Chapter I

Introduction
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Introduction

Language employs a combination of words to communicate ideas in a meaningful way. By changing the word order in a sentence, one can change its meaning. When language came into being, a community of people agreed to represent a certain object or idea by a specific sound or symbol. Most words evoke certain meanings, hence language is directly dependent on people and cannot exist in isolation. It is a well established fact that effective communication is made possible with the help of language.

Characteristics of Language

All of us carry images in our minds. These memories of our experiences mould our ideas, influence our thoughts and actions. People employ language to give shape to their experiences.

According to the ideas put forward by eminent linguists such as Noam Chomsky and Ferdinand de Saussure, language is

- Artificial,
- Restricted,
- Abstract,
- Arbitrary,
- Creative,
- Redundant, and
- Recursive.
Language is innovated according to the necessity of the people. It does not exist in isolation or outside the minds. Every symbol is attached to a particular thought or thing, called a referent. There is no organic connection between a symbol and its meaning. Human beings attach meanings to words as they have to modify these meanings according to changing needs. So, language is 'artificial'. No symbol or word can transmit the exact reality. To give a more specific description, one can supplement the words with other kinds of symbols or perhaps more words, and corroborate it with other available alternatives, such as non-verbal cues, graphic elements or audio-visual recordings.

Language is abstract because it represents generalized ideas of things or thoughts. The words and its represented ideas are different many times. To be abstract is to generalize, and to generalize is to leave out many details. Abstractness is an important feature of language, this makes all generalization possible. Meanings get associated with symbols and users keep expanding the range of meanings. People speaking a particular language accept the fact that certain symbols or sounds will represent a particular thing. Language has evolved as a cultural system of agreements in which words represent certain symbols or thoughts. Language keeps changing to include new concepts, and words can attach a number of specific and arbitrary meanings. There is no direct relationship between a word and the idea or the object it represents.

Language is indeed very creative and can marvel at its ability to generate many words every day. According to the necessity, a word is created to explain that particular thought or process. Language has the capacity for redundancy or repetition. This may either improve or impede effective communication. Excessive and unnecessary repetition or redundancy may lead to verbosity or wordiness without contributing to the meaning. Recursiveness is the
characteristic of language which enables generation of any number of sentences using the same basic grammatical templates. It allows expressing any idea, thought or feeling using the same finite vocabulary. Reclusiveness implies that there is no limit to the potential length of a sentence. These basic characteristics of language make it an effective means of communication.

The concept of language of mass media and the language of advertisements are approached in this thesis from the point of 'discourses'. This thesis posits that a particular discourse exists in the mass media and that the advertisement uses a discourse that is a branch of the discourse of mass media.

**Role of Linguistic Style**

Paul Simpson gives a list of the major levels of language and their related technical terms in language study, along with a brief description of what each level occurs:

- **Level of Sounds** - Phonetics studies the sounds of a language as they are actually realized.
- **Level of Morphology** - Studies the internal structure of words and the process whereby complex words are constructed.

![Figure 1.1. Language as a System](image-url)
• Level of Graphology - The patterns of written language and the shape of language on the page.

• Level of Grammar - The classes of words, their inflections and their syntactic relations and function.

• Level of Semantics - The study of meaning.

• Level of Pragmatics - The factors that govern our linguistic choices in social interaction.

The language and style levels are intertwined and depend on one another to represent multiple and simultaneous linguistic operations in the planning and production of an utterance.

**Mass Media**

Mass media has been defined as "means of communication designed to reach and influence very large numbers of people" (*Encyclo 52*). This defines mass communication as a technology which helps a message to be transmitted among a large number of people at the same time, example newspapers, magazines, television, radio, cinema and the now ubiquitous internet.

The various stages of the development of communication systems are as follows:

Age of signs and signals, speech and language, writing, printing, mass communication, computers and the internet. Further nature of any society's communication process is necessarily linked to virtually every aspect of the society's daily life.

The society has to function in the context of social reality, and one of the significant tools that the society has at its command to achieve is language. From another point of view, language is the medium used by the society to exchange or explain the understandings and
standpoints of one section of the society to other sections. Hence it is considered that language is an important ingredient of the various processes involved in the working of mass communication systems. Language can also be seen as a functional system, a system in use, i.e., a discourse system.

All of these functions help to achieve a comprehensive view of a language. According to Jackobson, in communication, all the six factors and functions are not equally balanced. Only one factor and its corresponding function are dominant.

Examples: Addresser/Emotive, Address/Cognitive, Context/Referential, Contact/Phatic, Code/Metalingual and Message/Poetic. Jackobson believed in the Saussurean concept of relations in a language state. It was the former who helped stylistics become a vigorous discipline, retrieving it from the earlier impressionistic trend.

Analyzing Media Language

Analysis of media language as discourse can help in reaching a detailed understanding of the nature of media output. While linguistic analysis focuses on texts, discourse analysis is concerned with texts as well as practices -- discourse practices and socio-cultural texts. This attempt to correlate texts, discourse practices and social cultural practices.

