Chapter One

Introduction
CHAPTER 1

INTRODUCTION

1.1. Advertising and Language

One of the most crucial components of the modern business world is advertising. One cannot ignore the role it plays in commercial perspective. It is a mode of persuasive communication system, which the Encyclopedia Britannica defines as follows:

"the technique used to bring products, services; opinions or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised. Most advertising involves promoting a good that is for sale, but similar methods are used to encourage people to drive safely, to support the various charities, or to vote for political candidates, among many other examples. In many countries advertising is the most important source of income for the media (e.g. newspapers, magazines, or television stations), through which it is conducted. In the non communist world advertising has become a large and important service industry".
The definition given by 'The institute of Practitioners in Advertising' is:

"Advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost".

The American Marketing Association (AMA) makes the definition a bit more explicit. It says:

"Advertising is any form of non-personal presentation of goods, services or ideas for action, openly paid for by an identified sponsor".

Through advertising, the advertiser disseminates information and persuasion about a product to the audience. The significance of advertising in informing, persuading and reminding a consumer in this age of media boom is something that one cannot ignore. Through this highly sophisticated force of communication, advertising affects every single individual exposed to it in some way or other.

Now-a-days, advertising not only functions as the persuasive communicative tool, but also as a means of survival in a market that is flooded with competitors. Advertising amalgamates the disciplines of
Marketing, Behaviorist Psychology and Information Technology where the vulnerable areas of human psychology are exploited in the process of persuasion by employing modern technological know-how.

Batra, Myers & Aaker (2001) classifies four major advertising institutions that collectively constitute the advertising industry. Firstly, the advertiser who is a manufacturer, a producer a retailer or else, one who actually pays for the advertisement in order to inform the customers about their existence. To do this, the advertiser approaches an advertising agency, the second institution that actually creates the advertisement and makes the media-allocation decisions. After focus group discussions and research, the agency first comes out with the creative theme and the media recommendations. The creative theme is first customized into different media needs and then accordingly, the message development, evaluation, selection and finally the execution is made. The third institution is the media, the gateway of the advertisement to reach the audience. The media includes print (newspapers, magazines, periodicals etc.), electronic (radio, television, audio & video cassettes & CDs, cinema theatres etc.) and outdoor (hoarding, posters, wall writing, leaflets, banners etc.). Finally, the fourth institution, the research suppliers provide the actual feedback of the audience's response about an advertisement. The research organizations make surveys and experiments on the consumers and
convey the people's opinions to the agencies and the advertisers.

No doubt the goal of advertising is achieved if the communication is effective. Therefore, communication is the main focal point of an ad campaign. The advertising communication system revolved around five elements as discussed by Batra, Myers & Aaker (2001).

The first element in advertising communication system is source. It is through source that the advertising originates. Mostly, it is the company offering the product (advertiser) that is the source of the advertisement.

The next level is the message. By message, it is meant the totality that the receiver perceives including both the content and execution of the advertisement.

The third level, the channel is the media through which the message is transmitted. Be it, electronic, print or outdoor media, the type of communication and its impact vary from one media to another due to the differences in media characteristics.

Then comes the receiver. In advertising communication system, they are called the target audience. The variables in this category may be described in terms of audience segmentation, lifestyle benefits
sought, demographics, psychological and social characteristics that determine the perception of the receiver.

A fifth category, known as destination depends largely on the receiver. In this, the receiver, after perceiving the message becomes an interim source and might involve in word – of –mouth communication with another receiver who is technically called the 'destination'.

Through this advertising communication system, the message of the advertising can create some effects on the receiver. Batra et al. mentions six such effects:

1. It creates awareness among the receivers.
2. It communicates information about the attributes and benefits of the product.
3. It develops or changes an image or a personality.
4. It sometimes associates a brand with feelings and emotions.
5. It helps to create group norms.
6. It precipitates certain behavior from the receiver

What is the most effective tool of an advertising message?
There should be no doubt that it is language. Though music in audio advertisements and visual effects in other forms have vital and sometimes primary roles to play, language still remains the most powerful tool in the advertising industry even in this era of technological advancement.

Before discussing language of advertising, a brief look into the characteristics and domain of language itself is necessary. The term "Language" has been defined differently by different scholars. Encyclopedia Britannica defines languages as:

"a system of conventional spoken or written symbols by means of which human beings, as member of a social group and participants in its culture, communicates."

Bloomfield (1933) finds "the effects of language" to be "remarkable and include much of what distinguishes man from the animals." David Crystal (1980) refers it to "the concrete act of speaking, writing or signing in a given situation".

