CHAPTER 5

CONCLUSION
The concluding chapter emphasizes the role of language used in advertising, with special focus on the taglines and its impact on the recall. It progresses to defend that effectiveness of language arising out of print advertising messages that can run a long way in establishing the brand identity. This study tries to prove that rhetoric used in the taglines in the form of deviative language has impact on the recall.

Rhetoric has been recognized as a means of affecting the way in which language is processed and meaning is derived. Corbett (1990) and Mc.Quarrie and Mick (1996) defined rhetorical figures as artful deviations in language that are used to enhance communication. Over the last two decades linguistic researchers have attempted at including new figures of rhetoric to the Mc.Quarrie and Glen Mick Taxonomy (1996). An effort made by Huhmann (2008) to compile the included new figures of rhetoric resulted in the Expanded Taxonomy of Figures of Rhetoric. This Expanded Taxonomy Model Huhmann (2008) was taken as the base for this Study. This study analyzed the Figures of Speech used in the taglines of selected advertisements of Automobile Advertisements. The Automobile industry was chosen as per the statistics of FICCI-KPMG REPORT of 2013, the contribution of top categories advertised on print, by volume, Auto industry was in the first place followed by Education Sector in the second place. Auto industry gained over a period from 2008 till 2012 and the held the top honor and hence the emphasis on automobile advertising in this research.

As stated by Sharma & Singh (2006), though it is said that a picture is worth thousand words, it is not true in advertising as it fails to convey the meaning in isolation without language. These arguments lead to the choice of analysis of verbal rhetoric. This defends the choice of automobile advertisements in the print form and the choice of verbal rhetoric.

5.1. Revision of the Research Objectives

This part reviews the research objectives set and outlines whether these objectives have been achieved in this research.
The literature review on figures of speech in advertising language, analysis of language used in the advertisements of various industries, study of figures of speech in the advertisements of automobile industry, effects of slogans on consumers, recall of slogans was dealt with in Chapter 2. The overview of literature helped in the evolution of gaps thus setting the context to this research and conclude that the Figures of Speech used in the advertisements of Automobile Industry have an impact on the recall of the readers. Chapter 3 dealt with the Research Methodology that is to be adopted for achieving the set objectives.

The analysis of the advertisements which was the objective 1, chosen for the study, was done through Rhetorical Analysis method. The analysis of the Figures of Speech used in the researched sample of Automobile advertisements is discussed in detail in Findings and Discussions Chapter. The observations revealed that 51% of the total advertisements i.e., 22 advertisements worked on the pattern of tropes which involved excess deviation. On the other hand 37% of the total advertisements i.e., 16 advertisements used Schemes which involved excess regularity and 12% of advertisements i.e., 5 advertisements used the combination of both Schemes and Tropes. Out of these 22 advertisements which used Schemes, the combination of Antithesis and Hyperbaton was used in 7 advertisements and also 7 advertisements used Chime with few combinations of other Figures of Rhetoric in 7 advertisements. The Expanded Taxonomy Model of Huhmann (2007) included 40 Rhetorical Figures. In this particular study, it is observed that 18 Figures of speech were not at all used in the taglines of the advertisements. This revealed that copywriters did not find them relevant. But the observation of these Figures of rhetoric in other industries as presented in the final Table in the Findings and Discussions Chapter reveals that for the framing of the advertisements Copywriters use various Figures of Speech. This process helped in achieving the objective 1.
To achieve the objective 2 i.e., to test recall based on the language used in the taglines of the advertisements, is done through the help of questionnaire developed. The developed questionnaire consisted of the taglines of the 43 advertisements chosen for the study. Likert Scale was used to measure the recall. The questionnaire had all the 43 items to one side and the Likert scale on the top. To capture the contrasting characteristics of easily forgettable and very easy to recall, the contrast was implemented as a 5 point Likert Scale where 1 represented very easily forgettable, 2 being easily forgettable, 3 represented neither. Scale of 4 was marked for Easy to recall and 5 represented the scale, very easy to recall. The result of this i.e., to ascertain the impact of language used in the advertisements on the recall was done using Chi-Square. At 0.05 significance level with the freedom level 4, the chi-square value is 9.4888

Upon the analysis of the chi-squares values under this significance level and freedom level, there is rejection of the alternate hypothesis in the variable 04 (TATA Nano) where as in the remaining 42 variables there is rejection of null hypothesis. This substantiates the fact that shorter slogans enhance recall.

With the rejection of the null hypothesis in 42 out of 43 cases we can say that Figures of speech have an impact on the recall factor. Hence the alternate hypothesis is accepted. This process helped in achieving the Objective 2.

The third research objective set, is to create a Brand as Symbol framework of Aaker’s Brand Identity Model on Figures of Speech. Aaker’s Brand Identity Model (1996) focused on Brand as Symbol, and addressed only ‘Visual Imagery and Metaphors’. Metaphor here refers to the metaphor that is involved in the visual imagery.

The analysis of the selected sample of advertisements gave the revelations that from the Expanded Taxonomy Model of Huhmann (2007), the advertisements used 22 various Figures of Speech.18 Figures of speech mentioned in the Expanded Taxonomy Model of Huhmann (2007) did not find place in the
selected sample. The possibilities could be that the copywriters’ probably felt those 18 Figures of speech not relevant in those advertisements. So further analysis of advertisements from other industries proved the usage of all the rhetorical figures. This eased the path to propose Brand as Symbol framework of Aaker’s Brand Identity Model on Figures of Speech. The proposed model of Aaker’s Brand Identity Model to include ‘Figures of Speech’ along with ‘Visual Imagery and Metaphors’. This is the contribution to the literature from this research study. Thus this study contributes to literature in the form of Aaker’s Brand Identity Model which includes ‘Figures of Speech’.

5.2. LIMITATIONS

One of the limitations of this study is that only verbal language used in the taglines of the advertisements is examined. This is so because the research is solely based on print advertising. For tractability during the research process, only the verbal rhetoric mentioned in the taglines is taken up for the study. This limitation should not be treated as an affirmation about the absence of rhetorical devices or that they are insignificant in other components of print advertising (main body, pictures, logs etc.)

Secondly, the study explored the use of Figures of Speech in the Automobile advertising, and suggests that research can be conducted in other research fields based on the language used in the advertisements. However, the nature of automobile product is unique and therefore generalizations with other intangible products like that of tourism industry might not be possible. The explanation of the figures of speech, considering the pragmatic approach to be regarded as potential explanation, as it is proposed to be the most suitable for the purpose of this study.

5.3. SCOPE OF THE STUDY

This research was conducted to determine whether Figures of Speech used in the taglines of the print advertisements of Automobile Industry have an impact on the
recall. The advertisements were published during 2010-2013 and were taken from AFAQS.

5.4. Motivation for the research

The effectiveness of an advertisement is proved by its recall. As stated by Brown (1985) states that the advertisements that have a poor recall are considered as a disaster and advertisements that achieve high recall as a triumph. So this study headed towards the study of impact of Figures of Speech used in the Advertisements of Automobile Industry on the recall.

- The study will benefit the Copywriters in making it clear to them the top and the preferred Figures of Speech used in the Advertisements.
- This research recommends that the figures of speech that are extensively used have to be considered by the copywriters and those which were not used to be excluded.
- While considering Brand as a Symbol, Visual Imagery along with Figures of Speech to be considered.

Further Scope of the Study

This kind of research on the analysis of the language used in the taglines can be extended to the products of other fields, can be worked out for the advertisements of other industries.