Language is becoming more and more closely scrutinized while simultaneously being shaped and honed by advertisers, journalists and broadcasters, in a drive to generate even more attention and persuasive impact. Under these circumstances, language itself becomes marketable and a sort of commodity and its surveyors can market themselves through their skills of linguistic and textual manipulation. Discourse ceases to be merely a function of work; it becomes work, just as it defines various forms of leisure and for that matter academic study. The analysis of discourse becomes
correspondingly more important--in the first instance for those with direct involvement in the language economics and second, for those who need to deconstruct these new trends, to understand their force and even to oppose them.

The principal purpose of language, especially in the context of mass media, is the instant communication of information. In order to describe language use and prescribe norms for it, it has to be accepted that it is the communicative nature of language that has to come out of the description and prescription exercises. Prescription and description form a part of the larger communicative purpose, because communication presupposes some 'common' factors, and prescription as well as description are ways to engender and ensure such factors in common.

Discourse here refers to atleast three concepts. The linguist Deborah Cameron explains that discourse refers to language above sentence level its structure; also refer to language in the discursive construction of reality. For linguists, 'discourse' is 'language in use', the way meaning is produced when a language is used in particular contexts for particular purposes. For critical theorists, 'discourses' are a set of propositions in circulation about a particular phenomenon. These propositions constitute what people take to be the reality of that phenomenon.

The organization of mass media pays particularly a close attention to context. As a result, various genres of mass media can be isolated. The following points have emerged so far and posit the existence of a special discourse for advertisements. Advertisement forms a special subset of discourse that merits exhaustive treatment of its own as listed below:-
• The protean existences of the advertisements have influenced the way society behaves and the way in which individuals perceive society.

• Language is the principal ingredient with which the mass media interacts with the society and the individuals partake of the mass media.

• The use of language in various forms of advertisement has acquired a range of specific characteristics.

• These characteristics have two orientations. One set of characteristics is generated from the peculiar nature of the media form itself. The other set of characteristics owe their existence to the varied nature and endless creativity of man's linguistic ability.

• However, language has been traditionally viewed from either a perspective grammatical or from a descriptive point of view.

• It becomes necessary to approach advertisement language as a form of discourse.

• The discoursorial characteristics of advertisement language are the result of two sets of parameters.

• One is the nature of mass communication and the other is the characteristics of the medium used. The former sets the larger discourse of which the latter becomes a particular genre.

• Thus, advertisement is a particular genre of the mass media.

This thesis tries to examine the principal characteristics of the advertisement discourse and how they function in the media genre. The characteristics of the process of mass communication and the special features of advertisement language act and interact with each other in the formation of a media language. As a prelude to such an exercise, the development of language is examined comprehensively in the next three chapters.
Communication

The word “communication” is derived from the Latin “communis”, meaning common. The basic ingredient in communication is commonness. If the message is common or single for the sender and receiver, it will be communication. Communication is the social process by which two or more persons exchange views. When there is more than one sender or more than one receiver involved, it is known as mass communication. Communication can be psychological and political, besides being social. “Communication” is defined as the sharing of an orientation toward a set of informational signs.

Communication is a process of exchanging ideas, facts, opinions and the manner by which the receiver of message shares meaning and understanding with another. It is a whole sequence of transmission and interchange of facts, ideas, feelings, etc. Process is a course of action, that uses a set of media to transmit ideas, facts and feelings from one person to another. It is the vehicle of individuals and groups in the organization. The media may be written media, oral, visual and audio-visual media. Visual communication media carry slides, neon hoardings, posters, signboards, etc.

Codes of Communication

Communication comprises of a mutually accepted code of signals making up a common language. Communication is also defined as the exchange of information, ideas and knowledge between sender and receiver through an accepted code of symbols. It is termed effective when the receiver receives the message intended by the sender in the same perspective as shown below:-
Figure 1.2. Codes of Communication

Media challenge the communicator to select them with an awareness of their purpose. In the process by various media, the organization’s mission is accomplished and activated. The transmitter selects when and what to communicate and to whom determines the media for transmission. The receiver takes messages, interprets, receives and responds. It is a never ending process cycle.

Components of Communication Process

Source

The source of communication or message is known as the encoder, sponsor, advertiser or sales representative. The source is the sender of the message. It is the place where the
message originates. The spokesperson is the source of the message of the advertising. The message is carried to the receiver through a channel. The message is encoded at the source and carried through a channel to the receiver who decodes the message.

**Message**

The term ‘message’ refers to the content of the communication. It is the creative ideas of communication: it includes words, pictures, symbols, order or presentation, appeal, refuting or certain statements. Emotional, logical or rational approaches may be used in the preparation of messages. The emotional appeal in advertising has been considered to be very effective in message transmission.

**Perception**

Perception is an important factor in the communication process. The message can be perceived by the receiver according to their nature and culture, its attention, interest, desire and action. The attitude and desire of the sender also influence the perception level. The effectiveness of perception depends on the channel used by the sender and receiver. Their nature and feature influence commutation. Perception itself is not abstract. It is influenced by the cultural, psychological, educational, economic and political factors.

**Channel**

The message is carried through some channel – a newspaper, magazine, radio, television or signboards – from the sender to the receiver. The impact of a communication is different when it is transmitted through different channels which are known as the media. They are limited by space, time and money. Subsequently, they are divided into individual and mass channel or media.
Receiver

The receiver is the largest audience whose characteristics are evaluated to design the communication and message. The number, location, type, awareness, influence, knowledge, etc. of the receiver or audience are evaluated to frame the content and medium of communication. Values, attitudes, product, experience and responses are considered to design the communication process.