Bloomfield, however, does not accept writing as part of language. Calling it a recent phenomenon, he explicitly says, "writing is not language, but merely a way of recording language by means of visible marks".
Perhaps the most acceptable and comprehensive definition calls language, "a system of arbitrary vocal symbols through which human beings communicate". Chomsky (1965) stressed that language plays an important role to the investigation of the human mind. He distinguished between ‘competence’ and ‘performance’ – discussing and elaborating further the Saussurian concepts of ‘Langue’ and ‘Parole’. Chomsky opined that apart from talking in different situations (performance), man has the ability to produce infinite number of sentences from finite number of words (competence). According to him, our ability to speak is much more important than what we actually speak in a given situation.

The discussion of language will end with the characteristics of language given by Ferdinand de Saussure, widely known as the ‘father of modern Linguistics’. In the chapter ‘The Linguistic Sign’ of his book ‘Course in General Linguistics’, published posthumously by two of his students, de Saussure gives the following characteristics of language:

"Language is a well-defined object in the heterogeneous mass of speech facts. It can be localized in the limited segment of the speaking - circuit where an auditory image becomes associated with a concept."

Language is something that we can study separately.
Although dead languages are no longer spoken, we can easily assimilate their linguistic organisms. Whereas speech is heterogeneous, language, as defined, is homogenous. It is a system of signs in which the only essential thing is the union of meanings and sound images, and in which both parts of the sign are psychological.

1.2. Advertising and Semiotics

"Semiotics" as defined by David Crystal (1991), "is the scientific study of the properties of signaling systems, whether natural or artificial". The discipline evolves from the Saussurian trichotomy of Sign, Signified and Signifier. In Semiotics linguistic, psychological, philosophical and sociological characteristics of communicative systems are studied together.

The theoretical foundations of semiotics are logic and linguistics. Indirectly psychology, epistemology, neurophysiology, history, sociology all play their roles as foundations for Semiotics.

In visual advertisements, semiotics plays effective persuasive role side by side with language. Sometimes visual effects outclass the linguistic effect. Roland Barthes (1977), in his article, "Rhetorics of the
Image", analyses a print advertising of ‘Panzani’, a firm in France that produces food items. He found that besides linguistic elements, the advertisement possessed four signs for the image shown in the advertising. He concluded that the dimensions of these signs have far more semantic significance than the language in the advertisement.

The present study, however, does not include semiotic aspects in its quest to find significant features in the language of advertisement in Bangladesh. Accommodating linguistic and semiotic aspects together in a study is difficult because both aspects have different dimensions and each dimensions need a lot of concentration. Taking them together would allow concentration to none of them. Considering the Bangladeshi advertising scenario where neither linguistic nor semiotic work has been done so far, the present study confines itself to only linguistic study and keeps semiotic study for future research.

1.3. Language of Advertising

Language has a powerful influence over people and their behavior. This power is perfectly observable in advertising where the choice of language to convey specific messages with the intention of influencing people is greatly done. Though visual content in advertising
does have a great impact on the consumer, but it is language that helps people to identify and remember a product.

The main purpose behind an advertising message is to sell the product. The advertising copywriters attempt to frame the message in such a way that the potential customers would be convinced that it is better than other similar products. They try to make the best possible use of language and hope that it will have a persuasive effect on the consumer’s purchasing behavior.

Copywriters are word mechanics – skilled professionals. They like to play with words. They improvise with the morphological and sometimes the syntactic structure of the language to come up with imaginative, catchy and attractive language. In this process, often the language of advertising crosses the ‘boundary’ set by prescriptive grammarians. This so-called ‘distortion’ with the language has brought a lot of eyebrows from language purists.

But as Joseph Shepherd (1994) observes, an advertising copy is nothing but communication. “It should attract the reader, inform the reader, interest the reader and persuade the reader to think about the product. Advertising copy is not intended to educate the reader in the general sense of the term…… . If their copy is grammatically perfect but
lacks fire and vitality, readers will not be interested. And the product will not sell”.

Thus, the language of advertising is distinct from common language, as it is primarily connotative in nature. The strangeness of words and sentences and their wider perspective of use in an advertising campaign make it unique and easily identifiable as the language of advertising. Lexical expansions, semantic associations, coinage of new words and phrases and many more types of linguistic manipulation in the language of advertising give a new dimension of the study of language. This new dimension is the area of interest in the present study.

1.4. Language of Advertising in Bangladesh

The advertising industry in Bangladesh has undergone a significant change during the last two decades of the 20th century. Attitude towards advertising both by the manufacturers and by the consumers changed during this time as professionalism slowly but surely took over with the setting up of a number of advertising agencies. Though still at the primary stage, advertising in Bangladesh is a rapidly improving industry and the people are increasingly involved in it – the manufacturers - the
agencies - the consumers.

But still, the infrastructure and the facilities are far from being in an acceptable stage. There is no academic environment for the development of this industry. No authentic training center or academy for the creative groups of advertising agencies to learn the basics of copywriting exists in Bangladesh. Furthermore, there is no infrastructure for research on the effectiveness of the advertisements. Due to lack of consumer behavior research, the advertising agencies do not get the much-required feedback so as to improve the standard of advertising messages.

