

Language of advertising

General

Language emphasizes the uniqueness of the product

Colloquial and simple rather than formal and complex
which allows for quick viewing

Feelings and emotion can be expressed through language-
used as an expressive function

Stylistic language

- Headline- arouses the customers attention.
- illustration- can show the product in use and strengthens the concept of the advert.
- Body copy- text to illustrate what the product does.

Signature line/slogan- the brand message, gets a certain message across

Advertising Language Advertising Language

Hongru Du



Advertising Language Advertising Language:

The Language of Television Advertising Michael L. Geis, 1982 The Language of Advertising Guy Cook, 2007-10-30

A new Major Work in the Routledge Major Themes in English Studies series this is a five volume collection of cutting edge and canonical research about the language of advertising *Foreign Languages in Advertising* Jos Hornikx, Frank van Meurs, 2019-12-17 This book presents a comprehensive account of the use and effects of foreign languages in advertising Based on consumer culture positioning strategies in marketing three language strategies are presented foreign language display to express foreignness English to highlight globalness and local language to appeal to ethnicity for instance Spanish for Hispanics in the USA The book takes a multidisciplinary approach integrating insights from both marketing and linguistics presenting both theoretical perspectives e g Communication Accommodation Theory Conceptual Feature Model Country of origin effect Markedness Model Revised Hierarchical Model and empirical evidence from content analyses and experimental studies The authors demonstrate that three concepts are key to understanding foreign languages in advertising language attitudes language product congruence and comprehension The book will appeal to students and researchers in the fields of sociolinguistics applied linguistics psycholinguistics marketing and advertising **Manipulation of society through advertising. Language manipulation mechanisms in advertisements** Stacie Writes, 2016-06-13 Diploma Thesis from the year 2014 in the subject Communications Public Relations Advertising Marketing Social Media grade language English abstract The diploma paper is a research of the written advertising from the linguistic and translation perspective The aim of this paper is to point out the language manipulation mechanisms and the strategies of advertising translation The Paper has the following structure the annotations in the English and Romanian languages the introduction two chapters a theoretical and a practical one each one containing a conclusion the general conclusions the bibliography made up from 12 consulted books 4 articles and 8 internet resources consulted sites and the appendix The paper presents the concept of manipulation through advertising and namely the language manipulation mechanisms in advertisements which are being presented by lexical features which include weasel words and emotionally coloured words by grammatical and syntactic features which mostly relate to the way text is constructed and the intentional mistakes committed in advertising texts We will see what the words that are frequently used in advertising are The third aspect that represents language manipulation mechanisms is stylistic dimensions which implies such stylistic devices as personification metaphors metonymy synecdoche puns imperatives We will find out to which stylistic devices advertisers love to resort Aside from this we will discuss about translation strategies in advertising which can be summarized to three main strategies literal translation free translation and idiomatic translations We will also notice that the translation of advertising depends not only on cultural aspects Many of authors that wrote about translation of advertising have different opinions upon how this topic should be approached Based on the practical chapter we will try to find out what is more relevant and what wins over to transmit the

message accurately or to create the effect Based on things mentioned above we will analyse what aspects of advertising attract people creating the positive effect and what turn them away All in all this diploma paper shows what vocabulary is used in advertising what speech and how language is used in vocabulary From the point of view of translation of advertising we will see whatever the foreign advertising prefer to translate the slogans word by word or they prefer to make their own one keeping only the general idea

To what Extent is Advertising Language a 'Sondersprache'? Jil Hoeser, 2016-02-26

Essay from the year 2016 in the subject German Studies Linguistics grade 2 7 University College London language English

abstract Advertising happens in a lot of areas of life such as politics or charity and it almost every time happens by means of a specific use of language Exactly this specific use of the language in advertising will be the main focus of the following essay and we are going to ask if advertising language can be seen as a Sondersprache After providing a general definition of advertising and analysing its different techniques to influence peoples behaviour we will deal with the linguistic characteristics Finally after exposing the linguistic features of advertising we shall analyse whether advertising language could be seen as a Sondersprache Nowadays we encounter advertising like Saturn Geiz ist geil in the most different forms in our everyday life Whether it is on flyers on the radio or on the television everywhere we look advertising is flooding us We hear a specific melody coming from the radio and we know what product is meant we see a little green crocodile in the left corner of a t shirt and we directly know what brand it is from At this stage these two examples show us to what extent advertising is surrounding us What is more we can already observe a first tendency advertising is not only using language but it is also playing our minds with pictures and music Most people link this term only to commercial and product advertising but that definition is far too tight