Feedback

Feedback is an essential factor in making communication more effective. It indicates how the communication process is working when it is received from the receivers or audiences. The communication process is modified in the light of feedback. The receivers may provide feedback on their needs, knowledge, cultural systems, attitudes and communication skills.

![Advertising Communication Model](image)

**Figure 1.3. Advertising Communication Model**

Communication is a continuous and organizational two-way process. A group of people are involved to complete the cycle.
Elements of Communication Process

The whole process of communication involves the following elements. Figure 1.4 shows the elements of communication model.

![Communication Model Diagram]

**Figure 1.4. Elements of Communication Model**

Written Media

Benefits of written media offer:

- Access to readers whom you might not be able to address orally,
- A relatively inexpensive way to reach a large audience,
- A permanent, indisputable record of what one has said, for both him/her and the audience, and
- A chance to assess message carefully and double check it before delivering.
Options

There are many ways/options in written medium. The following are examples:-

- Memo
- Letter
- Briefing note
- Briefing book
- Slide deck
- News release
- Street sign or Billboard
- Form
- Brochure
- Poster
- Newspaper ad
- Website

Merits of Written Communication

- It ensures transmission of information in a uniform manner.
- It provides a record of communication for future reference.
- It is an idealistic way of conveying a long message.
- It tends to be comprehensive, obvious and accurate.
- It is well suited to convey messages to a large number of persons at the same time.

Communication through words may be in writing or oral. Written communication entails transmission of message in black and white.
Writing System: General Properties

A writing system, also called a script, is a type of symbolic system used to represent elements or statements expressible in language. It is distinguished from symbolic communication systems in that one must usually understand something of the associated language in order to successfully read and comprehend the text. Contrast this with other possible symbolic systems such as information signs, painting, maps and mathematics, which do not necessarily depend upon prior knowledge of a given language in order to extract their meaning. Every human community possesses language, a feature regarded by many as an innate and defining condition of human kind.

Grapheme

A grapheme is a technical term coined to refer to the specific base or atomic units of a given writing system. Graphemes are the minimally significant elements which, taken together, comprise the set of building blocks. The texts of a given writing system may be constructed along with the rules of correspondence and use. The concept is similar to that of the phoneme used in the study of spoken languages. Examples of graphemes include the majuscule and minuscule forms of the twenty-six letters of the alphabet (corresponding to various phonemes), marks of punctuation (mostly non-phonemic) and a few other symbols such as those for numerals (logograms and numbers).

Types of Writing System

The development and adoption of writing system has occurred only sporadically. Once established, writing systems are on the whole modified and often preserve features and expressions which are no longer current in the discourse of the speech community. The great benefit conferred by writing systems is their ability to maintain a persistent
record of information expressed in a language, which can be retrieved independently by the initial act of formulation.

All writing systems require the following elements:

- A set of defined base elements or symbols (termed characters or graphemes),
- A set of rules and conventions understood and shared by a community, which arbitrarily assign meaning to the base elements, their ordering and relations to one another,
- A language whose constructions are represented and able to be recalled by the interpretation of these elements and rules, and
- Some physical means of distinctly representing the symbols by application to permanent or semi-permanent medium, so that they may be interpreted.

**Basic Terminology**

The study of writing systems has developed along partially independent lines in the examination of individual scripts, and as such the terminology employed differs from field to field. The generic term ‘text’ may be used to refer to the individual product of a writing system. The act of composing a text may be referred as writing, and the act of interpreting the text as reading. In the study of writing systems, orthography refers to the method and rules of observed writing structure (literal meaning), and in particular for alphabetic systems and includes the concept of spelling.

The oldest known forms of writing were primarily logographic in nature, based on pictographic and ideographic elements. Most writing systems can be broadly divided into
three categories, namely, logographic, syllabic and alphabetic. However, all three may be found in any given writing system in varying proportions to categorize a system uniquely.

<table>
<thead>
<tr>
<th>Type of writing system</th>
<th>What each symbol represents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Logographic</td>
<td>morpheme</td>
</tr>
<tr>
<td>2. Syllabic</td>
<td>syllable</td>
</tr>
<tr>
<td>3. Alphabetic</td>
<td>phoneme</td>
</tr>
</tbody>
</table>

**Logographic Writing Systems**

A logogram is a single written character which represents a complete grammatical word. Each character represents a single word (or more precisely, a morpheme). Many logograms are required to write all the words of language. Since the meaning is inherent to symbol, the same logographic system can theoretically be used to represent different languages. In practice, this is possible for closely related languages. Most languages do make use of wholly logographic writing systems. Good example of modern logographs are the Arabic numerals, the ampersand and the @ sign used in many contexts for 'at'.

**Syllabic Writing System**

A syllable is a set of written symbols that represent syllables, which make up words. A symbol in a syllable typically represents a consonant sound followed by a vowel sound or just a vowel alone. The characters have no commonness. The English language allows complex syllable structures, with a relative large inventory of vowels and complex consonant clusters, to write words with a syllable. The numbers of possible syllables are many thousands.
Alphabetic Writing Systems

An alphabet is a small set of basic written symbols, each of which roughly represents historically a phoneme of a spoken language. As languages often evolve independently of their writing systems, and these systems have been borrowed for languages, the degree to which letters of an alphabet correspond to phonemes of a language varies greatly from one language to another and even within a single language.