In spite of all the deficiencies, the advertising copywriters in Bangladesh have shown their ability to create quite a good number of copies where the language is used in the best possible way as a persuasive communicative tool. In an advertising copy, the persuasion is made explicitly or implicitly by manipulating the phonological, morphological, syntactic and semantic norms of the language. This manipulation is vividly found in Bangladeshi advertising messages. As shown comprehensively in this study, the copywriters in Bangladesh have used both direct and indirect persuasions in their efforts to attract the target audience. But due to poor infrastructure, the language used in the persuasion is too direct and explicit and they hugely outnumber those
advertisements where the persuasion is hidden. In contrast, the countries with developed advertising industry have mostly implicit or suggestive advertisements. Even the situation in the neighbouring country India is much different where tremendous progress in this area has been made due to much better academic infrastructure in advertising copywriting and other related fields.

1.5. Taxonomy of Bangladeshi Advertising

The history of advertising in Bangladesh is not a very old one. The earliest available advertisement does not even go back to 1940s. While the two electronic media came up with advertising in mid 60s, the earliest available print advertising does back to only 1952.

In an effort to briefly discuss the history of advertisements in Bangladesh in different media, firstly, a look into the radio advertisements has been made:

1.5.A. Radio Advertisements

The first radio advertisement was broadcast on 1 May 1967 in
the then Radio Pakistan. It was a Bangla advertisement of a hair oil called "Rigard's trifola Oil".

Bangladesh was at that time East Pakistan. Since then till independence in 1971 after four and a half years, Bangladesh was under Pakistan. In spite of the political dominance of the then West Pakistan where Urdu was the official language, not a single Urdu advertisement was telecast in East Pakistan radio (Source – National Broadcasting Authority Bangladesh). Since the language movement immediately after independence from the British Empire and its culmination through getting Bangla accepted as an official language of Pakistan, the two parts were linguistically segregated with Bangla in East Pakistan and Urdu in West Pakistan the only dominant languages. This dominance was so prominent that in a national electronic media, no advertisement in the language of the other part of the country was aired. The same situation prevailed in West Pakistan also where Bangla advertisements were never aired. As radio is meant for a particular region the mother tongue of most of the people of that region naturally gets priority. In pre-independent Bangladesh, apart from a small number of Bihari migrants and a very small number of tribal people in the hilly areas of Chittagong, Bangla has always been the language that everyone could speak and understand. Therefore, there was no need for having Urdu advertisements in this region. Even in the post-
independent scenario, not even English could get currency in radio advertisements mainly because the majority audience of radio is the rural and illiterate people who do not know English.

The socio-economic condition of this region when the first advertisement was aired was much different than that of today. There was no planned and systematic marketing system whereby companies could make their products reach everybody. So, after the first advertisement of /rigarDer trifOla tel/ was broadcast on radio, the consumers, on being exposed to such persuasion for the first time looked for the product in the market, but most of them could not find them. Due to lack of transport facilities, it couldn't reach the people properly.

The tendency of using radio as a medium of advertising slowly got momentum after the telecast of the first advertisement in 1967. Everyone realized that this is the only medium, which in no time facilitates people to listen to music, drama, news or advertisements from remote places. Its popularity as a medium to use for advertisements also started to increase amongst manufacturers. With the development of advertising agencies, the demand also increased sharply and by 1997-98, according to sources in the National Broadcasting Authority, the competition among advertisers to produce more and more attractive advertisements in radio reached at its peak.
The overall standard of radio advertisements has not developed to a great extent. The reason behind this is basically twofold. Firstly, due to media characteristics, radio has some limitations that it can never overcome. Its lack of visual effect will always remain as its handicap. Secondly, its less acceptability among urban educated people has made it a less dominating mass medium. The extent to which television advertisements advanced, the development seems to be much slower in radio. Nevertheless, one can never ignore its wide range coverage and popularity among the majority population in Bangladesh to whom it still remains the number one entertaining medium.

1.5.B. Television Advertising

Known as the most popular medium due to its wide acceptability both among higher and lower sections of the society, the history of Bangladesh Television dates back to 1964 when the then East Pakistan Television started to go on air. Since then television has grown from strength to strength. Its overwhelming popularity made manufacturers increasingly interested in advertising in television.

Telecasting advertisements in television in the East Pakistan Television began in the same year of its opening in 1964. The companies
that first advertised in TV were Habib Bank, United Bank, Ispanani Tea, Regard Chemical, Lalbagh Chemical and crescent Lights. Initially, the advertisements were made through slides and telopes. Besides, advertising in 35/16 mm films were also shown. Until early 80s, all the advertisements were in black & white. Then slowly the conversion towards colored ads started. In early 90s the advertisements began to be made in 'Umatic High Band' format and gradually 35/16 films became obsolete and Umatic High Band cassettes were the only technology used. In recent past the ‘Betacom’ technology started to be used and very quickly it overpowered Umatic High Band system.

