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Advertising is an all pervasive activity faced in today’s ever changing scenario. It particularly encourages innovation and is an integral part of the economic system. Various scholars within language, linguistics and other areas of social sciences and humanities have used the term differently. As a result of this heterogenous application, the term ‘discourse’ seems to be shrouded by different researchers with different meanings. Discourse analysis sheds light on how the writers indicate their semantic chunk of intention and interpretation of the language use.

In this context, the research aims at focusing discourse analysis as represented by the copywriters in the select advertisements of The Hindu. The role of the copywriter is very challenging because of the ever-increasing competition. To persuade the customer, they use discourse in different aspects pertaining to unprecedented sales for the company. The research is divided into six chapters. The research reveals that there is great diversity in the expression of the communication potential of language in advertising.

The research concentrates on the use of language by the writers in relation to analysis of the various stylistic features. It is a method of interpretation in which the primacy of place is assigned to language. Further, it reveals the aspect that advertising language has a unique role in capturing the breath of human diversity.

This thesis makes a sincere attempt to exhibit how language plays a significant role in shaping consumer behaviour and social perception through the marketing strategies followed by the writers to enhance advertising. The scope also endeavours to extensively explore how
word collocations, ethics and code-switching or bilingual intensity in expression of structuralism actively create reality of language, and substantiates that it is inevitably dynamic.

The study proves advertisement as a global phenomenon.