Written language always comes later than the spoken form and spoken form of any word is a symbol of the thing referred by that word. Written language serves as messages or reminders, and modifies the conduct of the beholder. The records and messages, like writing, have the advantage of being permanent and transportable.

For example, instead of depicting the process of exchange by a series of pictures, it is represented by two crossed lines with the sets of traded objects on either side. Language is used in different ways and responded differently to each particular use of language. There is the language of science, journalism, advertising, political oratory, prayer worship and poetry. The language is used as if it were a multipurpose tool which could be part to a variety of uses as and when required. It is also used to communicate information of some kind or another. All informative discourse is used to describe the world around us and to reason about it. Two other basic functions of language are the expressive and directive functions.

Words used in their proper order and in a pleasing manner would readily be accepted and obliged by the world. Language makes human communication highly effective. This is true not only of language use in interpersonal communication at an informal level but also in the fields of education, administration and mass communication
at a formal level. Mass communication plays a vital role in the overall development of the modern society through quick dissemination of information pertaining to all aspects of life to a wider public. In this respect, different media aim at brevity, preciseness and clarity of information besides attempting to inform, attract and persuade people towards certain action or change. In this endeavour, the way language is used remains an important influencing factor, which demands a systematic study.

**Advertising**

Advertising is a form of mass communication closely linked with the world of commerce and marketing. It is a powerful tool for the flow of information from the seller to the buyer. It influences and persuades people to act or believe. It not only influences any human society but also reflects certain aspects of that society’s values and structure. There are many special and specific reasons for using advertising in its several forms. Announcing a new product or service, expanding the market to new buyers, announcing a modification or a price change, educating customers and challenging competition are such reasons. In the process of creating advertisements for all these reasons, language, i.e., choice of expression is of crucial importance.

**Advertising World**

Advertising is all over the place, on TV and radio, in newspapers and magazines, on billboards and even plastered across the buses. It is persistent and persuasive. The global market has expanded manifold in the last few decades. Innumerable products are being launched almost every day. Producers are engaged in competition to highlight their products. Herein enters the glamorous field of advertising. The more innovative the
advertising, the better is the market. Advertising is brand building through effective communication and is essentially a service industry. It is a medium which helps to reach more people to communicate brand effectiveness.

Advertising serves three purposes: to attract new customers, to increase use of goods or services among existing customers and to help potential customers choose among competing brands. These three purposes can be merged into a single purpose: market share or to convince the customers to choose one brand over another and retain them for life. So, it basically deals with capturing human feelings and emotions, which make it one of the most challenging jobs. Advertisers use various means and techniques to the target in the business world. Creativity leads the list, and the idea has to be unique. Advertising has great influence on our daily lives whether we are aware or oblivious of it. Billboards, newspapers, television and magazines all convey messages to the public about various products, companies, travel opportunities, etc. One cannot escape the constant invasion of such advertisements, and as a result they have become a global phenomenon in which we take part in being both consumers and observers. It has become an easily accessible persuasion tactic all over the world. As a result of commercials and other advertisements, companies have been able to reach a wider range of potential buyers. Globalization of advertising has significantly increased consumerism and has allowed certain companies the exposure needed to boost sales.

**Importance of Advertising**

We are exposed to hundreds of ads every day and even if claims that they do not have any effect on them are not true, either consciously or subconsciously, advertisements have a tremendous effect on our lifestyle. Advertisements can not only change the buying
decision, but also have the power to change the mindset and attitude of people. It has been observed that advertising is the reflection of the culture of a nation. In fact, both advertising and culture affect each other. Advertising industry also supports media industry. Media survives on advertising as they go hand in hand. Advertising can also be used as an effective tool for a social cause and can be instrumental in bringing a commendable change in society by generating awareness among the population about the social causes. For example, advertising of 'Surf Excel' claims that by using this detergent one can save two buckets of water. ‘Save water and save life’ is another general advertisement to remind the people to save rain water in their residences. Water is a scarce commodity and the conscious use of it can make a difference and also save water. Added to this is the prize winning Bisleri advertisement which takes up the issue of safety.

Advertisements also serve to spread information about the new technology and innovations and make us to update what is happening in the scientific world. The role of advertising in today’s world is not just spreading brand awareness, but also assists us to realize the trendy life around us.

**Definition**

The word ‘advertise’ originates from the Latin ‘advertere’ which means ‘to turn toward or to take a note of’. Certainly, the visual and verbal commercial messages that are a part of advertising are intended to attract attention and produce some response by the viewer. Advertising is pervasive and virtually impossible to escape. The pervasiveness of advertising and its creative elements are designed to cause viewers to take note.
The most standard definition of advertising is as follows: “Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media” (Bovee 7).

"It is any paid form of non-personal communication about an organization, product service or idea from an identified sponsor" (Bleech 8).

"It is the element of the marketing communication mix that is non-personal & disseminated through channels of mass communication to promote the adoption of goods, services, person or ideas" (Ingram 6).