With the installation of different satellite TV channels, advertisements are now being made in digital form. From mid 80s, use of models in advertising started to get momentum and the advertising industry started to flourish. At present there are many TV production houses in Bangladesh that make advertisements involving a large number of people. From 1983-84, the tendency towards advertising started to rise.

The socio-economic condition at the beginning stage of advertising in Bangladesh was very backward. People were hardly motivated by these advertisements. But with change in the social environment and economic condition in the mid 80s, the attitude changed sharply and the advertising industry began to be economically viable. With
the era of satellite channels coming into existence in 90s, the advertising industry made a tremendous leap and at present the industry is at its peak.

The television advertisements in Bangladesh have been bilingual since the beginning (unlike radio where only Bangla advertisements are broadcast even today). According to the information given by television authority, the percentage of Bangla advertisements in TV in pre-independence era was 60% as against 40% English advertisements. As in radio, TV in the then East Pakistan never broadcast any Urdu advertisement.

After the independence, with Bangla getting the status of national language and with the government making it compulsory to use Bangla in all spheres of life, the Bangla-English proportions became slightly different in TV. In the post-independent Bangladesh, 70% of the advertisements are in Bangla as against 30% English advertisements.

1.5.C. Print Advertising

Though the first published newspaper in the entire individual India was published in Calcutta (now Kolkata) in 1780, it took almost hundred more years to have a full-fledged Bangla daily published in East
Bengal. The first Bangla newspaper from this region was named ‘Azad’ (unfortunately, this newspaper got extinct recently). But the archeological department of Bangladesh has the earliest preserved daily newspaper of 2 January 1963 – and that too, not ‘Azad’, but ‘Ittefaq’, which is a much later publication than Azad. The earliest collection of ‘Azad’ is of 13 March 1963. However, the earliest preserved printed periodical was the popular monthly magazine named /mahe nOo/ ‘Mahe Naw’. Its earliest available copy is its 3rd vol. No.1 issue published in April 1952. Interestingly, apart from the cover page, the first three pages of the magazine were advertisements. The first ad was a typical advertisement of International Lux, which like that of today, was a testimonial advertising with photograph and statement of a film actress. It says:

/ami laks ToyleT Saban mekhe amar toker jOtno nei/

/lux toilet soap use my skin’s care take

/-citrotaroka begom para/

film actress Begum para

‘I take care of my skins by using Lux Toilet Soap -film actress Begum para’

The advertisement ends with a phrase, which is still used even after 50 years. It is:
Filmstars' beauty soap

The second advertisement shows a potter designing a pot with his hands. It is an advertisement of 'Lifebuoy Soap' which begins like this:

/ei hati Soundorro sriSTi kOre, kintu..
these hands beauty create but
sriSTikhOmo hat mOylao hoe jay/
creative hands dirty gets

'These hands create beauty, but creative hands can also get dirty'.

/mOyla hat lukano bipOd poSOOn kOre/
dirty hands hidden danger carries

'dirty hands carry hidden danger'.

/.....laifbOy Saban bEbohar korun/
lifebuoy Soap use

/......use Lifebuoy soap'
The copywriter, in an advertising of a motion picture called /damad/ "son-in-law' makes an implicit appeal to the audience to watch the movie in his message. This ad was published on 3 January 1963 in 'Daily Ittefaq'. The ad says:

/jamaibabu aSchen agamikal/

son-in-law coming tomorrow

/take Sador Obbhortona jananor jonno

him cordial welcome to do

Ekhoni ayojon korun/

Now arrangement do

'The son-in-law is coming tomorrow. So start arranging to welcome him cordially.'

This advertisement also has all the linguistic ingredients of a modern advertisement. Through these examples, it proves that the innovativeness of copywriters in this part of the world dates back at least 50 years. These advertisements possess both explicit and implicit persuaders and a great deal of linguistic manipulations.
The discussion on the historical account of Bangladeshi advertising shows that in comparison with radio and television ads, the advertisements in the print media was relatively advanced according to the earliest available documents. One main reason to justify this situation is that the electronic media has undergone revolutionary changes in technological advancement, and that affected the advertising media considerably. The approaches of the advertisers have also changed tremendously in recent years, particularly in television advertising. But print media characteristics are such that one cannot make revolutionary change. In 50 years, the standard of printing has improved, the photography has become much more realistic with the addition of color, and the quality of the paper has reached at its peak. But content wise, there has been not much difference. This is proved by the quality of the content of the advertisements in print media way back in 1952.

Looking at print advertisements of which, some of them have been discussed here, it can be opined that the modern advertising copywriters have not been able to make much of a differences in contrast with the changes in the electronic media. Among the two electronic media it is found that, again due to media characteristics, television ads tend to improve much more than radio ads.

