EXECUTIVE SUMMARY

An advertisement is a creative thought process that combines visuals and words. In case of Print advertisements; it’s the written words and the pictures. In case of broadcasted advertisements in television etc., it consists of an effect of audio-visuals and in few cases the effect of words too. With special reference to print advertisements, a print advertisement is made up of headlines, copy, illustration and logo.

It is usually considered that headlines being an important part in an advertisement capture the minds of the readers. Body copy supports the claims made in the advertisement. Illustrations in the form of an image or a picture strengthen the headlines. The logo of the company is the image of the company. Out of all these elements the verbal and the visual elements create the effectiveness in the print advertisements. We come across these in the body and illustration of the print advertisement. The copy intends the words used in the sales message. It is here that the role of language is seen in the print advertisements. Copywriters who frame the advertisements make use of lexical terms, emphasize the adjectives, use coinages, use repetition of vowels or consonants, create destabilization etc. and bring a gradient of deviation in the language used. This attracts the attention of the readers. The artful deviation that is created is termed as a rhetorical figure. This deviation can happen in both the verbal ad visual aspects. When the deviation is applied in the verbal aspects it happens in the catchy phrase also called as tagline. For example the tagline of Maruti Suzuki’s Estilo car, goes as IMPOSSIBLE IS POSSIBLE. Here we observe the usage of the words Impossible and Possible and Maruti Company states that with their car even impossible things become possible. This is clear evidence of usage of Antithetical words. Thus categorized as usage of the Figure of speech, Antithesis in the tagline.

In the Print advertisements due to the absence of the audio effects, the deviations have to be planned in the taglines of the advertisements. The motive behind the
use of deviations in the language or using catchy phrases is to create interest among the readers. The interest so created usually enhances the recall of the advertisement. When the choice of deviation is with excess regularity they are stated as Schemes and when the deviation is very irregular they are called as Tropes. These schemes are of two categories, the first being Schemes of Repetition and the Second category Schemes of Reversal. Tropes are subcategorized as Tropes Substitution and Tropes Destabilization.

The Schemes being less complex work as the figuration of repetition such as Rhyme, Chime, Alliteration, Anaphora, Epistrophe, Epanalepsis, Anadiplosis, Parison etc. and Reversal, such as Antimetabole and Antithesis. Tropes which are highly irregular and somewhat complex, are subcategorized into substitution such as Hyperbole, Ellipsis, Epanorthosis, Rhetorical question, Metonym, where as in destabilization from Metaphor, Pun, Irony and Paradox.

Mc.Quarrie and Mick’s Taxonomy Model (1996) forms the basic premise of this which includes 10 figures of speech such as Rhyme, Chime, Alliteration, Anaphora, Epistrophe, Epanalepsis, Anadiplosis, Parison, Antimetabole and Antithesis under Schemes .On the other hand, 9 figures of speech namely Hyperbole, Ellipsis, Epanorthosis, Rhetorical question, Metonym, Metaphor, Pun, Irony and Paradox under Tropes. So the basic model worked on 19 Figures of Speech.

With the synthesis of additional sources it is noted that by 2008, the Expanded Taxonomy included 40 figures of speech. This expanded the horizon of the advertising studies with reference to rhetorical aspects. This study focusses to establish that there is usage of figures of speech in the advertisements of automobile industry and that these figures of speech have impact on the recall. An advertisement is considered effective when there is a recall.

For this purpose, the advertisements of Automobile Industry were selected. According to FICCI-KPMG REPORT 2013, Advertising is the cornerstone of the
print industry’s performance and as per their report the statistics about the contribution of top categories advertised on print (by volume) was taken by Auto industry. Another reason for the choice of Automobile industry is that omni-bus effect i.e., trying to include all the information, where everything seems to be important and as a result sharpness & focus is lost was noticed in the automobile industry. Thus advertisements from automobile industry were chosen for the study.

The analysis is made on the Figures of Speech used in the selected advertisements of the automobile industry. For the analysis the rhetorical analysis approach was used. The content validity was done by the panel members taking the Expanded Taxonomy Model as the base. Through the analysis of the figures it was observed that in the 43 advertisements figures of speech were used. Then to study the impact of the figurative language used in the advertisements on the recall, questionnaire was framed. The questionnaire consisted of the taglines of the 43 advertisements chosen for the study, and the recall is tested based on the Likert scale. The taglines of all 43 advertisements were the variables in the structured questionnaire. Thereafter the sample size was chosen and the questionnaires were administered. The responses were taken from the respondents and were tabulated. Chi-square tests were conducted to see the impact of Figures of Speech used in the advertisements on the recall. The results showed that there is positive impact of Figures of Speech on the recall of the advertisements based on the language used. Thus achieving that Expanded taxonomy Model finds its place in the advertisements.

Relating the rhetorical usage to the brands and advertisements, when companies uses a symbol, logo, name or a sentence to distinguish their product from others it is stated as creating a brand. The visible items of a brand like its logo, tagline, colour, symbols help the brands in creating its identity. Aaker’s Brand identity model has 4 elements namely brand as product, as organization, as person and Brand as symbol. Brand as a product can be viewed in examples of Cherry
Blossom which covers the product range from wax polishes to shoe shine spray. While viewing Brand as Organization, Sony stands as a perfect example. Brand as a person can be seen in the advertisements of Hero Pleasure which features Alia Bhatt and Priyanka Chopra for their advertisements. Brand as a symbol can be viewed in the advertisements of Nike’s (swoosh). In Brand as a symbol, it is mentioned in Aaker’s model that it comprises of ‘Visual Imagery & Metaphor’ and Brand Heritage.

Metaphor creates a semblance of two inconsistent/contrary objects based on a single or some common characteristics. In the Basic Taxonomy Model of Mc.Quarrie & Mick (1996) and the Expanded Taxonomy Model (2008), Metaphor is one variable or rather one Figure of Speech out of the list of 40 mentioned and falls under Tropes Destabilization. At this juncture there arises contemplation on why there is mention about ‘Visual Imagery and Metaphors only’. Rather it could consider the inclusion of Figures of Speech and Visual Imagery, while viewing Brand as Symbol with in the Brand Identity. The focus however will be on Visual Imagery & Metaphors since Metaphor is a trope and it falls in the family of Figures of Speech.

Considering Figures of speech have an impact on advertising recall, it becomes important for us to understand that with in brand as a symbol, a figure of speech plays an important role. Thus, along with Visual Imagery besides just Metaphors, all the other Figures of Speech also contribute in the recall. Hence a frame work is developed that expands the scope of ‘Visual Imagery & Metaphors’ to that of ‘Visual Imagery & Figures of Speech’. Here ‘Figures of speech’ refers to the ones mentioned in the Expanded Taxonomy Model.