguistic criteria.
- Each level has many elements that give ads their property.
- Advertisers abide by the linguistic criteria according to the ads category.

6- Methodology

This study is conducted on ads that are selected from variety of magazines produced by non-native speakers of English. Its aim is to explore the linguistic features used by the producers. Due to some limitations, the study builds on exploratory and descriptive analytical methods. In the practical part, the analysis of the corpus will be based on selecting samples of ads from magazines. Then, describing the linguistic elements used in each sample.

Theoretical Part

Chapter One

Concept of Advertising

Language

Introduction

Advertising has developed through time. In the first period advertisers use news paper, magazine, and other means that grew with the invention of print before 17th century, but actually advertising in English began in the 17th. However, forms of ads (slogans, brands, headlines, etc) appear nowadays due to the expansion of economy. New technologies (television, internet...) have an important role in increasing ads to a better way. The latter is based on semiotics and language as a way of communication; therefore, it takes in consideration all elements surrounding them and their effect such as, society, culture, language function. In this chapter, the focus will be on defining and introducing ads as communicative mean with an attention to the function of language of ads.

1.1 The Notion of Ads

Advertisement is derived from the Latin verb “advertere” which means “to turn toward”. (Goddard, 1998, p.6). According to *MacMillan English Dictionary* (2007) “advertising is an arrangement of pictures, words, etc put in public place or in a newspaper, on the internet etc that is intended to persuade people to buy something”. Advertising is not some external curiosity which we examine from which we are separate and superior, but something of which we are part, and which is part of us (Cook, 1992, p.88). Belch G&M (2003) define ads as any paid form of non personal communication about an organization, product, service, or idea by identified sponsor.

- **Paid** means that the time and space must be bought.
- **Non personal** means that advertising involve mass media, for example, TV, radio, magazines, newspapers,etc; that can transmit a message to a large group of individuals often at the same time.

Similarly, to the former, the investor worlds glossary claims that ads is description or presentation of product, idea, or organization in order to induce individuals to buy, support, or approve of the product (as cited in Laspanska, 2006, p.13). Advertising is a communication tool that respects the social and cultural norms in order to present a product in which the advertiser tends to prevail advertise for certain idea, by using set of effective components such as language, signs, sounds, etc in brand, logos, slogans, subhead, and body copy.

- **Brand** means the technique of promoting products by identifying them with the name of the manufacturer or with some invented name. (Encyclopedia of language & linguistics, p.109).



Figure 1 : Kitkat Commercial Brand.

- **Slogan** Mc. Arthur (1992) defines it as a catch phrase shouted or exhibit by someone campaigning for a cause, or used in advertising and promotion.



Figure2 : LG Commercial Slogan.

- **Logos** “An abbreviation of logographs” is the pictorial counter parts of brand names. (Encyclopedia of language & linguistics, p.109).



Figure 3 : Mercedes Commercial Logo.

- **Headlines** slogans can act like headlines. It is a set of words which give a brief idea and details about the product. It aims at catching the customers' attention. Furthermore, it makes the product easy to remember.



Figure 4: Nissan Commercial Headline

- **Subhead:** an optional addition to the headline.
- **Body Copy:** It is the textual component of an ad and it tells a more complete story of a brand. Therefore, its language has to be precise, factual and explanatory.

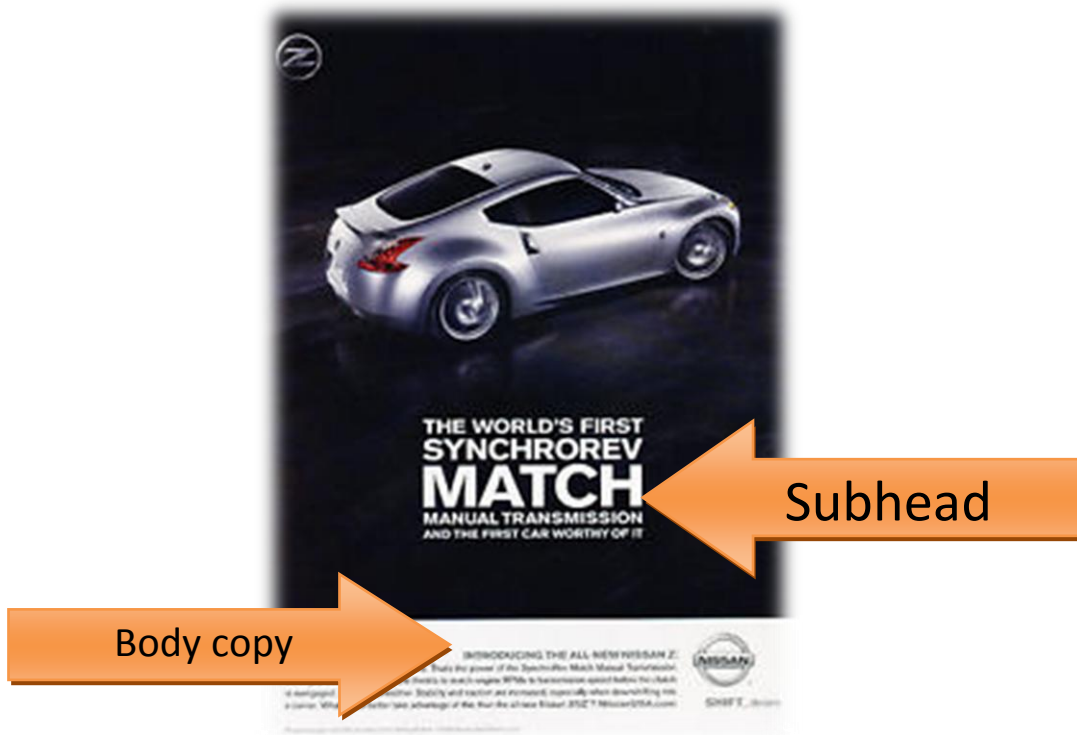


Figure 5: Subhead and Body Copy in Nissan Ad.

1.2 Ads as a Communication Means

To achieve the advertisee, the advertiser should use an attractive advertisement and easy to catch advertisement. Though, Judy & Nelson (1993) states that “communication cannot stand without its components”.

- **People:** they are the sender and the receiver of the message who affected by the social distinction and the cultural values.
- **Message:** consist of verbal and non-verbal forms of ideas including words, phrases, expressions, music, voices, gestures...etc.
- **The channel:** the mean in which the message is represented. It can be visual and auditory.
- **Feedback:** is the response of the receiver of the message.
- **The code:** any systematic arrangement or comprehensive collection of symbols, letters, words...etc that have meaning.
- **Noise:** it is any element that can be obstacle of receiving the message either physical such as sounds that hinders hearing, something hinders sight or mental, psychological or semantic like upsetting about something in the daily life.

These components are briefly described in the following scheme designed by Cruse (2004):

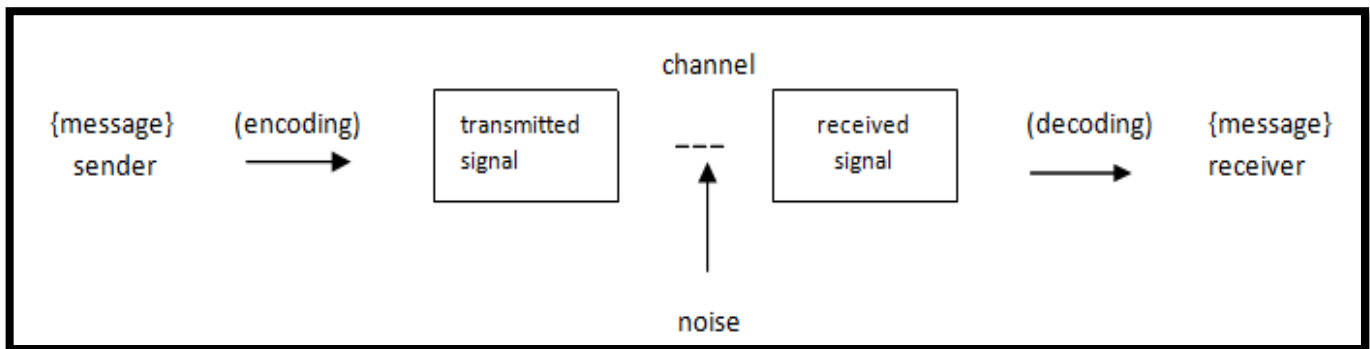


Figure 6: Model of Communication.

Cruse, D. A. Meaning in language. Oxford: Oxford University Press, 2004.

By matching advertisement to the communication components we notice that the sender and the receiver act as the advertiser and the advertisee. The first is the producer of the advertisement who encodes the message and transmits it through a channel which can be visual or auditory. Then, the receiver, who is the advertise, decodes the message and gives feedback.

Belch G&E (2003) argue that advertisement as communication means tends to achieve set of communication objectives including creating awareness or knowledge about product and its attributes or benefits, creating an image, or developing favorable attitudes, preferences or

purchase intentions, communication objective should be the guiding force of the development of the overall marketing, communicating strategy.

1.3 Language functions

Cook (1992) mentions the best way to interpret a message is to understand the language function, in other words, to go beyond the given meaning of what is said or written, and to take into consideration the sender's intention". (p. 24). Jacobson (1960) claims that language must be investigated in all variety of its functions; he suggested six functions of language:

1.3.1 The emotive function (expressive)

This function is specially used for expressing emotion or feelings that someone has. It is not matter of giving information. Rather it is what we use language for, stating our emotion, for instance, to express pain we usually use the injections "ouch!" or it can be expressed in full sentences like "Oh, God help me". This kind of function is often used in ads; the addressee tends to show his feelings about the product.

