ABSTRACT

The present study will make both descriptive and experimental studies on the language of advertisement of Bangladesh with a view to looking at its salient linguistic elements as well as its effects on consumer behavior.

The proposed topic intends to see the manipulations made by the advertising copywriters in the form of unconventional word formation, word order scrambling and semantic improvisation of the lexical, syntactic and semantic aspects of Bangla language in order to make a special effect on the minds of the audience. It also plans to search the ways in which the copywriters implicitly urge the customers to buy their product by using ‘hidden persuaders’. Finally, it will endeavor to make an experiment on some educated consumers to observe how they react to implicit vis-à-vis explicit advertisements as well as the concept of advertising as whole. In discussing all these the Bangla advertisements made in radio, television and print (newspaper & magazine) will be the material under study.

The study will be presented in five chapters with three core chapters, an introductory chapter and a chapter concluding and summarizing the study.
The first chapter will consist of seven sections. The first section will make some general introductory remarks on advertising and language. The second section talks briefly about advertising and semiotics and justifies why semiotic aspects will not be taken in the present study. The third and fourth sections will discuss language of advertising in general and the present situation of language of advertisement in Bangladesh. The fifth section will give a brief account of the historical development of advertisements in Bangladesh in all the three media. The sixth section will talk about some earlier works made in advertising and language of advertising by different scholars and finally, the present study will be introduced in section 7. In this section, the relevance, scope, objectives, and methodology of the present study will be briefly informed.

The second chapter will talk about the hidden persuaders that are used by the copywriters in Bangladesh to attract the consumers. It will have eight sections. After introduction, in the second section the term ‘hidden persuaders’ will be defined. The third section will talk about the state of hidden persuaders in Bangladeshi advertising. Fourthly, the indirect communication pact that take place between the copywriter and the target audience will be highlighted. The fifth section deals with some salient features the advertisements with hidden persuaders have. In the next section, a discussion on what type of communicative strategies the
copywriters of Bangladesh adopt to deal with issues that are socially known as taboos. The seventh section will take up some common claims made by the copywriters about the product that are originally neither true nor false, but implicitly persuades the consumers to buy the product. The chapter will end with some concluding remarks.

The third chapter will be a comprehensive analysis of the linguistic manipulations that are made in the advertisements of all the three advertising media in Bangladesh. This chapter will also have eight sections. After introduction, it will make introductory comments on linguistic manipulations in Bangladesh before taking up linguistic manipulation in Bangladeshi ads at different linguistic levels. The third section will show how the copywriters toy with Bangla phonology before discussing the lexical innovations in the fourth section. This section will be a long one with some sub-sections where different types of lexical improvisations are to be discussed with examples. Fifthly, it will take up the word order scrambling made at the syntactic level. In the sixth section, under semantic level, detailed discussion will be made to see how an unconventional association is made by the copywriters between a product name or its attribute with a lexical item in the advertising message. The seventh section will deal separately the classified advertisements that are exclusive to print media only. Here, some salient classified advertisements will be exemplified to
show their linguistic peculiarities. The chapter will come to an end with conclusion.

The fourth chapter will be an experimental chapter. Here experiments will be made on some university students to prove two assumptions. The first assumption is that, the consumers react positively towards advertisement as against no advertisement at all. Secondly, advertisements with hidden persuaders will be more acceptable to educated consumers in comparison with advertisements with explicit persuaders. The experiment will be made through preparing a questionnaire and taking interviews from respondents chosen by using simple random sampling method. Finally, the hypotheses will be proved right or wrong by finding the results through statistical calculations.

The fifth and the final chapter will be ‘Summary and Conclusion’. Here, the summary of the findings in each chapter will be discussed. After that, there will be discussions on some points which the study claims to contribute in the fields of Linguistics and Advertising. The chapter will end with some suggestions for further research in language of advertising from both Linguistics and marketing perspectives.