Apart from technology, the other major change Bangladeshi
advertising industry has gone through is the invent of advertising agencies. This has been the most significant development because it has brought professionalism in this industry. Through a creative group, the process of making on acceptable persuasive appeal has become much more simpler. If this professionalism leads to the development of academic infrastructure in advertising, the whole industry will make a tremendous leap forward.

1.6. Literature Review

The field of language of advertising attracted the researchers not very long ago. It is only in the late 70s of the last century when scholars from Linguistics and Marketing started to look into the linguistic aspects of advertising. Though there have been some major contributions before that like the one of "hidden Persuaders" of Vance Packard in 1957, most of the studies in this field got momentum in the last quarter of the 20th century only.

Trying to look for some works related to the present study, no stone was left unturned to search for studies made in this area – from collecting books, to getting hold of journal articles, to searching the internet. The collected materials show that there has not been much work on language of advertising, though lots of work have been found on effects
of advertising. No work on hidden persuaders’ were found. Probably the history of hidden persuaders and subliminal advertising since Packard’s book prevented researches from using this term in their works.

Unfortunately, no significant work on Bangla advertising could be found – neither in Bangladesh, nor in West Bengal. Lack of facilities in advertising, dearth of researchers, lack of interest and above all backwardness in the field of Linguistics can be taken as the major factors for no significant research on language of advertising in Bangladesh. This has worked both as advantage and disadvantage for the present study. The positive thing is that the present study may be termed as the first major study of the language of advertising in Bangladesh. On the other hand, absence of any such work in Bangla made the present work more and more difficult at times. Some researches in this area would not only help in literature review, but also help to get some guidelines of data analysis which would prove more than handful for this study.

Taking into account all the handicaps, the first work that is considered for review is that of Vance Packard's 'Hidden Persuader'. Published in 1957, Packard’s book sounded alarm over the rise of "professional persuaders", the advertising copywriters who applied psychology and social science to sales. Packard found that these advertisers’ use of ‘depth approach’ was so desperate to increase the
buying habits of the consumers that they often crossed the boundary of acceptable persuasion. He observed that the efforts of persuasion take place beneath the level of awareness of the consumer and they unknowingly decide to buy something they normally would not. However, Packard’s connotation of the term ‘hidden persuaders’ was too negative. As the present study shows, ‘hidden persuasion’ can also take place when the advertiser, by playing with language, can indirectly persuade the consumer to buy a product. This implicitness in persuasion has been termed ‘hidden’ in the present study, but this is not the coercion shown by Packard.

So, what do the advertisers do? Do they lie? Leech’s (1966) observation is ‘No’. He claims that advertising is basically honest. He finds that the advertisers use a high degree of imperatives and second person pronouns and get the consumers directly involved in the advertisement. He observes that the copywriters use ‘puffery’ (a term in advertisement to refer to exaggerating statement) which are harmless. Langendoen (1970) strongly disagrees with Leech as he finds these ‘puffery’ to be irrational and often deceptive. Garfinkel (1978) in his Ph.D. dissertation at Georgetown University, tested his respondents to find this truth by exposing advertisements of breakfast cereals and fast food restaurants. He found no such proof as to call these advertisements untrue other than some
question marks on ‘nutrition’ issues.

In a relatively recent work Mick & McQuarrie (1996) worked on the rhetorical figures of some print advertising and found that the use of these figures do make a difference on how an ad is received. They observed that even a reader who skims through the advertisement have greater probability of recall if rhetorical figures are used. They also found that these figures, on many occasions, motivate the reader to read the whole text. This work, however, confines only to headlines and it is obvious that headlines are generally made catchy to make readers attracted towards it.

A socio-linguistic study of language effect in Ethnic advertising was made by Koslow, Shamdasani & Touchstone (1994) who investigated how consumers in a minority subculture respond to the use of their ethnic language in advertising. Their experiments of Hispanic consumers show that the respondents preferred advertisements mixed in Spanish and Hispanic rather than only Spanish, showing ethnic solidarity. In another such work, Roslow & Nicholls (1996) worked on Hispanics viewing television commercials broadcast in Spanish and English. They found that the Hispanic viewers were more persuaded when they were exposed to commercials in Spanish, embedded in Spanish television programs, than similar commercials in English, embedded in English television programs.
These works may seem to be irrelevant to the present work, but have been incorporated with a view to encouraging similar research on the large number of ethnic Bihari community in Bangladesh to find out their attitude towards Urdu, Bangla and English.

In an attempt to find the attitude toward advertising from religious perspective, Al Makaty et al. (1996) experimented on Saudi respondents and showed television advertisements to know their attitude towards them. Their experiment showed that though most of the Saudis accept that these advertising do help in economic development, most of them consider them threatening to their cultural and religious values. A similar work in Bangladesh can also be made where it can be observed how the audience reacts to advertisements from religions point of view. If may prove to be interesting because being a moderate Muslim nation, it will show how people react to advertisements where religious norms are not meticulously maintained.