E.g.: The use of introjections "mmm mmm!" in chocolate ads expresses the sweetness of the product.

1.3.2 The conative function (directive)

The use of the imperative sentences states the function, for instance, making orders, it focuses on selecting specific vocabulary to achieve the objective towards the addressee. The use of conative function in ads aims to give stimulus to addressee.

E.g.: The slogan of Ford Company "Drive Away".

Hyundai "Drive Your Way".

1.3.3 The phatic function (contact)

It is used to test or examine whether the connection between the addresser and the addressee still in use, in other words, to keep the contact between them. In ads, for instance,

“would you try it” looks like that the addresser talks to the addressee in a way to check his attention.

1.3.4 The referential function

The referential or cognitive function depends on the context, whereas, it gives information in fact. Jakobson (1960) says that declarative sentence is the operative of the referential function. In ads this kind of function is commonly used, it appears in giving some characteristics of a certain product, for instance, an advertisement of cigarettes may use the expression of warning and refers to that function “smoking causes heart attack”.

1.3.5 Poetic function

The poetic function focuses on the aesthetic value of language which means that the focus will be on the message itself. There are some ads which use rhyme to give a aesthetic value to catch the attention of the customers, for instance, an ad about machines that produce yoghurt, ice-cream, by the Italian mark (Norea) uses the slogan “big enough to serve, small enough to care”, the rhyme seen in the use of the same sounds at the end of each line.

1.3.6 Metalingual function

Metalingual function concerns with the language itself as a code in the process of communication. In ads, the metalingual function is represented not only linguistically, but in signs, images, gestures, etc.

1-4 Semiotics and advertising

Any piece of advertisement often includes symbols, and signs in addition to other elements which form the ads. All of those elements are a denotation of meanings. Therefore, it is important to show how those items appear in this kind of register. The study of symbols and signs is considered as a science known as semiotics.

Crystal (2008) defines semiotics as:

The scientific study of properties of signaling systems, whether natural or artificial. In its oldest sense, it refers to the study within philosophy of sign and symbol systems in general (also known as

semiotic, semeiotics, semiology, semasiology, semeiology, significs).(p.431).

Cook (1992) mentions that the Swiss linguist Ferdinand Saussure considered language as a system of signs and symbols which have meaning by virtue of their relationship to each other and relates this concept in the discourse of advertising by considering each sign has a meaning only by virtue of its place in the system and in larger linguistic units such as sentences meanings are created by choice and relationships of signs in which every sign has signifier and signified. (p.49)

Saussure establishes two ways in order to create meaning: the syntagmatic way in which the meaning is created by the horizontal relation between signs or elements of sentence, each one creates meaning with the item before or after. (as cited in Cook, 1992, p.49).

E.g.: from the corpus in a slogan of ZANIN ads, the arrangement of the following item. “The quality of experience on industrial service “creates specific meaning differs from “The quality of service on industrial experience”.

Another way of creating meaning called paradigmatic way, the meaning created by making relation with other items, and the latter differs in its choice and connection, that creates distinction in meaning. E.g.: “your natural flavor house” differs from “customer natural flavor house”.

On the other hand, the paralinguistic items cannot be ignored in the case of ads, meanings are included not just in words and sentences, but even in non-linguistic elements such as gestures, body movement, smile, music,.....etc.

1.5 Society and advertising

Adverts carry a set of information towards a particular group in society. However, the latter is diverse, and thus the used language in advertisement manifests how it varies across the social group.

Goddard (1998) claims that since linguistic collect from other disciplines like sociology, it tends to reveal the social variation of language through showing how such elements depending with social variation like: gender, age, social class, ethnicity, and region may affect

language use, therefore, using some language in text to communicate with particular group aims to create a connection with the social group.

In this case Goddard (1998) mentions that the process of stereotype is clearly at work, and points out that the social scientists describe the process of stereotype as a strategy human being have to filter information is surrounding us, this manipulation depends on separation or distinguishing some dominant or more influence details and use them in the process of communication in order to reach comprehension and understanding. In this state language considered one of the successful factors in stereotyping in which it generates a whole set of ideas about who people are and what they like. (p.62).

Non native speaker of English tends to use influencing and understandable language in their advertising to achieve understanding at the level of target social group, for instance, using some sings in American accent is a result of the affect of the American accent in many other population in Europe or southern east of Asia, and MENA (middle east and north Africa). Advertisers exploit the variety of English to achieve more markets to their products in the world wide.

E.g.: - *The Algerian Airline* uses three languages in its advertising. It writes the brand name in Arabic and French in bold and then it uses slogan in English, “Always caring for you”. The reason behind that diversity is the multinationality of the clients.

1-6 Cultural variation and Ads

One of the important sides that affect the success of any advertisement is the cultural side which reflects on people’s emotion and thought, although ads may be delivered to different cultural groups. In this case, Goddard (1998) suggests that different cultures bring different attitudes and values to reading text, and the ignorance of those differences or break it down can be a reason of failure in giving information or in the whole advert ,therefore, the best solution to avoid the problem is translation of meanings and encoding concepts instead of words (p.80).

Another phase related to the culture is the connotation of the words Goddard (1998) points out that some English words used in slogans or brand names can give a distinctive meaning in other languages by connotation. This is a complicated problem advertisers often face in the process, since words and sounds affect our feelings and ideas, nevertheless, they expect all

connotations can people made about words and they try to take samples that are suitable to their product and have positive connotation. Goddard (1998) explains that the problem is not concerned with foreign languages only, but also can occur in the same language in which even if words have a positive denotation (meaning in dictionary) they may though have a negative connotation, thus the impression of the audience is something required (p.81).

Culture is embedded in society. The use of language either the mother language or other one should reflect and respect the cultural value even in using sounds or writing words in creating meanings, when a manufacturer shows a product he shows part from his culture through advertisement, so we can say there are groups of people will receive this culture. E.g.: Volkswagen mark named one of famous four wheels car “TOUAREG” this name refer to an Algerian tribes live in the south of Algeria if we notice that there is a combination between the characteristics of the car and its name in which it is 4*4 CAR (*FOUR WHEELS*) that means it is suitable for the desert and also it is comfortable car with a strong engine. Contrary, there are negative connotations that exist in ads such as “Pajero” which is a name of Japanese car that has a negative connotation in Spanish.

Another example shows the influence of culture on advertising in many food products especially those targeted to the Muslims nation or emigrants in USA or Europe, the use of the word “HALAL” it is Arabic word that means the product respects the Islamic norms in food, the matter that touches the Muslims emotions positively, because of the strong effect of the religion on the Islamic communities.



Figure7: Cultural Variation in Ad.

Conclusion

To conceptualize advertising and its language means to give some details about its notion, function, and relations in a simple way that helps to draw an image about ads and its use as a communicative mean. Moreover, to take an overview about the social and cultural dimensions. In addition, the relation between ads and semiotics that considers language as a system of signs, therefore; the study in the previous chapter tried to surround all the discussed points.

Chapter Two

**Linguistic Elements of the Language of
Ads**

Introduction

The linguistic study of any piece of language either written or spoken tends to analyze the target language at all linguistic levels along with their specific content based on that piece. Those kinds of surveys (study, analysis) are common and diverse according to register whether in poetry, short stories, scientific reports, courts, or advertisements. The latter is more heterogeneous. It has no fixed standards to follow exactly, in which the linguistic levels are dynamic in different styles. This heterogeneity aims to make advertisements goal-oriented which persuade people to buy product and to make sentences easy to catch in order to get the customer's attention. In this chapter, we will provide certain linguistic criteria (standards) in order to analyze the ads from the phonological, morphological, syntactic, and semantic point of view.

2.1 Phonological Level

According to Crystal (1995), "Phonology is the study of the sound systems of languages, and of the general properties display by these systems. The latter refers to the number of phonemes which are used in a language and how they are organized". (p. 236). Since the language of ads is similar to the language of poetry, it should be analyzed at the level of particular elements which are the most prominent in that kind (style) of language. At this level of phonology we will deal with: alliteration, assonance, rhyme, and rhythm, that are found in the ads to be analyzed.

2.1.1 Alliteration

Borges (n.d) defines alliteration as "a pattern of sounds that includes the repetition of consonant sounds of successive words or inside them, poets often use alliteration to audibly represent the action that takes place" (p.22). According to Cuddon (1999) "it is a figure of speech in which consonants, especially at the beginning of words, or stressed syllables, are repeated" (p.23).

e.g.: "I saw it there, but I saw nothing in it, except the boiling bubble". The repetition of sounds can be used to emphasize the speaker's desire for inspiration in expressing feelings. Also, they use alliteration to call attention to phrase and fix into the reader's minds. Thus it is useful for emphatic.

2.1.2 Assonance

Gaskell (1998) “it is the resemblance of sound between syllables of nearby words, arising particularly from the rhyming of two or more stressed vowels but not consonant” (p.79).

Cuddon (1999) claims that “assonance consists of the repetition of similar vowel sounds, usually close together, to achieve a particular effect of euphony”. (p.58)

e.g.: Nike in the following figure uses the repetition of the vowel “I” like in “lighter” and “tighter”; also the repetition of the vowel “o” as in “shoes” & “moves” .

