# Table of Contents

Executive summary ix

Chapter 1

Introduction 1

1.1. Figures of Speech in Language 5

1.2. Classification of Advertisements 6

1.3. Mc Quarrie and Mick (1996) Taxonomy Model 12

1.4. LANGUAGE used in Creating Appeal by the Copy writers 16

1.5. Language gone wrong-paid dearly by the companies 19

1.6. Examples in Indian Context 20

1.7. Omni-Bus Effect in Automobile Industry 21

Chapter 2

Literature Review 25

2.1. The history of Rhetoric 26

2.2. Presence of figures of rhetoric in Different genres 29

2.3. Figures of Speech used in the advertisements of various industries 31


2.5. Explanation of Level I (Figuration) & Level II (Figurative Mode)- Mc.Quarrie & Mick Taxonomy Model(1996) 38


2.7. Explanation of Level III-Expanded Taxonomy Model (Huhmann, 2008) 42

2.7.1. Schemes – Repetition 42
2.7.2. Schemes - Reversal 42
2.7.3. Tropes - Substitution 42
2.7.4. Tropes - Destabilization 43
2.8. Visual and Verbal Rhetoric 52
2.8.1. Visual Rhetoric 52
2.8.2. Verbal Rhetoric 54
2.9. Past Studies that concentrated on particular figures of speech 56
2.10. Deviation in the Language of advertisements & Slogans 61
2.11. Branding and the role of language 63
2.12. Recall Studies 73
2.13. Theoretical Underpinning 77
2.15. Gaps from the literature review 82

Chapter 3
Research Methodology 84
3.1. Components of Research Onion as followed in the present study 86
3.2. Research Process in detail 91
3.2.1. Stage 1 - Achieving Objective 1 - Rhetorical Analysis 91
3.2.2.1. Methodological Approach 95
3.2.2. Stage 2: achieving Objective 2 - Hypothesis Testing 110
3.2.2.1. Development of Questionnaire 111
3.2.2. The reliability of the questionnaire 112

3.2.2.3. Administration of the Questionnaire-Sample size 115

3.2.3. Stage 3: For achieving Objective 3 – Development of Framework 116

Chapter 4

Findings and Discussions 117

4.1. Findings objective 1 119

4.2. Schemes Used in the Advertisements 133

4.2.1. Schemes of repetition 133

4.3. Schemes Reversal 137

4.4. Schemes-Repetition & Reversal 141

4.5. Tropes-Substitution 145

4.6 Tropes-Destabilisation 151

4.7. Findings Objective 2 170

4.8. Findings Objective 3 185

Chapter 5

Conclusion 197

5.1. Revision of the Research Objectives 198

5.2. Limitations 201

5.3. Scope of the Study 201

5.4. Motivation for the research 202

References 203

Appendix 221

Author's Biography 225