Advertising is ubiquitous. It is part of us since time immemorial. Unlike personal selling, the sales message and its presentation are not created on the spot with the customer watching. It is created in as many ways as the writer can conceive and is rewritten, tested, modified and injected with every trick and appeal known to affect consumers. Although advertisers may not see the individual customer, nor be able to modify the sales message according to that individual’s reactions at the time, they do have research about users. The research can identify potential customers, find what message elements might influence them and figure out how best to get that message to them. Advertising can be far cheaper per potential customer than personal selling, which deals with one customer at a time. Advertising deals with hundreds, thousands and millions of customers at a time. It is a good idea as a sales tool. Advertising can do a large part of the selling job and personal selling is used to complete and close the sale. Though advertising is non-personal, it is certainly effective.

**History of Advertising**

Advertising has been around for thousands of years. One way of looking at the cave paintings of Lascaux, which are about 16,000 years old, is as advertising. For the first few
thousand years, people used advertising to promote two things: locations and services. Indian advertising started with hawkers calling out their wares right from the days when cities and markets first began. From shop front signage and street side sellers to press advertisers and then the first trademarks, advertising grew rapidly in India. Concrete advertising appeared for the first time in print in Hickey’s *Bengal Gazette*, India’s first newspaper weekly. Horlicks becomes the first ‘malted milk’ to be patented on 5th June 1883.

**Classification of Advertisements**

<table>
<thead>
<tr>
<th>Target Audience</th>
<th>Geographic Area</th>
<th>Media Used</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumers</td>
<td>International</td>
<td>Print, Newspaper</td>
<td>Product or non-product</td>
</tr>
<tr>
<td>Business</td>
<td>National</td>
<td>Newspaper, Electronic</td>
<td>Commercial or non-commercial</td>
</tr>
<tr>
<td>Industrial</td>
<td>Regional</td>
<td>Radio, Television</td>
<td>Primary demand or selective demand</td>
</tr>
<tr>
<td>Trade</td>
<td>Magazine</td>
<td>Outdoor, Transit</td>
<td>Direct action or indirect action</td>
</tr>
<tr>
<td>Professional</td>
<td>Local</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agriculture</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Slogan**

Angela Goddard describes the "slogan as a phrase designed to be memorable, attached to a product or service during a particular advertising campaign" (7). It is a form of verbal logo. In an advertisement, it usually appears just beneath or beside the brand name or logo. Advertising slogan is a code or motto, which helps to raise an attention of a certain brand or its product. The main purpose of the slogan is to create subconsciousness of a specific brand. A slogan sums up what one stands for, speciality, the benefit, marketing position and commitment. It is especially useful to reinforce one’s identity. A slogan can prove to be more powerful than a logo. Slogans have two basic
purposes: to provide continuity to a series of advertisements and to reduce an advertising
message strategy to a brief, repeatable and memorable positioning. The advertising
slogan is always short and epigrammatic in nature. It helps to make the advertisement
more impressive and memorable.

A look at the various features of these fabulous slogans to see how they can
achieve their aim is a rewarding one:-

**Purpose**

**Product or non-product**

The purpose of product advertising is to sell the advertiser’s goods or services.
Services are intangible products. They include financial, legal, medical and other
recreational services.

Non-product advertising constitutes institutional or corporate advertising in which
the advertiser is trying to polish its image or influence public opinion about an issue.
The aim is to let the public know that such an organization exists.

**Commercial or non-commercial**

If the idea is to make a profit, it is commercial. Otherwise, it is non-commercial.

**Primary-demand and selective –demand advertising**

The famous 'De Beers' ads belong to the first category. These stimulate the
requirement for a particular category and the aim is to sell one brand. ‘Diamonds
Forever’ was used to arouse the need for diamonds and not to sell the brand of 'De Beers'.
Once the elements for a particular category are established, selective-demand advertising
arrives. These ads concentrate on a particular brand of a product and try to promote it.
Direct- action and indirect- action advertising

Advertisements are designed to get the audience to respond immediately. These types of ads are called direct-action ads. They carry sales-promotion incentives. Indirect action advertising is done primarily to build awareness of the product.

Advertising Functions

Advertising is one tool that can help a company to achieve goals. It is not the end but a means to reach the end. The functions of advertising depend on the following objectives:

- To make the product distinct from other competitors. Maggie noodles advertising banks on the taste and quality, which differ from the other noodles.
- To communicate information. When Maggie noodles advertise, it limpidly informs how it is to be cooked. The procedure of cooking is narrated step by step.
- To goad the users. The Maggie advertisement claims to be both healthy and tasty. By offering extra in the same amount and testing several recipes for making it, the ad pushes the users to buy the product.
- To expand the distribution. The Maggie initially started with production of noodles. Later, it expanded to soups and ketchup to go for wider distribution. It also made the packing handy to expand the market.
- To encourage brand preference and loyalty. By offering the slogan ‘easy to cook and easy to eat’, Maggie noodles gave good reasons to consumers to stick to the brand. Now there is a reason for providing noodles, as Indians have a penchant for the food items made of wheat flour.
- To reduce the sales cost. Different strategies for advertising were tried to achieve more sale, which would automatically reduce the cost. Maggie noodles sold in small packets in an attempt to penetrate into the lower strata of society.
Organizations use advertising for many other reasons than to sell the product. They build their image through advertising or do well to the society by taking up social issues.