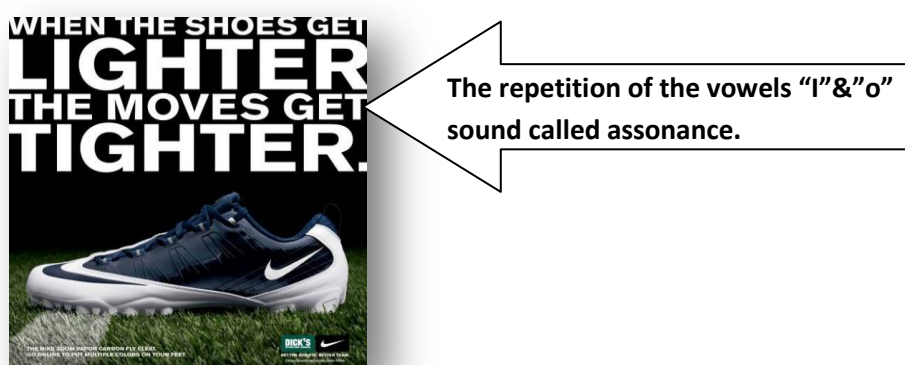


Figure 8: Assonance in the Nike Ad.

2.1.3 Rhyme

One the best and effective techniques in advertising is rhyme. Normally it refers to sounds not spelling; it is important to use the brand name in the slogan or in the strapline. In general, Crystal (2008) argues “rhyme postulates a close relationship between these two elements of the syllable, as distinct from the syllable onset (the initial consonant sequence)” (p.417).

Associating with our topic of discussion, Leech (1972) remarks that “rhyme makes the slogan and headlines appear striking and easier to remember” (As cited in Skorupa & Duboviciene, 2007, p.112). What is more, this technique presents simple information to the advertisee by rhyming the words in order to take their attention and, to make them memorize the brand name and the slogan unconsciously. A better example for that is *PUFFS*, it is a name of wipe papers or papers used to clean human noses. Its slogan is” a nose in need deserves Puffs plus indeed”. There the use of the brand name is perfect because the advertiser makes the product know through the ad. The rhyming presents in the use of the two words” need and indeed” there is a clear repeated sound utilized the consonant (eed) which gives it an aesthetic value

that will make the advertisee repeats it till they memorize it. That ad uses a creative technique which they extract the expression from the proverb “a friend in need is a friend indeed”.



Figure 9: Rhyme Shown in “Puffs” Wipe Papers.

2.1.4 Rhythm

One more technique in the phonological level is rhythm that is used often in ads. This term generally means “to refer to the perceived regularity of prominent units in speech, these regularities (of rhythmicality) may be stated in terms of patterns of stressed vs. unstressed syllables” (Crystal, 2008, p. 417). Alike, in advertising rhythm “is the movement or sense of movement communicated by the arrangement of stressed and unstressed syllables by the duration of the syllables” (Cuddon, 1999, p.753). The function here is to deliver a message to advertisee which they may memorize it. An example of rhythmic ad is a wall paint product by *Sherwin Williams*. The rhythm appears in the slogan that says “beauty, washability, and sustainability in a class of its own”. The variation of the stressed and unstressed syllables as used attracts the attention of the advertisee.



Figure 10: Rhythm Presented in Emerald for Wall Paint.

2.2 Morphological Level

Using words is what we do when communicate via language. By combining them, it can form phrases, sentences, and texts; they convey meaning, each word or lexical unit has a meaning in language. Thomason & Gedney (n.d) state:

Morphology is concerned with the relationship between the form of a word and its meaning. Since morphology is interested in the forms of words, it is related to phonology for the study of the sound shapes of words and to syntax both for the study of the composition of the words and for their syntactic function. And because morphology is concerned with meaning, it is to the study of semantics and of the lexicon. These many relationships mean that morphological theorization has been much influenced by phonological and syntactic theories, as well by changing ideas about the nature of the lexicon. Morphological processes, inflection, derivation and so on remain at the heart of morphology and are fully covered in the encyclopedia, as are more recent developments in morphological typology and the study and the study of morphology within psycholinguistics. (P.6)

In the daily life, words are written in t-shirts, shoes, cars, food, etc. The aim behind that is to communicate of course. However, this is not arbitrary. Every act aims to reach certain goal. Advertising is one of the most actions uses words to fulfill aims. Nouns, verbs, adjectives...etc are dominants in slogans, headlines and brands. Thus lexical or morphological level is important when treating any language or analyzing any corpus linguistically.

2.2.1 Adjectives

This lexical item is frequently used in ads. It plays very important roles when it comes to convey certain information. The general term according to Crystal (2008):

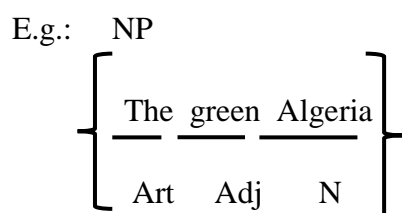
A term used in the grammatical classification of words to refer to the main set of items which specify the attributes of nouns. From a formal point of view, four criteria are generally invoked to define the adjective 11 class in English (and similar kinds of criteria establish the class in other languages): they can occur within the noun phrase, i.e. they function in the **attributive** position, e.g. the **big** man; they can occur in a post-verbal or **predicative** position, e.g. the man is **big**; he called it **stupid**; they can be premodified by an intensifier, such as very, e.g. the **very big** man; and they can be used in a comparative and a superlative form, either

by inflection (e.g. big, bigger, biggest) or periphrastically (e.g. interesting, more interesting, most interesting).

Some adjectives are very utilized in ads such as emotive and evaluative. The emotive one uses words that are related to emotions such as *curious*, *friendly*, etc. The other one is evaluative. It is words that give an opinion of the quality of certain product such as good, economic...etc. All of that done for one reason which is to indicate the good quality of the product. Leech (1966) confirms that and says “advertising language is marked by a wealth of adjective vocabulary” (as cited in Linghong, 2006, p.74).

2.2.2 Noun Phrase

According to Crystal (1995) the noun phrase (NP) is the structure that appears mostly in the form of subjects, objects, and complement, this structure consists of more than one word, and the main one is the noun (p.222).



The main constituent is the proper noun Algeria , nouns are words used to refer to people (man), phenomenon(flood), object (table), creature(tree), place(home, Mecca), and abstract ideas(freedom).The following diagram shows the noun categories:

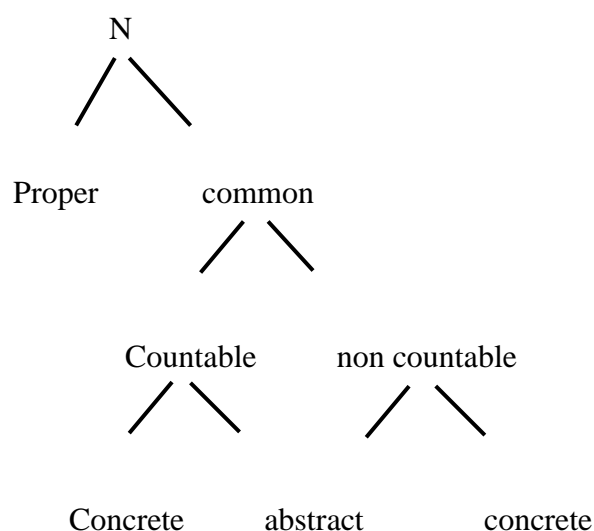


Figure 11: The Diagram Shows Categories of Nouns According to Crystal.

In the case of technical writing, action and processes Halliday (1989) says:

“Formal technical writing, action, and processes are often encoded as nouns instead of Verbs, this writing strategy known as nominalization, it leads to lower frequency of Coordination and subordination, and, therefore to simpler syntactic structure, but resulting Of high density of nouns may make simultaneously make processing more arduous.”

(as cited in Bruthiaux, 1996, p. 03).

The information above was supported by the observation of Strauman (1935) in which he notes a generalized absence of articles and predominant of nouns and nominal group and rarity of verbs. (as cited in Bruthiaux, 1996, p. 24).

E.g.:



YOUR CUSTOMERS SMILE OUR PRIORITY.

Figure 12: The Use of Noun in Ad.

Bruthiaux (1996) also mentions two variations that can occur at noun phrase level. One is the sequence of nouns that makes the NP reflects pragmatic and chronological realities (p. 103), and the other is the use of indefinite articles that makes advertisement syntactically elaborated further (p. 47).

Lapsanska (2006) points out that the noun phrases are more common in ads more than any type of phrases, it usually contains premodifier i.e. any word that appears between the determiner and the head (Crystal, 1995, p. 222) which is usually considered to be complex; this complexity based on effort to catch, describe, and specify properties of the product.

2.2.3 Verb Phrase

According to Crystal (1995),

“ verb phrases display a very limited syntactic possibilities , a main verb preceded by up to four auxiliaries, however, this limitation does not prevent the verb phrase to express wide range of meaning to do with time, mood, and manner of action” (p. 222).

In the case of advertising, Leech (1972) has mentioned that the verbal groups consist mostly of only one word. (as cited in Lapsanska, 2006, p. 30), he also mentions that the passive voice occur very sporadically and so the application of auxiliary verbs, this application appears in the use of “will” and “can” in which the first reflects promising that is most common in the process; while the second manifests ability if the subject is animate, and possibility if the subject inanimate. (Lapsanska, 2006, p. 30). In ads the verb phrase often is represented in the imperative sentences those kinds of sentences are “encoding invitation, instruction, and orders” (Bruthiaux, 1996, p. 04).