Advertising Language Keiko Tanaka, 1999 Advertising Language analyses the ways advertisers use language to gain and retain the attention of their audience Contrasting British and Japanese advertising styles it reveals penetrating insights into these two cultures

Sold on Language Julie Sedivy, Greg Carlson, 2011-05-03 As citizens of capitalist free market societies we tend to celebrate choice and competition However in the 21st century as we have gained more and more choices we have also become greater targets for persuasive messages from advertisers who want to make those choices for us In *Sold on Language* noted language scientists Julie Sedivy and Greg Carlson examine how rampant competition shapes the ways in which commercial and political advertisers speak to us In an environment saturated with information advertising messages attempt to compress as much persuasive power into as small a linguistic space as possible These messages the authors reveal might take the form of a brand name whose sound evokes a certain impression a turn of phrase that gently applies peer pressure or a subtle accent that zeroes in on a target audience As more and more techniques of persuasion are aimed squarely at the corner of our mind which automatically takes in information without conscious thought or deliberation does endless choice actually mean the end of true choice *Sold on Language* offers thought provoking insights into the choices we make as consumers and citizens and the choices that are

increasingly being made for us Click here for more discussion and debate on the authors blog <http://www.psychologytoday.com/blog/sold-language> Wiley disclaims all responsibility and liability for the content of any third party websites that can be linked to from this website Users assume sole responsibility for accessing third party websites and the use of any content appearing on such websites Any views expressed in such websites are the views of the authors of the content appearing on those websites and not the views of Wiley or its affiliates nor do they in any way represent an endorsement by Wiley or its affiliates

The Language of Advertising Kim Schroder,Torben Vestergaard,1985 **Advertising: Using Words as Tools for Selling Second Edition** Ruta Kalmane,2012-03-07 Today advertising is merely just a provision of descriptive information about certain goods and services Advertising has developed over years becoming a manipulative source of information that uses our society s weaknesses in order to benefit financially This book provides an insight into the world of manipulative advertising language describing how word interactions influence consumer choices revealing the most popular ways of advertising claim formation using certain language means Advertisement examples used in the book are mostly beauty product advertisements that focus on women as a target audience as women are said to be an easy target thanks to their emotionality The book will be interesting for both those who trust advertisements it will make you think twice before buying and those who already don t *The Language of Advertising* Angela Goddard,2003 Drawing on literary and linguistic theory for analysis of texts The Language of Advertising covers all aspects of advertising language from the interrelation of language image and layout to the discourse between reader and advertisement The second edition has been substantially rewritten to incorporate recent developments in the field Features include a range of new advertisements from Orange to Young Person s Railcard new material on internet advertising and its influence on paper texts new material on advertising designed to be seen on the move new activities to support student di **The History of Advertising Language** Sabine Gieszinger,2001 The discourse of advertising has changed considerably over the past 200 years This study based on a corpus of 540 advertisements published in The Times between 1788 and 1996 outlines how advertisements have developed into a distinctive text type with recurring formal semantic and functional features Criteria investigated are the global structure of advertisements major topics the use of adjectives language play the textual realisation of advertising functions and the emergence of the pictorial message Although the study focuses on linguistic aspects of advertising the discussion also includes the influence of extra linguistic factors such as socio economic conditions and the development of the media

Interrogating the Language of Advertising Annarita Taronna,2006 **Advertising as Multilingual Communication** H. Kelly-Holmes,2016-01-11 Advertising has traditionally communicated messages to consumers with strong local and national identities However increasingly products producers advertising agencies and media are becoming internationalized In the development of strategies that appeal to a large multinational consumer base advertising language takes on new multilingual features The author explores the role of advertising language in this new globalized environment