**Advertising Pyramid**

The basic aim of an advertising campaign is to draw attention of the viewers or prospective customers. The whole gamut of a creative team is involved in designing an advertisement. Figure 1.5. shows the advertising Pyramid.

**Figure 1.5. The Advertising Pyramid**

**Attention**

The first objective of advertising to capture the attention of the reader is done by the headline. The other techniques are to use short punch lines in conversational language. Once attention is caught, the next task is to retain it by creating interest in the reader.

**Interest**

The advertiser’s next objective is to create interest in the readers about the product. After giving a good headline, their interest is retained by further giving elaborations on the key features of the product. This is usually incorporated in the body copy. The copywriter stimulates interest by narrating a dramatic situation, citing a story or sprinkling humour. The illustrators use cartoons and pictures to generate interest.
Desire

The advertisement creates a situation for the prospective customer to enjoy the benefits of a product vicariously. The writer creates a situation that it is felt by the reader that they miss something if the product is not used. In print advertisement, copywriter's fuel up visualization by using phrases likes 'think yourself to be the most successful person or imagine'. The desire lays down the possibility and captivates the consumer’s mind.

Action

The purpose of the next action is to motivate people to do something. Advertisement is successful if it induces any action. Several phrases like ‘Offer closes by 30th Jan’, ‘Buy now’, ‘Limited stock’ and ‘Buy two get one free’ are used to motivate consumers to buy the product. Action demanded may be explicit like in ‘Call on us to book, the stock is limited’ or implicit like in ‘Fly the friendly sky’. Sometimes the sachet of the product is attached with the advertisement as an action inducing device.

Satisfaction

The final part of the pyramid is satisfaction. After the product is bought, the buyer should feel comfortable. This parameter helps to make the customer brand loyal in the long run.

Motivation, Personality and Emotions

These are closely related concepts. Motivation is the energizing force that activates behaviour and provides purpose and direction to that behaviour. It is the drive within that causes behaviour (personality reflects the common responses of behaviour) of the individuals in a given situation. Emotions are strong, relative feelings that affect one behaviour. It plays an
important role in the consumer decisions. A good number of marketing strategies are designed to induce emotions or strong feelings of consumers towards an object.

**Motivation Strategy**

Motivation is the reason for behaviour. A motive is an inner force that stimulates and compels a behavioral response and provides a specific direction to that response. A motive is an individual does something. Consumers have a motivation for every purchase they make. Motivations are the energizing and directing forces that make consumer behaviour purposeful and goal directed. The personality of the consumer guides and directs the behaviour chosen to accomplish goals in different situations.

Personality is an individual’s characteristic response tendency across different situations. Consumers use a particular product or brand to bolster an aspect of their personality. Consumers tend to match their human personality with that of the brand personality, a particular type of image that some brands acquire. Brand personality is a set of human characteristics that become associated with a brand. Consumers perceive brand personalities in terms of sincerity, excitement, competence, sophistication and ruggedness. Emotions are generally triggered by environmental events. Joy, cry, anger, envy and sadness are the most frequent responses to a set of external events. Emotional reactions may also be initiated by internal process called imagery. Emotions are strong and relatively induce feelings that result in behaviour.

All emotions are accompanied by psychological changes, some are rapid breathing, pupil dilation, increased perspiration, heartbeat and blood pressure and sugar levels. The types of thoughts and our ability to think rationally vary with the type and degree of emotion. Emotions involve subjunctive feelings, such as grief, joy, anger, fear and jealousy, etc., are at
different levels in individuals across time and situations. Understanding consumer emotions has implications for the marketer. The emotions have always been used for strategic decisions in the area of product positioning, sales presentations and advertising on an intuitive level. Emotional content in advertisements enhances their attraction. Advertising messages that trigger the emotional reactions of joy, warmth and digest are more likely to be attended. Emotional appeals can capture attention and enhance the retention of advertising messages. They can also help humanize the brand and associate feelings with it.

Marketers use emotional appeals in anticipation that the positive feeling they evoke will transfer to the brand and/or company. Some of the feelings used as emotional appeals are listed below:

Safety, pleasure, ambition, self-esteem, sorrow/grief, affiliation, affection, security, comfort, recognition, actualization, belongingness, sentiment, happiness, fear, status, respect, rejection, pride, excitement, joy, love, involvement, acceptance, achievement, arousal/stimulation, nostalgia, embarrassment and approval (82).

Attitudes

Business organizations often try to alter behaviour by changing attitude towards a brand, a product, a service or an organization. The experience and actions at the market place indicate that they succeed on numerous times. This change in attitude results in favourable consumption behaviour. An attitude is a learned predisposition, a stabilized feeling that an individual holds towards an object, a person or an idea which is more enduring and resistant to change. Attitudes also vary in direction and strength, i.e., an attitude can be positive or negative, reflecting likes or dislikes, or it can be neutral. It is
the way one feels and acts towards some aspect of their environment such as a retail store, product, place, etc. Strong emotional and social attitudes are most common.