E.g.: Try our product a slogan of MEI Company of valve industry.

2.2.4 Collocation

According to Matthew (1981) “collocations are combinations of words that are preferred over other combinations that other ways appear to be semantically equivalents”, for example, he argues that “toasted and roasted” describe essentially the same process, but are restricted in their acceptable combination”. (as cited in Croft & Alancruse, p.249). Sage and Wason (1994) define collocation as expressions that can be interpreted more or less correctly out of the context, but cannot be produced correctly if the conventional expression is not already known to the speech community. (as cited in Croft & Alancruse, p.250). In advertising, Bruthiaux (1996) discusses both the lexical and the structural collocation in which he mentions that Benson & Ilson (1986) define the first as “recurring combination of content words such as nouns, verbs, adjectives, and adverbs without any existing to preposition, infinitives or clauses”(p.97). Furthermore, Bruthiaux (1996) states that classified register of advertising relies in part on recycling of such collocations. As with abbreviations, these collocations come in varying degrees of idiomaticity and the degree of likelihood that they may appear in other context, and he noticed that pre fabricated segments in the corpus analysis consists almost exclusively of content words, they represent an efficient response to spatially constrained circumstances. This is especially correct with the noun phrases modified by an attributive adjective or by noun in attributive position, in which each element in the sequence conveys an independent peace of specific, crucial information. e.g.: baking pan for croissants.



Noun in attributive position.

As a result, the signs of textual integration are common in the register of advertising; writers do not always opt for the least spatially costly strategy available to them. On the other hand,

the study is depending on the structural collocation in which Renouf & Sinclair (1991) deal with the function words “words that play an important function in grammar”. (Baum, 1996, p.563). This term includes definite and indefinite article, pronoun models, negatives, prepositions, and coordination. The study manifested one of the main features of advertising register which is the kind of function words tends to occur less than other languages use, and the existence of this kind of collocation is depending with the role played in text by patterning and structuring parallelism. (as cited in Bruthiaux, 1996, p.108).

2-2-5 Idiom

Crystal (2008) defines “it is a term used in grammar and lexicology to refer to sequence of words which is semantically and syntactically restricted, so that they function as a single unit. From semantic view point, the meanings of the individual words cannot be summed to produce the meaning of the idiomatic expression as a whole. From syntactic view point, the words often do not permit the usual variability they display in other contexts”. (p.236). Concerning idioms in ads G&M belch (2003) state that the international advertisers must know not only the native tongue of country, but also its nuances idioms (664). This is a clear sign to the importance of using idioms in ads. Thus, Bruthiaux (1995) notices that the corpus he analyzed containing many non-productive expressions which are borrowed from other discourses (p.93). The use of idioms may enhance the purpose of advertisements, because these kinds of expressions are familiar to the client in society. Laspanska (2006). E.g.: The following example presents how idioms or expressions similar to them used in advertising. “a nose in need deserves Puffs plus indeed” ,it looks like the proverb “ a friend in need is a friend indeed.



Figure 13: The Use of Idioms in Ad.

2.3 Syntactic Level

Syntax is the study of sentence structure, in other words, it is the way in which words combine into structures of phrases, clauses and sentences. Syntax is not only what it was defined before but also it can be considered as what Boeckx (2008) claims an interface system, it provides linking between (sounds, signs and meaning) in order to give logical form and order to the lexical items. We will deal in this level of study with the aspects of sentence types which relates to different kinds of sentences, parts of sentence, types of sentence structure.

2.3.1 Types of Sentences

2.3.1.1 Declarative Sentences

This kind of sentences is widely and commonly used in ads. Its aim is to express or declare a full and complete idea to the reader or listener. Similarly, the main aim of ads is to inform the customers about certain product.

e.g.: *Citizen* is a company of manufacturing watch that says “powered by the light around you”, “ never needs a battery”, here the Citizen gives a complete thought about their watch. It is informing people that it produces light without the need to any battery.

2.3.1.2 Interrogative Sentences

This type of sentences is also used in ads. Its main purpose is to give information about a specific point. However, in ads, interrogative sentences show rhetoric way which means that the ads' question do not expect any answers from the costumers.

e.g.: this ad by *Wendy's* asked a question that seeks no answer in return. In fact, to inform people about the food that they made, maybe they are telling that is a lot of beef in the hamburger.



Figure14: Interrogative Sentence Used in Ad.

2.3.1.3 Exclamatory Sentences

The third type of sentences is exclamatory or exclamation. Unlike the aforementioned types, this kind of sentences shows emphasis on something or someone. Also, advertisers use it to attract the attention of costumers and to make them wonder whether to stop to buy that product or not. Sometimes there are some advertisement producers use the exclamation marks purposely in order to add excitements to the sentence; these excitements may let the costumer hurry to buy that product.

e.g.: this ad about pancake in *Herald Tribune* uses an exclamation mark to wonder people, is it sweet or not, here they have to try it to tell if it is really sweet. In addition, they maybe intend to emphasis that this pancake is so sweet.



Figure 15: Exclamation Sentence in Ad.

2.3.1.4 Imperative Sentences

A sentence in this type may express a request, prohibition, an invitation, a command or persuasion. It depends on the situation of the speaker. Likely, advertisers use this type in order to persuade a customer for a product.

e.g.: *MC. Donald* uses imperative to convince people that this hamburger is really piece of meat or it has a lot of meat. They are not ordering them to stop staring at it.

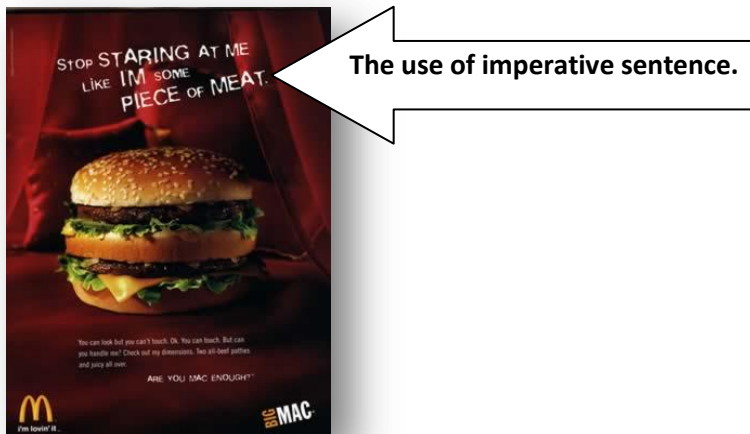


Figure 16: The Use of Imperatives in a Hamburger Ad.

2.3.2 Short and Long Sentences

The variation of sentences' length is an important thing for advertisers to take into account when creating an ad. It is a very busy world today. The new generations prefer speed and easy things to grasp. Furthermore, there are short and long sentences, but the best one for customers is the short one. The reason behind preferring the short sentences is that people are busy, they feel bored easily. So, they like to choose the easy sentences to read and comprehend. Advertisers should adopt the short sentences for their goods because it informs people for a product. Though we cannot neglect the long sentence because an ad may have complex sentence which give a complete idea about the product

e.g.: *Nike Zoom* creates an ad that has long sentences, they add more information about the shoes. They detailed the product to make a clearer idea about the shoes.

In the short sentence a previous example used in declarative sentences “powered by the light around you” and “never needs a battery” these two short sentences are important enough to give an idea about the product.



Figure 17: Long Sentences Used in Nike ad for Shoes.

2.3.3 Sentence Structure

Karl Weber (2004) details:

2.3.3.1 Parts of Sentence: structure refers to anything constructed or made, sentence can divide into parts in this case we can define two main parts of sentence which known as subject and predicate:

- **Subject:** words tell us what the sentence is talking about; the subject can consist of more than one word, one of the important content or the most important called “simple subject”. The subject can be compound when it consists of more than one “doer”.
- **Predicate:** words describe something that the subject is or does; the predicate consists of one word or more, the important one in the predicate is the “verb”.

- **Clauses:** clauses are group of words that includes both subject and a finite form of a verb which might or might not be a sentence (Cambridge dictionary 3rd edition). The clause has two types:
 - Independent clause: clause can stand as a sentence because it expresses complete thought.
 - Dependant clause: clause that can't stand as a sentence because it doesn't express a complete thought.

2.4 Semantic Level

Semantics is the study of meaning of words, phrases and sentences in isolation without referring to the occasion of expression occurrence, or what it calls context. Semantic analysis tends to analyze concerning to the general meaning of their samples and deal with the conventional meaning conveyed in a word. Yule (2008) mentions that the technical approach concerned with objective or general meaning and he avoids trying to account for subjective and local meaning. Therefore, the selection of words in any field uses language taking in consideration the study of meaning. Ads as much as other fields account for the words meaning role in making the advertisement persuasive and attractive, thus in this paper of research in addition to other linguistic features we deal with semantic feature and we focus on both figurative language and the sense relations.

2.4.1 Sense Relations

This kind of language deals with the relationship between words. Yule (2008) argues “we often explain the meaning of words in terms of their relationship” (p.104), which means that the words meaning is always referring to their relationship to other words. This kind of characterizing is called sense relations. In relation to our research paper, sense relations are used in ads. They are mainly synonymy, homonymy, antonymy, and polysemy.