In a work which is much more relevant to the present study, Motes, Hilton and Fielden (1992) joined to find how significant changes in copy language, sentence structure, textual layout and illustration independently and interactively affect the readers’ perceptual assessments of a print ad. They found that effects of language and semiotics are not same in an advertisement. Their experiment showed that colorful language
in the absence of illustration is much more acceptable than colorful
made eight studies where seven of them revealed that abstract language
is much more acceptable than concrete colorful language. However, both
these studies took print advertising only as their case study and therefore,
with electronic media not taken into account, cannot be accepted as a
comprehensive study.

Two relatively recent books on language of advertising could
attract a lot of attention. The latest among them is Angela Goddard’s
(1998) ‘The Language of Advertising: Written Text’s’. In this book, the
author tries to look at the relationship of advertising with culture, image,
literary and linguistic theories etc. and explores some advertising
stereotypes like puns, connotation etc. The other book, Guy Cook’s (1992)
Discourse in advertising’, covers a much wider spectrum. In this work,
Cook takes up the totality of a discourse and discusses both verbal and
non-verbal cues in advertising. He discussed the works of Saussure.
Barthes, Baktin, Peirce etc. He took help from Semiotics, Linguistics and
Rhetorics in his quest of giving a comprehensive theory of advertising
discourse.

As far as language of advertising in Bangladesh is concerned,
no concrete or comprehensive work could be found. In a descriptive study
of naming of shops in Bangladesh, Rahela Banu and Roland Sussex (2001) found an extensive use of hybridization between Bangla and English in these business names. They found names of Bangla heads with English modifiers and vice-versa. They also observed full English names with Bangla transliteration. This work is basically a socio-linguistic study and does not relate much to the language of advertising, the area in which the present work is based.

The present study gained a lot from the merits and demerits of the earlier works in this field. There is a clear picture coming out of this section. It shows how little work there has been on the implicit appeals in the language of advertising. It was observed that more work has been done on effects of advertising in terms of viewers' perception, rather than the linguistic elements. The present work can be a reasonably good contribution for Bangladeshi linguistic environment and the advertising industry as well as the linguistic research around the world.
1.7. The Study

1.7.A. Relevance of the study

Linguistics as a discipline has spread color to almost every other discipline where language is involved. The theoretical knowledge of linguistics is applied from the studies of literature and language teaching to the multidisciplinary areas of sociology, psychology, philosophy, anthropology, neurology etc. Not only that, linguistics is now being studied by mathematicians, physicists, medical scientists computer engineers, business experts and so on. Modern Applied Linguistic areas like Computational Linguistics, Natural Language Processing, Clinical Linguistics, Speech Pathology, Neurolinguistics etc. all are making immense contribution to the fields of knowledge.

Likewise, linguistics also takes interest in the field of business. In modern business, communication, psycholinguistics, sociolinguistics and semiotics all play their part. But the area in business that is most relevant to linguistics is advertising.

In marketing management, advertisement is the most important and powerful process through which a consumer gets to know about a product. The modern world depends hugely on advertising. “Without it”, opines Jefkins (1994), “producers and distributors would be
unable to sell, buyers would not know about and continue to remember products or services, and the modern industrial world would collapse”.

Various tools are used to make advertisements effective. In television and print media, the role of various types of visual effects is very important. In electronic media (radio and television), sound effect have a lot of communicative value. But above all, it is language that plays the most crucial role in advertisements. That is why, language of advertisements have attracted scholars from both linguistics and marketing research.

However, the approaches towards advertisement by a linguist and by a marketing expert are totally different. They both study language of advertisements but their purposes are different. A marketing expert might look at the consumer behavior with a view to observing what type of effects the language has on the consumer’s purchasing decision, while a linguist will try to look into why the language contributes significantly on the consumer’s purchasing intentions. He/she (linguist) would like to know what type of linguistic usage has brought what type of behavioral change in the customers and what type of manipulation with language has the copywriter made in facilitating this change.

As for the linguistic approach to the study of language of
advertising there won't be too many works found. There are some significant contributions and they have been looked upon in section 1.6 of this chapter.

On the other hand, no linguist in Bangladesh so far tried to study advertising in Bangladesh from a linguistic point of view. As a matter or fact, very little work has been done from marketing perspective as well. The area of language of advertising has thus been a completely unexplored area in Bangladesh.

The idea of the present study arose at the backdrop of this scenario of the language of advertising, particularly in Bangladesh. With a view to making effective contribution in this raw and unexplored area, a research topic was planned that would not only expand the range of linguistic research in this part of the world, but also contribute significantly to the field of advertising in Bangladesh in general and advertising copywriting in particular.