**Attitudes generally serve functions as given below:**

1. **Knowledge:** Some attitudes serve as a means of organizing beliefs about objects or activities. For example, a consumer’s attitude towards bikes that “they all are the same”, is likely to buy the cheapest and most fuel-efficient bike,

2. **Value expressive:** Some attitudes express an individual’s central values and self-concept. Consumers who value nature and environment are likely to express support for environment friendly and green products,

3. **Utilitarian:** People tend to form favourable attitudes towards objects and activities that are rewarding and negative attitudes towards that are not, and

4. **Ego defensive:** People form and use attitudes to defend their egos and self-images against threats and shortcomings.

A given function attitude may perform multifunction, though one may predominate.

**Components of Attitude**

Attitudes have the following components:

Cognitive component consists of consumer’s beliefs about an object. People have a number of beliefs about an object. As attitudes of a consumer get formed in the environment in which they live, it is possible to change through new learning. Changing cognitive component is the most effective way to change attitude. Following are the steps that an advertiser takes as a part of the efforts to change attitudes:-
✓ Change beliefs
✓ Shift importance
✓ Add beliefs
✓ Change ideal

Affective component of an attitude represents feeling or emotional reactions to an object. The effective component or emotional reaction may change as the situation changes, because, products are evaluated in the context of a specific situation. Basically, a marketer changes the liking of the brand through classical conditioning, affect towards the ad or more exposure.

Behavioural component of an attitude is one’s tendency to respond in a certain manner towards an object or activity. Consumers frequently try new brands or low cost items in the absence of prior knowledge or affect. Changing behaviour, prior to changing affect or cognition is based primarily on operant conditioning. Therefore, the key marketing task is to induce people to purchase or consume the product while ensuring that the purchase or consumption will indeed be rewarding. Coupons, free trials, pop displays, tie-in purchases and price reductions are some of the common techniques to induce trial.

Perception

Breaking through perception takes place when a person notices something enticing the message gets registered and it has broken through the defences and disinterest of the consumer and made an impression. The biggest challenge faced by the advertiser is to get consumers notice their messages. Ads have better chance of being perceived if they are intrusive and original. A look at the perception process in the following Figure 1.6. shows the model of message reception and response.
Perception:
- Exposure
- Attention
- Awareness
- Interest and reference

Persuasion:
- Understand (cognitive)
- Associate
- Do (action)
- Feel (affective)
- Attitudes and Emotions
- Involvement/Conviction

Behaviour:
- Trial
- Purchase
- Repeat purchase
- Other behaviour: visit, call, click

Figure 1.6. Message Reception and Response

The steps in perception-communication drivers are exposure, attention, awareness and interest.

**Persuasive**

Persuasive stands to reason as part of the definition of advertising. The basic purpose of advertising is to identify and differentiate one product from another in order to persuade the consumer to buy that product in preference to another.

**Products, Services or Ideas**

Products, services or ideas are the things that advertisers want consumers to buy. There is more to products, services than simply items for purchase. Henceforth, products
will mean products, services and ideas unless otherwise noted. A product is not merely its function. It is actually a bundle of values and what that product means to the consumer. That bundle may contain the product’s function, and also the social, psychological and economic values that are important to the consumer.

The function of a car has factors other than mere transportation. Perhaps the value is social. The type of car a person drives is often indicative of that person’s social status. A sports car shows or wishes to be perceived that a person is more socially active and fun loving than a simple person. The value is economic too. Some cars may be cheaper to rent, give better mileage, carry more people or cargo and cause less damage to the environment.

The four values, namely, functional, social, psychological and economic can stand alone. However, the consumers and the values are bundled together in varying proportions.

**Perceptible**

Perceptible differences are those that make one product obviously different from others of the same kind. The difference may be in colour, size, shape, brand name or in some other way.

**Imperceptible**

Imperceptible differences are those that exist between one product and others, but are not obvious. One cannot simply look at a computer and tell which one it is. Machines can and usually look alike. Yet, buying either of them precludes the use of software designed for the other.
Figure 1.7. provides a simplified representation which shows various possible things that can happen after consumers are exposed to the advertisement. First exposure to the advertisement can create awareness about the brand, leading to a feeling of familiarity with it. Second, exposure to the advertisement can also result in information about the brand’s benefits and the attributes leading to those benefits registering with the consumer. Third, advertisement can also create a general feeling in the audience that they begin to associate with the brand or its consumption. Fourth, through the choice of the spokesperson and various executional devices, the advertisement also leads to the creation of an image for the brand called brand personality. Fifth, the advertisement evokes an impression that the brand is favoured by the consumer’s peers or experts: individual and groups the consumer likes to emulate. This is often how products and brands are presented as being fashionable. These five effects have the consequence of creating a favourable liking or attitude, toward the brand which in turn lead to purchasing action. Sometimes, the advertisement directly attempts to spur this purchasing action, by serving a reminder function or by attaching reason why the consumer may be postponing that action. Figure 1.7. shows the model of the persuasion process.

![Figure 1.7. A Model of the Persuasion Process](image-url)
Language is the key criteria for effectiveness of three aspects.

Figure 1.8. shows the Key Criteria of effectiveness

![Diagram showing the Key Criteria of Effectiveness]

From the above derivation, one can assess the important aspects of advertising process.