2-4-1-1 Synonymy

It means the relation between two or more words that have the same meaning but not typical, McIntyre (n.d) claims that synonymy subsists when two expressions have the

same meaning (they are synonyms). Furthermore, in general term, Heasley et al., (2007), declare:

Synonymy is “a relation between predicates, and not between words (i.e. word-forms). Recall that a word may have many different senses; each distinct sense of a word (of the kind we are dealing with) is a predicate. When necessary, we distinguish between predicates by giving them subscript numbers.

According to them, the sense of words means to abstract away from any stylistic, social, or dialectal association the words may have. In parallel with our field of study, synonymy is a feature that is used in ads. Its application has an important role to make ads more attractive and to take the attention of any reader; memorability is included. The advertiser intends to associate his stylistic, social or dialectal touch when opting the words.

2.4.1.2 Homonymy

Another lexical relation is homonymy which is a word that has the same written form but differ in meaning. Sometimes it is difficult to know the intend meaning of a word by sender. Crystal (2008) argues:

“A term used in semantic analysis to refer to lexical items which have the same form but differ in meaning. Homonyms are illustrated from the various meanings of bear (= animal, carry) or ear (of body, of corn). In these examples, the identity covers both spoken and written forms, but it is possible to have partial homonymy (or heteronymy), where the identity is within a single medium, as in homophony and homography. When there is ambiguity between homonyms (whether non-deliberate or contrived, as in riddles and puns), a homonymic clash or conflict is said to have occurred. In semantic analysis, the theoretical distinction between homonymy and polysemy (one form with different meanings) provides a problem which has attracted a great deal of attention” (p.231).

for instance, an identical written pairs which have the same pronunciation but do not share the same meaning is “mean” and “mean”, the first mean is to express a meaning, the second mean is the intention to do something. Here, the words have the same spelling.

Kreidler (1998) details more about two types of semantic relation that are closely to homonymy which are homophony and homography. An example of homophones steak/ stake

they have typical pronunciation, but they differ in spelling and meaning. An illustration of homographs, two words that share the same spelling, but differ in pronunciation and meaning, for instance, bow rhyming with go, and bow, rhyming with cow. (as cited in Fiser, 2007, p.24). The use of homonymy in ads is very important as it is very clever use by the advertiser to use. These ads play with minds of readers (advertisee). The use of ambiguity leads readers to stop and think about the ad. Moreover, it helps the product to be memorable.

2.4.1.3 Polysemy

This type of semantic analysis refers to one form that has several meaning, for instance, plains=clear, unadorned, obvious. In relation to our topic of interest, the use of ambiguity helps in giving ads impression to the readers. Their ambiguity puts them in dilemma to stop by or not. An example of intentional ambiguity offered by Tanaka used by *London Transport*: “less bread. No jam.” When we give the most obvious interpretation of this message, it is not a very attractive view. Nonetheless, the viewers would hopefully realize that bread is also slang for (money), and jam can mean (traffic jam). Thus, the intended message can be as follows: “if you travel by *London transport*, it will cost you less money than travelling by car and you will not suffer in traffic jam” (66). In this advertisement, the principle of both homonymy (bread) and polysemy (jam) were cleverly employed. (as cited in Fiser, 2007, p.26).

2.4.1.4 Antonymy

Another lexical relation that deals with oppositeness is antonymy. Knowing about it is very important especially in relation with ads. Crystal (2008) notes that antonym has various subdivisions. The first one is: degrees of differences, for instance, big-small, short-tall, it is called also graded antonyms; the second one is ungraded antonyms, such as, single- married. Relating to our field of study, this type of semantic analysis is used to create an aesthetic value, and to make it more memorable. An example from the corpus (processing food magazine) is (Big enough to serve- small enough to care). This ad uses antonym which is big-small, this controversy helps the ad to be memorable by customers in such a way that they repeat it to understand the ambiguity of the controversy used in the ad. Another ad that used antonyms is about snacks by *Popships*, it says “less guilty more pleasure” here the use of the

contradiction less and more makes the advertisee to think and reread the headline again, this will push the client to memorize it.



Figure 18: The Use of Antonymy in Popchips Ad.

2.4.2 Figurative Language

This kind of language has to be taken into consideration for its importance in advertising. It is used to convey certain meaning. Leech (1966) says “figurative language also has a striking and memorable quality which suits it for slogans and headlines”. According to Wales (2001) “figurative language is sometimes considered simply as metaphorical(implicit) language, and is described as embracing all kinds of devices or features which are semantically or grammatically unusual in some way”(p.152). (as cited in fiser, 2007,p.18). Figurative language uses indirect meaning in its expressions and words in order to state an idea and to add interest. It makes the reader uses his imagination and to understand much more of the ad. There are many kinds of figures of speech. as: metaphor, simile, personification, metonymy, hyperbole.

2-4-2-1 Metaphor

It is a figure of speech deals with transfer and comparison. Limberman and Foster (1968) define metaphor as “special kind of comparison, usually of something unknown to something known for the sake of clarification of the former”. (as cited in Pr. Wolodymyr, 1990). Relating to our topic, Leech (1966) states “metaphors are valuable in advertising language because they can help suggest the right kind of emotive associations for the product. The reason behind interpreting a metaphor is to see a connection, or symbolic identity between the literal and figurative meaning of an item”. (as cited in wolodymyr, 1990, p. 53). Dyer (1996)

comments “an image of product can be built up through the irrational use of language. (as cited in Fiser, 2007).

To conclude with, metaphor has an implicit comparison that helps to associate words and image with the product. This association will catch the attention of the readers (advertisee). Unlike simile, that has an explicit comparison. A good example of an ad that shows metaphor in it, “*Coca Cola* Open happiness” here *Coca Cola* producers associate their product with emotion which is happiness, they intend to say if you drink *Coca Cola* you will be happy, it gives you happiness.

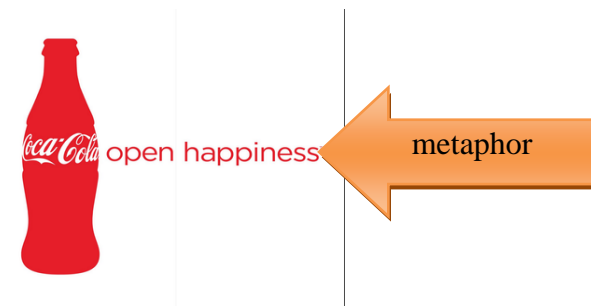


Figure 19: The Utilization of Metaphor in Coca Cola Ad.

2.4.2.2 Simile

Contrary to the former, Simile is an explicit comparison between two things; it is known by the use of words “like” or “as”. According to Ding (2003) “simile is used to emphasize some positive characteristics of the advertised product/service and/or highlight and strengthen the emotional representation of certain aspect in an imaginative way”. (as cited in Skorupa and Duboviciené, 2015). To illustrate more, simile is used to show the positive side or aspects of a certain product, it uses imagination to represent emotions. Furthermore, Shie (2007) announces that similes in ads are rarely utilized to transmit brand information or to give a positive idea about the product. Shie (2007) continues “in using a simile, copywriters usually highlight the distinctive features of the product through an overt ground”. (as cited in Fiser, 2007, p.21).

An example presenting simile by *Chevrolet* car that says “the truck like a rock” they say that the truck resembles the rock which is solid and last for years, it endures harsh conditions. They used imagination that gave it a positive connotation. Here, the advertisee will be amazed by its power, they do not try it yet but the ad touch their emotions.

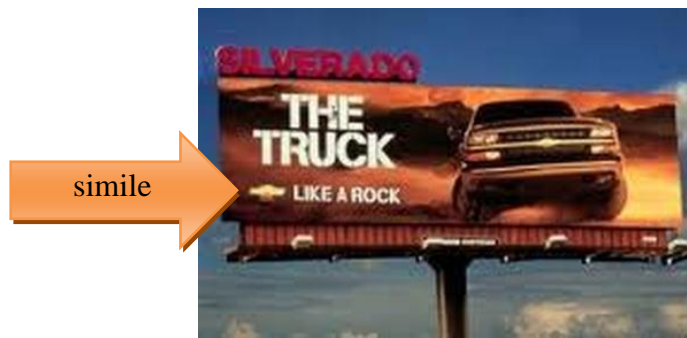


Figure 20: The Use of Simile.

2.4.2.3 Personification

This type of figures is rhetorical McIntosh and Halliday (1989) declare “the attribution of human characteristics or feelings to non-human organisms, inanimate objects, or abstract ideas”. When the ads use personification the advertised products are attached with human characteristics, it is like describing products as if it was a person yet it is an object, in order to take the attention by making it more interesting, valuable and attractive. According to Cuddon (1999) “the impersonation or embodiment of some quality or abstraction; the attribution of human qualities to inanimate objects”. (as cited in Skorupa & Dubovicienné, 2015, p .113).

For more clarification, the employment of personification in ads is frequent. It is utilized for describing products as if it was a human being. The attachment of human qualities, for instance, adjectives related to people such as polite, lazy, lame, and fabulous, they may utilize to describe inanimate objects. All of these will stimulate the imagination of the advertisee. The advertiser creates an imaginary image in the reader’s mind. Here, readers will understand the advertiser’s intention about what he wants to say. Eventually, personification beautifies the text and clarifies things between the advertiser and the advertisee.

E.g.: personification represents in the next ad with the use of the word wins. Winning is always attached with humans. In this ad of *Gatorade* shows that it beats all the bottles of the power drinks.



Figure 21: The Personification Use.