1.7.B. Scope of the Study

The present study endeavors to linguistically analyze the Bangla advertisements in the commercial environment of Bangladesh.
Knowing that both Bangla and English advertisements are found, only the Bangla advertisements have been taken up. The reason behind this is that the advertisements in English quite often carry the culture and values of other countries and sometimes even a foreign advertisement is published in newspapers or magazines or put on air in radio or television. It would make the work clumsy if both the languages were taken together for study. Moreover, so many dimensions are there in Bangla advertisements themselves, that incorporation of another language in this type of pioneering work would not be very relevant.

The present study will concentrate on three aspects of Bangladeshi advertisements. Firstly, it will make a comprehensive study of the Linguistic manipulations made by the advertising copywriters of Bangladesh. Secondly it will see the different ways in which the persuasions are made implicitly by the advertisers. Finally, the study will examine how effective these advertisements are. The experiment will be first made to see how consumers react to the concept of advertisements before testing whether they prefer explicit or implicit appeals in advertising.

The overall approach of the study is to study advertisements from a linguistic point of view. Unlike most of the works on advertising, the present work is a work in linguistics and therefore, linguistic issues have been the prime concern. However, as it is an inter-disciplinary topic as
well, different basic points of advertisements have been included with considerable details.

1.7 C. Objectives of the Study

The main purpose of this study is to look at the language of advertising in Bangladesh in order to find the types of Linguistic features that lead to ultimate consumer behavior. It basically attempts to answer the following questions:

1. What types of linguistic manipulations do the advertising copywriters make in Bangladeshi advertising. For this purpose what are the phonological, morphological, syntactic and semantic areas that they scramble with and how they do it.

2. To what extent do the Bangladeshi advertising copywriters use hidden persuaders as their tool of persuasion. What types of linguistic manipulation are made to do so.

3. How do the consumer react to advertisements

3. (a) How effective is advertising itself as against no advertising at all.
3. (b) How effective is hidden persuaders or implicitness in advertising language in comparison with advertisements with direct persuasion.

The whole study rotates on these questions and tries to find answers that would ultimately make some positive changes in the overall approach towards advertising in Bangladesh.

1.7. Methodology of the Research

As already mentioned, the present study revolves on three fundamental issues on Bangladeshi advertising scenario. Two of them are related to linguistic aspects of advertising while the third one talks about the effects of these linguistic aspects on consumer behavior. To work on these two broad categories two different approaches were taken.

To find the linguistic aspects, exhaustive data were collected from radio, TV and the print media. The electronic media data were collected by recording the advertisements in cassettes and CDs. The print media data were collected by cutting down the published newspaper and magazine ads and preserving them. Then with the help of a couple of research assistants, the messages of all the collected advertisements were written down separately as radio, TV and print advertisements. Then the
collected data were first analyzed to find different types of linguistic manipulations and secondly, to look for the hidden persuaders.

On the other hand, to find the effect, a separate study was made. It is an experimental study and all necessary steps for making such study beginning from preparing a questionnaire to statistically analyzing the collected data were taken. The details of the methodology of this experiment is discussed under its relevant chapter.

1.7.E. Organisation of the thesis

The whole study has been made in five chapters. The contents of these chapters are given below in brief:

Chapter I is the introduction. Several issues are taken in this chapter beginning with some introductory remarks on advertising, language and semiotics. Then some initial remarks on language of advertising with special reference to the status quo of Bangladeshi advertisements are made. As the present study is on Bangladeshi advertisements, a brief account of the historical aspects of radio, television and print advertising in Bangladeshi is also included in this chapter. Then a look into the previous works on this subject is done to prove the
uniqueness of this study before introducing the present study.

Chapter 2 deals with the hidden persuaders in the language of advertising in Bangladesh. The term ‘persuasion’ mainly refers to the type of message, which invokes certain behavioral patterns in the receiver. The language of advertising is the best instance of communication for persuasive purpose. Professional copywriters, in order to persuade the consumers to buy a particular brand use laudatory, positive, unreserved language emphasizing the uniqueness of the product. Yet, quite often, they do not urge the consumer directly to buy it. Instead, they use hidden persuasion. This chapter highlights these hidden persuaders and shows the ways in which the copywriters in Bangladesh implicitly persuade the consumers.

Chapter 3 makes a comprehensive study on the linguistic manipulations in the language of advertising in Bangladesh. Language of advertising is distinct from common language, as it is primarily connotative in nature. The strangeness of words and sentences and their wider perspective of use in an advertising campaign make it unique and easily identifiable as the language of advertising. Lexical expansions, syntactic scrambling and semantic associations in this form of linguistic use cross the boundary of prescriptive grammar and give a new dimension to the study of language. This new dimension in terms of linguistic manipulation
at all levels of linguistics – phonological, morphological, syntactic and semantic will be covered in details in this chapter along with their communicative relevance.