from a communicative theory point of view as well as from a close linguistic analysis of some major advertising campaigns within a multicultural and multilingual marketplace *The Language of Advertising and Merchandising in English* David P. Rein,1982 The Language of Persuasion in Advertising. A Corpus-based Critical Discourse Analysis Seda Evirgen,2021-05-04 Master s Thesis from the year 2020 in the subject English Language and Literature Studies Linguistics grade 1 0 Justus Liebig University Giessen language English abstract The thesis at hand puts a special emphasis on the use of persuasive language in online native advertisements from The New York Times After careful examination the corpus will be compiled of three native advertisements from the field of technology by the sponsors Intel Dropbox and Slack The limitation to these native advertisements and persuasive linguistic devices and techniques was necessary with regard to the scope of this thesis As no linguistic analysis of native advertisements could be found there also was no reference to follow Therefore the thesis at hand lays the foundation for further research in this area The aim is to conduct a corpus based Critical Discourse Analysis in order to investigate and answer two main questions 1 Do online native advertisements make use of the same persuasion methods as previously researched for other advertising types 2 What are the most prominent persuasive linguistic devices and techniques in the online native advertisements from The New York Times In addition to the CDA the corpus based approach is expected to provide quantitative evidence of the existence of discourse and to identify repetitive linguistic patterns of persuasive language use in native advertising The thesis will be structured as follows First the theoretical framework provides general information about the functions and characteristics of advertising while further focusing on native advertisement and the language of advertising It continues with explaining the concept of persuasive language on the basis of ethos logos and pathos and introduces some powerful persuasive techniques in advertisement Further linguistic devices of persuasive language on the phonetic lexical morphological and syntactic level will be defined Additionally the concept of Critical Discourse Analysis will be explained in detail as the thesis at hand follows the CDA framework of Fairclough The data collection method and data analysis procedure will be outlined in Chapter 3 This is followed by an analysis of three online native advertisements from the publisher The New York Times After the analysis the results will be presented and evaluated in order to assess the hypothesis Finally the conclusion provides a summary of the findings and suggests further research opportunities *The Language of Advertising and T.V. Commercials* A. R. Fatihi,1991 Advertising Language ,2023 English in Advertising Geoffrey N. Leech,1966 **Critical Discourse Analysis of Chinese Advertisement** Chong Wang,2017-07-04 This book reflects the chronological changes in Chinese cultural values social relations economy and politics by critically analyzing the Chinese advertising discourse The work is based on research into the ideological values portrayed in Chinese household appliance advertisements in the 1980s 1990s The analytical framework covers a variety of methods critical discourse analysis chronological analysis visual and verbal analysis and qualitative and quantitative analysis The findings suggest that ideological values consciously or unconsciously

manifested by the visual and verbal devices in the Chinese advertisements moved in a pattern from simplicity to diversity from being politically oriented to being economically and profit oriented from conservatism to globalization and westernization in keeping with the progression of the Chinese economic reform The findings further indicate that the ideological values in the Chinese household appliance advertisements are embedded in the advertising language and illustrations Lastly the work reveals the reality of Chinese politics economy and society at a time when China experienced the growth of the market economy and evolution of Chinese mainstream ideologies and demonstrates the impacts of these changes on the ideological meanings in advertisements This book will help readers discover the more profound meanings behind the superficial content of Chinese advertisements

Language Policy and Nation-Building in Post-Apartheid South Africa Jon Orman, 2008-08-27 The preamble to the post apartheid South African constitution states that South Africa belongs to all who live in it united in our diversity and promises to lay the foundations for a democratic and open society in which government is based on the will of the people and every citizen is equally protected by law and to improve the quality of life of all citizens This would seem to commit the South African government to amongst other things the implementation of policies aimed at fostering a common sense of South African national identity at societal development and at reducing of levels of social inequality However in the period of more than a decade that has now elapsed since the end of apartheid there has been widespread discontent with regard to the degree of progress made in connection with the realisation of these constitutional aspirations The limits to liberation in the post apartheid era has been a theme of much recent research in the fields of sociology and political theory e g Luckham 1998 Robins 2005a Linguists have also paid considerable attention to the South African situation with the realisation that many of the factors that have prevented and are continuing to prevent effective progress towards the achievement of these constitutional goals are linguistic in their origin

Whispering the Strategies of Language: An Emotional Journey through **Advertising Language Advertising Language**

In a digitally-driven world where screens reign great and quick conversation drowns out the subtleties of language, the profound techniques and emotional subtleties concealed within phrases frequently go unheard. However, nestled within the pages of **Advertising Language Advertising Language** a fascinating fictional treasure pulsing with fresh feelings, lies an exceptional journey waiting to be undertaken. Written by an experienced wordsmith, that charming opus encourages viewers on an introspective journey, gently unraveling the veiled truths and profound influence resonating within the material of each and every word. Within the mental depths of this touching evaluation, we can embark upon a heartfelt exploration of the book is core subjects, dissect its interesting publishing fashion, and fail to the powerful resonance it evokes heavy within the recesses of readers hearts.

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