2.4.2.4 Metonymy

It is a figure of speech in which the name of one object or product is replaced for something closely associated with. As Wales states (2001) “metonymy is an indexical sign: there is a directly or logically contiguous relationship between the substituted word and its referent”. (as cited in Skorupa & Dubovicienné, 2015, p.115). Myers (1997) has an opinion about this figure in ads and he claims “metonymy is where the product is associated with some person or surroundings” (as cited in Skorupa & Dubovicienné, 2015, p.115). Likely, this kind of figures is not very commonly used in ads. It is unlike the discussed figures before.

e.g.: in this ad by *Thai Food Express*, for delivering foods, it says “the hottest fast food in town” the word “hottest” means they are fast and when the food delivered, is still hot. The company intends to say that they are the fastest in the town.

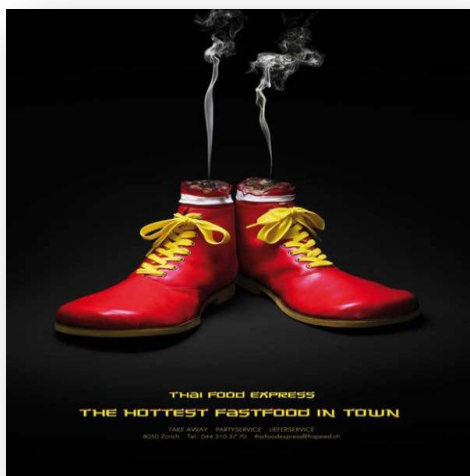


Figure 22: Metonymy in Ad.

2.4.2.5 Hyperbole

The last figure of speech means the use of overstatement to achieve emphasis. Advertisers use this type of figures to advertise their products in an attractive way to persuade people to buy their products. It is not adequate for them to use short words and sentences; it is recommended to exaggerate to emphasis on their products which they are perfect and unique. Wales (2001) asserts “hyperbole is often used for humorous purpose as well as to create strong impressions and emotional responses. (as cited in Skorupa & Dubovicienné, 2015). Moreover, according to Cuddon (1999) “it is a figure of speech which contains an exaggeration for emphasis”. (as cited in Skorupa & Dubovicienné, 2015).

e.g.: the *IPad* here, instead of saying our technology at a price added more five words. This exaggeration used to emphasis on their product that it is the perfect one to use.



Figure 23: The Use of Hyperbole in the *IPad* Ad.

Conclusion

As consequence, Phonology, Morphology, Syntax, and Semantics are linguistic elements that should be discussed individually. Each one is characterized with some items depending on the ads language such as alliteration in phonology, nouns in morphology, sentences in syntax, and synonymy as sense relation or metaphor as figurative language in semantics. Linguistic levels are rich with the items, however; the selected items differ according to the analyzed language in which the latter may or may not share the use of the above mentioned items.

Practical

Part

Chapter Three

Corpus Analysis.

Introduction

After spotting light on the language of advertising and describing its linguistic levels, the practical part aims at analyzing the collected data and to identify the various linguistic levels presenting in. Additionally, and according to Crystal (2008), the corpus is “the collection of linguistic data, either written texts or transcription of recorded speech, which can be used as starting point of linguistic description or as a means of verifying hypothesis about language (corpus linguistics)” (p.117). The corpus of this research paper is a written text extracted from miscellaneous magazines such as Business Review, Qatar Today, Dubai, Dubai Voyage, Entrepreneur, Food Processing, and Arab Business. The data consist of 20 ads; they thematically differ. To distinguish them helps to identify the characteristics of each ad linguistically.

3.1 Steps of collecting data

Data are collected from a set of magazines issued by non-native users of English (Arabs and Italians). We follow the stratified sampling strategy in determining samples as it is shown in the following steps:

- 3.1.1 Selecting samples:** the study uses twenty ads taken as samples from the aforementioned magazines to describe them linguistically. The aim behind selecting specific samples refers to the interest of Arab countries in developing industries for improving economics.
- 3.1.2 Dividing samples:** samples are divided according to products they advertise into four (4) categories:
- Automobile ads: concerning cars.
 - Machines ads: concerning food machine processing.
 - Touristic ads: concerning presenting hotels and places.
 - Watch ads: concerning international watches.

Each group will be analyzed individually at all linguistic levels as well as will be evaluated according to the use of linguistic elements.

3.2 Overall evaluation

The analysis of the 20 ads shows that all the linguistic levels occur more than once. They contribute to advertising to achieve its aim which is creating awareness and knowledge about the product, also to convince people about certain goods. Foremost, there exist some linguistic items which are used more than others in relation to the levels they belong to; the sub-chapter explains more.

3.3 Phonological level

The study was conducted on 93 phonological elements extracted from 20 different ads divided into 4 categories. It is observed that alliteration is utilized 40 times in the selected ads followed by assonance that is found 28 times. While rhyme used 19 times. 6 times for rhythm. The table below gives more explanation about that:

	All	Asso	Rhyme	Rhythm	
Cars	03	03	03	01	
Watches	18	13	08	02	
Machines	16	05	05	03	
Tourism	03	07	03	00	
Total	40	28	19	06	93

Table 01: The Number of the Used Phonological Items in Ads.

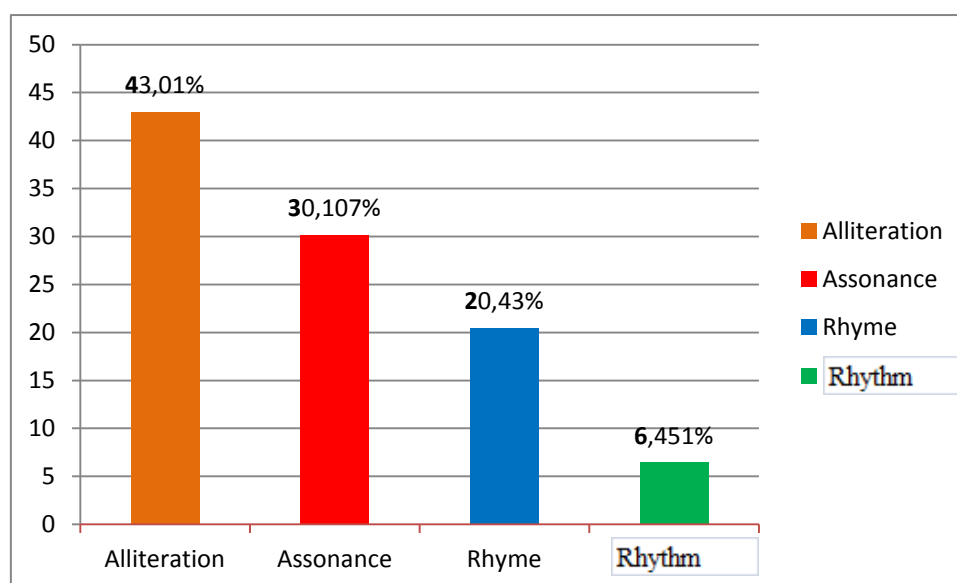


Figure 24: The Distribution of Phonological Items in Ads.

The chart above illustrates the appearance of the phonological items (All, Asso, Rhyme, and Rhythm) in 20 the ads. The reason behind the high occurrence of alliteration (43.01%) and assonance (30.1%) is to emphasize the intention of the advertiser in presenting the product and to catch the attention of the customer. In addition, rhyme takes (20.43%) of the total. Unexpectedly, rhythm demonstrates low occurrence in the studied ads rated (6.45%). Consequently, advertisers use sounds in the sake of making ads more noticeable and memorable

3.4 Morphological Level

In this level, the findings are different. Each one is used according to its role in making sense and creating sentences. The units are divided into noun phrase, verb phrase, collocations, and idioms. The analysis shows that target ads respectively consist of 199 N. P, 54 V.P, 26 Collocations, and only one Idiom. As shown in Table 02:

	N.P	V.Ps	Collocations	Idioms	
Cars	51	50	00	00	
Watches	39	17	06	00	
Machines	68	26	16	01	
Tourism	41	06	04	00	
Total	199	54	26	01	280

Table 02: The Representation of Morphological Items.

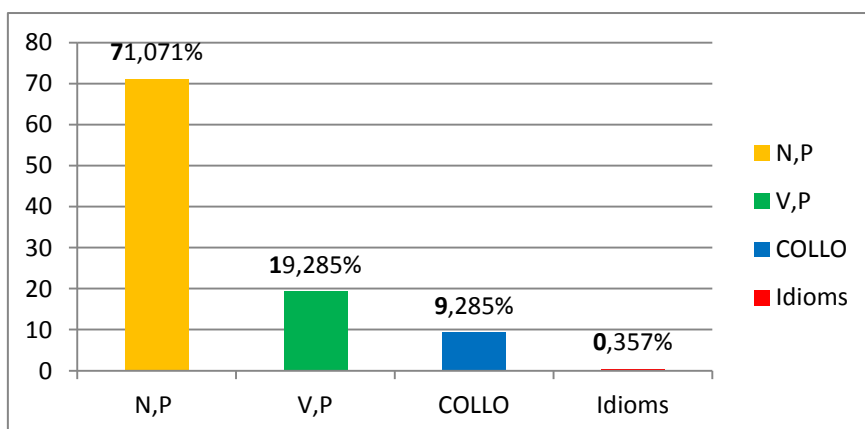


Figure 25: The Distribution of Morphological Items.

