Chapter VI

Summation
Chapter VI

Summation

Contemporary advertising is so commonly ubiquitous and so widely influential that it is considered to be part of modern life. It also greatly influences our thoughts, feelings and outlooks and lives. Since advertising in English occupies such an important position in modern society, quest to understand and assessing English advertising creates new texts. Whatever the promotional strategies advertising takes, language is the main carrier of advertised messages all along.

Advertising helps in selling. It helps in selling through the art and business of persuasive communication. With emphatic use of language, the writer draws catchy and memorable lines and makes his selling ideas clear before the buyers. Advertising makes a psychological impact on the consumers and invites them to buy a product. In modern society, English advertising has gradually formed its own features in several aspects. Therefore, an analysis of the discourse, stylistic features and rhetorical devices, collocations, ethical aspects and bilingual phenomenon have been briefly dealt with the most common linguistic characteristics of English advertising texts from The Hindu magazine.

Advertising Encourages Materialism

Many critics claim advertising has an effect on consumer values by encouraging materialism, a preoccupation with material things. India is undoubtedly the most materialistic society in the world, which many critics attribute to advertising that
• Seeks to create needs rather than showing how a product or service fulfills them,

• Surrounds consumers with images of the good life and suggests that acquisition of material possessions leads to contentment and happiness and adds to the joy of living, and

• Suggests material possessions are symbols of status, success and accomplishment, and/or will lead to greater social acceptance, popularity, appeal and so on.

Critics argue that advertising for expensive products such as automobiles is an example of how advertising can promote materialistic values. This criticism of advertising assumes that materialism is desirable and is sought at the expense of other goals. Many believe materialism is an acceptable accumulation of material possessions as evidence of success. Others argue that the acquisition of material possessions has positive economic impact by encouraging consumers to keep consuming after their basic needs are met. Many people believe economic growth is essential and materialism is both a necessity and an inevitable part of this progress.

Being loaded with psychological overtone, the language of advertising messages is subtle and mesmerizing. A dusky woman will buy a tube of fairness cream at high price because the advertisement assures her great career and perfect marriage with instant loveliness. So, it is the psychological makeup of advertisement that makes us think that when we buy Maruti, we buy prestige; when we buy Close Up we buy health and longevity. It is probably true to say that of all the ways, in which language is used, advertising is the most enchanting to influence our psyche. It is the form of communication in which human being is keenly and increasingly involved. In fact
language is the most powerful, convenient and permanent means of communication, and therefore it makes mass selling possible through advertisements.

Advertising is an art of persuading people. The writer is a juggler. He knows which words would be most emotional and moving in a headline to attract the buyers. It is the power of language that sells the product like a hot cake and takes out money from the pockets of buyers. Broadly speaking, an advertisement has at least one of two functions: informing or persuading, though overlapping may often take place in one single piece.

The present study is a modest attempt to examine and analyze all the devices as strategies of discourse, style, structure, word collocations and bilingualism employed by the copywriters towards the recipients, thereby signalling an increase in emotional attitudes, akin to intimate relationship and formal and informal moods. The concluding chapter recapitulates the various discourses and stylistic aspects of the copywriters in the print advertisements. In this study, the expressive language techniques adopted by them have been taken and analyzed to facilitate how the writers manipulate them to convey aesthetic effect through their writings.

It is also observed that the writers have an exclusive insight for utilizing discourse strategies excessively with regard to the speech acts under the headings of constaives, directives, commissives and acknowledgements. They have formulated the style to devise various techniques to depict differential qualities of speech acts and the pragmatic components which are regarded as the most challenging of language learning. Furthermore, the exploration of their indigenous discourse and style have been analyzed to bestow the evidences at the phonological, lexical, morphological, syntactical and
semantic levels. Phonology is considered as the study of sound systems but the stress is laid on the contrasts made within the linguistic system of segmental sounds in a specific distribution, patterns of rhythm, distinctive use of capitalization and the graphological appearances apparent in the discourse of advertising language.

The system to study the multiple attributes of advertisements, the choice of lexical items, their appropriate distribution in relation to one another and figurative language have been taken into consideration to show the interference of Indianness in the English language. The significant features such as rhyme, allusion, reduplication, oxymoron, imagery, puns, alliteration, metonymy, synecdoche, epithet, taxonomy and neologisms have been examined in detail. This level emphasizes the use of language structures for a purposeful and meaningful communication. Semantics, the descriptive study of the linguistic meaning of a text have been aptly employed by the copywriters in the devices such as simile, metaphor and personification. The illustrations analyzed in the study throw light on the technique that has been significantly embellished, adding a special flavour to the diction of advertising language.

The focus on the spectrum of collocations proceed with the study of how words combine to form sentence structures like intertextuality and mix of spoken language. The competitive market, by featuring the supremacy, comparative and positive perspectives, allures the whole gamut of ethical dimensions and profusely assures that they are complimenting the pinnacle of consumerism.

A common phenomenon of code mixing or the bilingual intensity in the commercial print advertising which draws on visual and linguistic resources to consumers provides an ideal microcosm model. This kind of attitude serves not only to
enhance communication but also serves as a stimulus for more extensive use of intergenerational context. In the Indian society, the code mixing examples portray the advancement of transportation and increase in communication leading to local diversity and global connectedness. Advertising is an all pervasive activity faced in today’s ever changing scenario. It particularly encourages innovation and is an integral part of the entire national and international economic system. The principal characteristics of advertising discourse, the process of mass communication and the special features of the advertising language have been exhibited as a prelude to the development of language comprehensively.

A discourse and stylistic analysis has more to do with the understanding of a text and its interpretation rather than the general study of style. This research analysis on the discourse of advertising language is intended to be a platform for future researches with a notion to embark on a detailed study in the areas of functions of language, stylistics in connection with techniques in the area of comparative study between two magazines with a special focus on language use. Language provides the necessary impetus to keep the market buoyant, helping to maintain a high level of production and affluence. Language is inevitably a dynamic and vibrant phenomenon which is never static. The corpus of language is the process of evolutionary cultural development. The way language is used remains an important and influencing factor.

**Future perspectives**

There is enormous scope to carry out further research in the language use in advertisements. Extensive study related to the kinds or classification of advertisements and the discourse aspects indicating speech acts, stylistic features and other aspects of
bilingual phenomena through the language use may also be made as a comparative study. Therefore, it may be stated that there is a promising scope for future research analysis throwing light on sociolinguistic perspectives to be a leeway in the area of pictorial image and non-verbal communication. Besides, sociolinguistics might also include grammar, phonetics and vocabulary and the use of other Indian languages.