Chapter 4 is a revealing chapter which contains an experimental study to show how a linguistically improved advertising copy affects the consumer behavior. After searching how effective the concept ‘advertising’ is, the chapter then analyzes the effectiveness of ‘hidden persuaders’ as opposed to ‘direct persuaders’ in advertising copy by collecting data from the respondents and statistically analyzing them.

Finally, the study ends with chapter 5 where a summary of the salient features of the work with its findings is mentioned. It also highlights how this work is going to contribute to improve the overall standard of advertising as a whole and advertising copywriting in particular in Bangladesh. It also gives hints to other researches about the unexplored areas to work on.

1.7.F. Phonetic Transcription of Bangla Advertisements

In the present study, the phonetic symbols of Bangladeshi Advertisements have been given in a simplified transcription that is widely
followed by modern Bangla syntacticians. The sounds and their corresponding symbols used in the present study are given below:

<table>
<thead>
<tr>
<th>SOUND</th>
<th>SYMBOL USED</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONSONANTS</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Plosives</strong></td>
<td></td>
</tr>
<tr>
<td>Bilabial Voiceless Unaspirated</td>
<td>/p/</td>
</tr>
<tr>
<td>Bilabial Voiceless Aspirated</td>
<td>/ph/</td>
</tr>
<tr>
<td>Bilabial Voiced Unaspirated</td>
<td>/b/</td>
</tr>
<tr>
<td>Bilabial Voiced Aspirated</td>
<td>/bh/</td>
</tr>
<tr>
<td>Dental Voiceless Unaspirated</td>
<td>/t/</td>
</tr>
<tr>
<td>Dental Voiceless Aspirated</td>
<td>/th/</td>
</tr>
<tr>
<td>Dental Voiced Unaspirated</td>
<td>/d/</td>
</tr>
<tr>
<td>Dental Voiced Aspirated</td>
<td>/dh/</td>
</tr>
<tr>
<td>Retroflex Voiceless Unaspirated</td>
<td>/T/</td>
</tr>
<tr>
<td>Retroflex Voiceless Aspirated</td>
<td>/Th/</td>
</tr>
</tbody>
</table>
Retroflex Voiced Unaspirated /D/
Retroflex Voiced Aspirated /Dh/
Palatal Voiceless Unaspirated /c/
Palatal Voiceless Aspirated /ch/
Palatal Voiced Unaspirated /j/
Palatal Voiced Aspirated /jh/
Velar Voiceless Unaspirated /k/
Velar Voiceless Aspirated /kh/
Velar Voiced Unaspirated /g/
Velar Voiced Aspirated /gh/

Nasals

Bilabial Nasal /m/
Alveolar Nasal /n/
Velar Nasal /N/
<table>
<thead>
<tr>
<th>Category</th>
<th>Sound</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nasalization</td>
<td>/M/ followed by the vowel to be nasalized</td>
</tr>
<tr>
<td><strong>Lateral</strong></td>
<td></td>
</tr>
<tr>
<td>Alveolar lateral</td>
<td>/l/</td>
</tr>
<tr>
<td><strong>Flaps</strong></td>
<td></td>
</tr>
<tr>
<td>Alveolar Flap</td>
<td>/r/</td>
</tr>
<tr>
<td>Retroflex Flap</td>
<td>/R/</td>
</tr>
<tr>
<td><strong>Fricatives</strong></td>
<td></td>
</tr>
<tr>
<td>Labiodental Fricative</td>
<td>/f/</td>
</tr>
<tr>
<td>Dental Voiceless Fricative</td>
<td>/s/</td>
</tr>
<tr>
<td>Dental Voiced Fricative</td>
<td>/z/</td>
</tr>
<tr>
<td>Palato-Alveolar Fricative</td>
<td>/S/</td>
</tr>
<tr>
<td><strong>Semivowels</strong></td>
<td></td>
</tr>
<tr>
<td>Bilabial Semivowel</td>
<td>/w/</td>
</tr>
<tr>
<td>Palatal Semivowel</td>
<td>/y/</td>
</tr>
<tr>
<td>VOWELS</td>
<td></td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-----------------------------------------------------------------</td>
</tr>
<tr>
<td>High Front Unrounded</td>
<td>/i/ as in English ‘tin’</td>
</tr>
<tr>
<td>Mid Front Unrounded</td>
<td>/e/ as in English ‘ten’</td>
</tr>
<tr>
<td>Low Front Unrounded</td>
<td>/E/ as in English ‘Cap’</td>
</tr>
<tr>
<td>Low back Unrounded</td>
<td>/a/ as in English ‘father’</td>
</tr>
<tr>
<td>Low-Mid Back Rounded</td>
<td>/O/ as in English ‘hot’</td>
</tr>
<tr>
<td>High-Mid Back Rounded</td>
<td>/o/ (absent in English)</td>
</tr>
<tr>
<td>High Back Rounded</td>
<td>/u/ as in English ‘put’</td>
</tr>
</tbody>
</table>