Furthermore, the study is not limited to the units mentioned above. It also conducted the ratio of nouns, verbs, and objectives. In which nouns show a high density with 493 units, 116 adjectives, and 94 verbs. As shown in Table 03:

	N	V	Adj	
Cars	88	24	29	
Watches	90	20	22	
Machines	184	32	32	
Tourism	131	18	33	
Total	493	94	116	703

Table 03: The Representation of Lexical Elements.

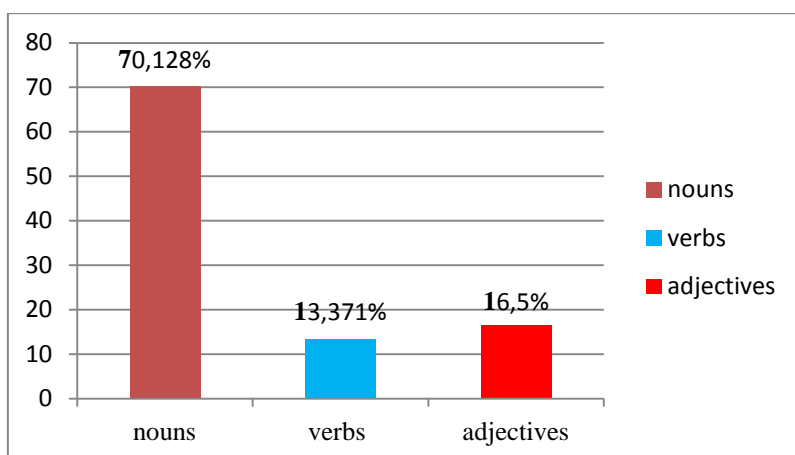


Figure26: The Distribution of the Lexical Elements.

Consequently, the high ratio of the nominal group (70.07%) refers to the use of nominalization¹ strategy in ads to avoid the use of coordination and subordination which lead to a simple syntactical structure (Bruthiaux, 1995). But this does not mean to ignore verbal groups even if they are less used with (13.371%) for Verbs and (16.5%) for adjectives than the previous ones. They have a great role in expressing a wide range of meanings. Adj comes secondly after nouns with (16.5%). This grade reflects the importance of using Adjs in ads which explains the quality of products. By contrast, collocations are less used with (9.285%) and idioms rarely appear with (0.357%).

¹ Nominalization= strategy of encoding writing actions, processes as nouns instead of verbs. (Bruthiaux, 1995, p.03)

3.5 Syntactic Level

The practical study of syntactic level demonstrates sixty-five (65) sentences extracted from the target samples, the analysis comprises the type of sentences, their sizes, and their structures. The declarative sentence is used about fifty-five (55) times, it is the prominent type used in the corpus. Since, the imperative sentence comes secondly with nine (9) sentences. We observed only one use of interrogative sentence, and no existence of the exclamatory type. As shown in Table (02), in the same context and from the length of sentences it manifested that the short sentences are more frequently used with thirty-seven (37) sentences than the long sentences that rated twenty-eight (28) times, as it is shown in table (03) and figure (26).

	Dec	Imp	Int	Exc	
Cars	15	01	01	00	
Watches	10	05	00	00	
Machines	18	02	00	00	
Tourism	12	01	00	00	
Total	55	09	01	00	65

Table 04: The Presentation of the Sentence Types.

Figure 27 demonstrates the above table and explains the ratio for each type:

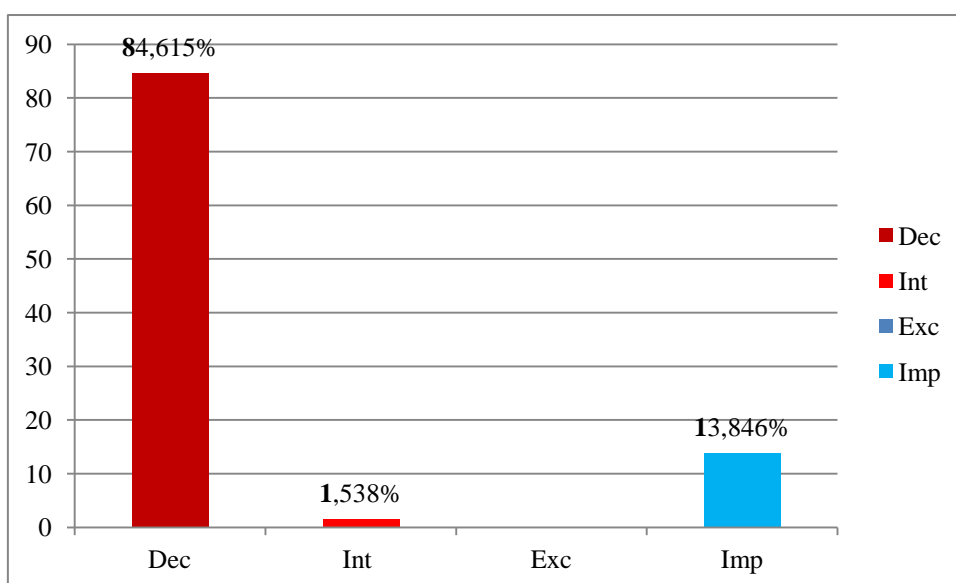


Figure 27: The Distribution of the Sentence Types.

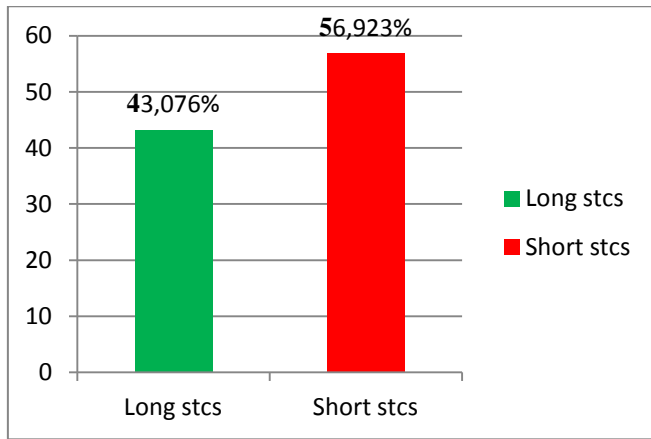


Figure 28: The Distribution of the Short and Long Sentences.

Sh.stcs	Long.stcs	
09	08	
10	05	
08	12	
10	03	
37	28	65

Table 05: The Short and Long Sentences Used in Ads.

Another aspect, concerning the structure of sentences in which the target samples consist of fifty-three (53) subjects, fifty-one (51) predicate and forty-seven (47) clauses, as displayed in Table 06:

	Sub	Pred	Clause	
Cars	11	11	04	
Watches	10	08	16	
Machines	21	21	27	
Tourism	11	11	00	
Total	53	51	47	151

Table 06: Elements of Sentence Structure.

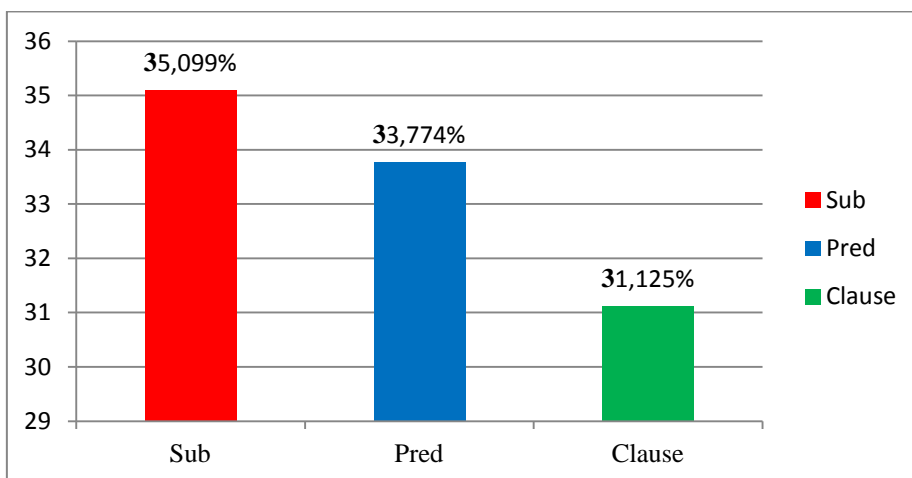


Figure 29: The Distribution of Elements of Sentence Structure.

The previous results give an overview about the use of sentences in the target language (language of ads), the high use of declarative sentences (84.615%) explains the main aim of ads which gives information to convince about product to the customers. Imperative sentences rate with (13.846%) followed by interrogative sentences with (1.536%) and absolute absence of exclamatory. Furthermore, the reason behind the high use of short sentences is that people are very busy and they do not have time to focus for long. So advertisers tend to use short sentences for such people.

3.6 Semantic level

Advertisers play with the language in order to express an idea about the product. Both figurative language and sense relations are semantic features that use illusion and pun² to get to the reader's mind and to communicate with them successfully. The next table shows elements of the first feature. Hyperbole and Personification are utilized more than the other figures. The former is used 14 times and the second is employed (12) times. In addition to that, Metaphor is used 10 times. Surprisingly, Simile figures one time and there is a total absence of Metonymy.

	Figurative Language					
	Metaphor	Simile	Personification	Metonymy	Hyperbole	
Cars	00	01	03	00	05	
Watches	07	00	01	00	02	
Machines	03	00	03	00	00	
Tourism	00	00	05	00	07	
Total	10	01	12	00	14	37

Table 07: The Representation of Figures of Language.

² Pun= a humorous use of a word or phrase which has several meanings or which sounds like another word. (Cambridge advanced learner's dictionary, 2008).

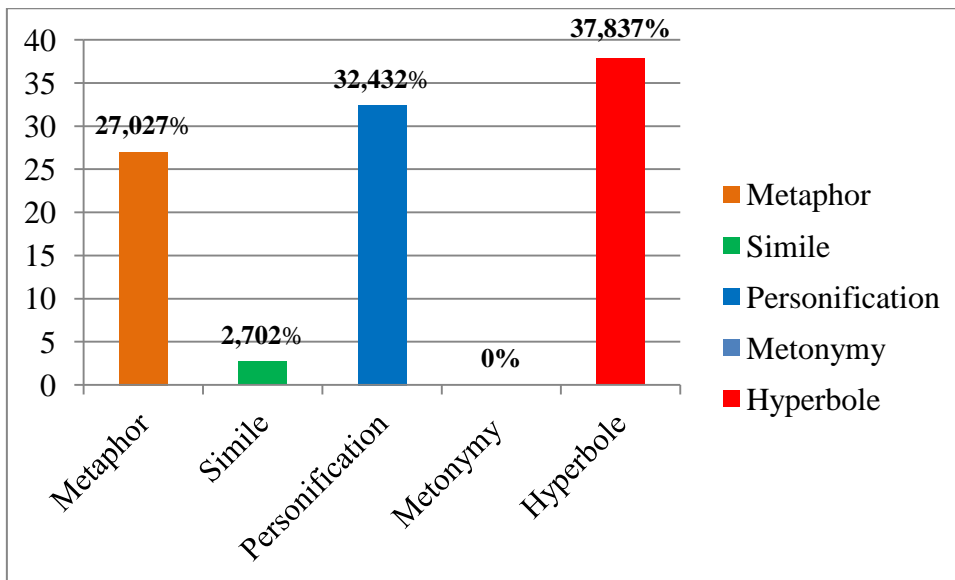


Figure 30: The Distribution of Figures of Language.

It is known that advertisers aim to reach the interpersonal level of communication. To do that, advertisers use figurative language. It is found in the analyzed ads that hyperbole is used more than the other figures, representing (37,837%). Personification takes the second place of utilization; it rates (32,432%). The association of human characteristics with products attracts people and makes it more valuable. Metaphor scaled (27,027%), as it is said in the previous part; it is used to clarify more the goods. Simile and Metonymy got the low percentage (2,702%), (0%) respectively.

The second semantic feature is sense relation. Synonymy and Antonymy are more used than Polysemy and Homonymy. Synonymy appears 10 times and Antonymy utilized (06) times, while Polysemy and Homonymy did not appear at all. The next table gives more clarification.

	Sense Relations				
	Synonymy	Polysemy	Antonymy	Homonymy	
Cars	1	00	01	00	
Watches	03	00	01	00	
Machines	1	00	02	00	
Tourism	05	00	02	00	
Total	10	00	06	00	16

Table 08: The Representation of Sense Relation.

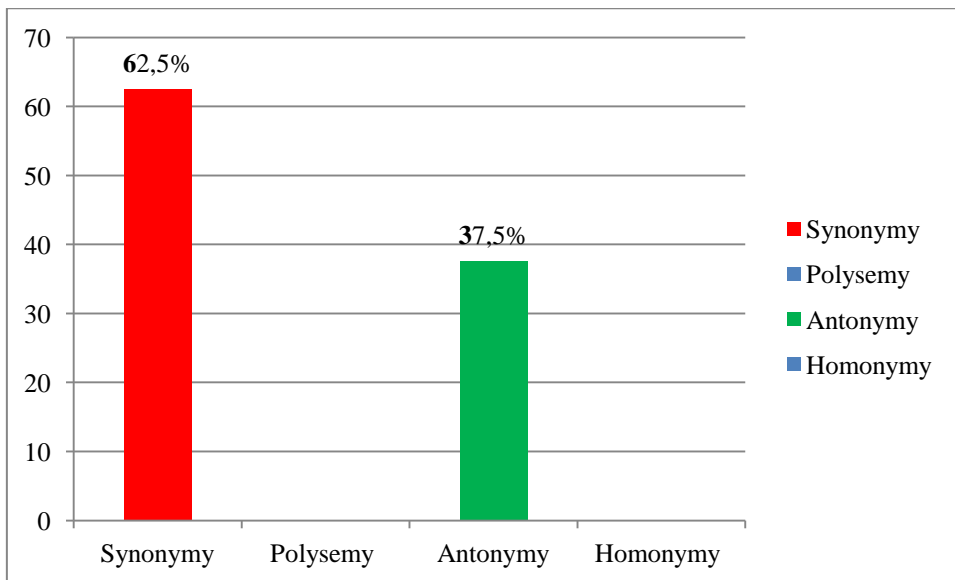


Figure 31: The Distribution of Lexical Relations.

The chart above presents the occurrence of the lexical relations. The reason behind the high occurrence of Synonymy (62.5%) is to make the ad more memorable. The advertiser associates his social touch with the ad. Antonymy got (37.5%) from the total. Incidentally, Polysemy and Homonymy were not observed in the analyzed ads.

3-7 Interpretation

The categorization of the ads contributes in identifying the use of linguistic items in ads. The use of sounds in ads is very important and it is an effective way to take the attention of readers. The high occurrence of alliteration confirms that.

Also, the assonance and rhyming is considered as an effective way to get to the customers. Declaratives in general are used to inform someone about something even in relation with advertising. The use of informative gives customers a whole idea about certain products. Followed by interpretive that is also used in the analyzed ads with high occurrence, its usage is not to give orders rather than to make it memorable and to give it an aesthetic value.

As it is mentioned before, the use of short sentences takes the first place in use in ads. It is a busy world; advertisers should use short sentences for people to read in a short period of time. Nouns and adjs are very utilized units in the analyzed ads. They are the most frequent linguistic items in ads.

Nouns create simplicity in the language. People prefer the easiest and the simplest things. The same with adjectives, they give more description about the product. This makes advertisers prefer to use them. In addition, synonymy and personification are the most frequent semantic used item in comparison to the others. Though they exist in some categories, and not in others. Since they are tools to attract attention used by advertisers in which the first emphasizes the notions, features, and functions of products, while the second beautifies the text. The rest items which are less or absolutely absent in use cannot be ignored because they may play a significant role in other types of ads

The results of this research paper will give an overview to other researchers who are interested in such topics in the future, and will help ad designers to use language more effectively to achieve their goals.

General conclusion

The study has attempted to highlight the linguistic side of ads through analyzing its language. Thus, the main focus was on describing language at various levels by setting the following question: “What are the main phonological, morphological, syntactical, and semantical elements used in ads?” To answer the question, we have discovered principles of using language when designing an advert; the process is committed in dealing with specific items in each level. To emphasize the use of such linguistic elements we have supported the main question with two sub questions as follows:

What is the role of each element in making ads fulfill its aim?

To what extent do advertisers abide by the linguistic criteria of ads?

Certainly, abiding by linguistic elements we have discussed and analyzed in the research paper refers to the effectiveness of those elements in showing language as a factor of success in making ads fulfill its aim which is presenting products in a way that make the customer convinced and satisfied.

The Results we have expected is represented in the hypothesis below:

- Language of ads differs according to the message sent through. However, the aim remains the same, thus this language has specific linguistic criteria.
- Each level has many elements that give ads their property.
- Advertisers abide by the linguistic criteria according to the ads category.

The study provides a sample of the role that language plays among its components and functions at various levels; however, it tends to explore more frequent linguistic elements in designing advertisements in English, and the way cultural and social variation are reflected on ads .

The use of language in ads is more expandable than what we focus on. It exceeds the linguistic items to other elements such as the paralinguistic items and strategies such as deviation in language which gives advertisers possibilities to make language proficient in persuade and attract the customers, colours, size, and design.

It is hopeful that this study gives an overview about the use and the importance of language in advertising. Moreover, to provide a reference for the next studies at discovering more concepts about advertising in English.

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Appendices



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ملخص

تعمل الدراسة الحالية على استكشاف الخصائص اللغوية للإعلانات المكتوبة باللغة الانجليزية و تركز على منهجية استكشافية, وصفية تحليلية في تحليل المعطيات وتتبع الاستراتيجية التطبيقية في انتقاء العينات بحيث يتم تحديد مجموعة من العناصر من عشرين (20) عينة اشهارية والتي تم تصنيفها الى اربع مجموعات على التوالي : اعلانات السيارات, اعلانات الساعات, اعلانات الآلات و الاعلانات السياحية. تنقسم الدراسة الى قسمين رئيسيين: قسم نظري يهدف الى تعريف الاعلان واستظهار بعض عناصره اللغوية مع الاخذ بعين الاعتبار العلاقة بين الاعلان و المفهوم السيميائي و كذلك التغيرات الاجتماعية و الثقافية, اما القسم التطبيقي فيهدف الى وصف العناصر اللغوية في العينات المدروسة و تفسير المعطيات التي تظهر استعمال مختلف للعناصر اللسانية.

الكلمات المفتاحية: صناعة الإعلان, الإعلان, الشعار, الوسم, الشارة, العنوان البارز, العنوان الفرعي, العرض. علم الصوتيات, علم الصرف, تركيب الجمل, دراسة المعاني.