**Importance of Language**

Language has a powerful influence people and their behaviour. This is especially true in the fields of marketing and advertising. The choice of language is to convey specific messages with the intention of influencing people is vitally important,

Visual content and design in signboards have great impact on the consumer, but it is the language that helps people to identify a product and remember it. Let us have a look at the various components of an advertisement.
The language used in an advertisement has a major role to play. Most of the signboards are in English language and English is known for its extensive vocabulary. Where many other languages have only one or two words, which carry a particular meaning, English may have innumerable.

**Behavioural Dynamics**

Figure 1.9 shows a market divided into three segments. Segment E includes existing customers by a particular brand. Figure 1.9. shows the types of customers.
The focus may be on increasing the size of segments E. One approach is to attract members of segment O to get them to try a new brand. Another approach is to attract people from segment N, those not using the product class. A defensive strategy is also possible. Efforts would be made to reduce the flow from segment E to O. The goal would be to reduce the likelihood that a member of segment E would be tempted by another brand and would, as a result, eventually stop using a particular brand.

**Brand Loyalty**

Some existing customers will be extremely loyal, buying from only one competitor. For them, the goal of the advertiser would be to maintain their loyalty and repurchase rates, thus reducing the likelihood they would begin sharing their purchases with the other branch and perhaps ultimately move to the other segment. Advertising might attempt to remind them of the important feature of the brand or to reinforce the use experience. Further, certain consumer promotion, such as premium and multiple proofs, might also be used.

![Figure 1.10. Model of Customers Sharing their Purchases](image-url)
**The Hindu**

*The Hindu* was published weekly when it was launched in 1878, and started publishing daily in 1879. This Indian English language daily newspaper was founded and continuously published in Chennai since 1878. According to the Audit Bureau of Circulation it has a circulation of 1.46 million copies as of December 2009. According to the Indian Readership Survey (IRS) 2010, *The Hindu* is the most widely read newspaper in India, other than *The Times of India* and *Hindustan Times*. It has its largest base of circulation in Southern India, especially in Tamil Nadu and Kerala and it is headquartered at Chennai.

*The Hindu* became the first Indian newspaper to offer online edition in 1995. It is published in many locations: Chennai, Coimbatore, Bangalore, Delhi, Hyderabad, Thiruvananthapuram, Madurai, Hubli, Kochi, Mangalore, Tiruchirapalli, Vijayawada and Visakhapatnam.

Started as a weekly newspaper, it became a tri-weekly in 1883 and an evening daily in 1889. It started printing at its own press christened “The National Press” which became *The Hindu’s in 1892*.

**Reviews**

*The Times*, London, listed *The Hindu* as one of the world’s ten best newspapers in 1965. Discussing each of its choices in separate articles, it reported thus:

*The Hindu* takes the general seriousness to lengths of severity. *The Hindu* which is published in Madras is the only newspaper, which, in spite of being published only in a provincial capital, is regularly and attentively read in Delhi. It is read not only as a distant and authoritative voice on national affairs but as an expression of the most liberal and least provincial southern
attitudes. Its Delhi Bureau gives it outstanding political and economic
dispatches and it carries regular and frequent reports from all State capitals,
so giving more news from States, other than its own, than most newspapers
in India. It might fairly be described as a national voice with southern
accent. The Hindu can claim to be the most respected paper in India.

The American Newspaper Publishers’ Association awarded The Hindu its World
Press Achievement Award in 1968. An extract from the citation reads:

Throughout nearly a century of its publication The Hindu has exerted wide
influence not only in Madras but throughout India. Conservative in both tone
and appearance, it has wide appeal to the English speaking segment of the
population and wide readership among government officials and business
leaders. The Hindu has provided its readers abroad balanced news coverage,
enterprising reporting and a sober and thoughtful comment… [It] has provided
its country a model of journalistic excellence… [It] has fought for a greater
measure of humanity for India and its people and has not confined itself to a
narrow chauvinism. Its Correspondents stationed in the major capitals of the
world furnish The Hindu with world- wide news coverage….for its
championing of reason over emotion, for its dedication in the future, it has
earned the respect of its community, its country and the world.

Achievements

The Hindu has many firsts in India to its credit, which include the following:-

- 1940: First to introduce colour
- 1963: First to own a fleet of aircraft for distribution
1969: First to adopt facsimile system of page transmission

1980: First to use computer aided photo composing

1988: First to use satellite for facsimile transmission

1994: First to adopt wholly computerized integration of text and graphics in page make-up and remote imaging

1995: First newspaper to go on internet

**Aim of the present Study**

- The aim of the present study is to throw light on various features of discourse in the language of advertisements, with reference to the theoretical components of pragmatics, speech acts, sentence structures and functions of language revealing the various emotions,

- To analyze the stylistic features and rhetorical aspects in various written discourses of advertisements,

- To focus on the spectrum of collocations and the gamut of ethical dimensions,

- To highlight the bilingual phenomena of the addressee, and

- To indicate standardization or globalization through the language used in advertisements.

**Scope of the Study**

The present study analyses the discourse analysis of the English language used by the writers in the select advertisements of *The Hindu* during 2009-2013.

**Linguistic Features**

- Use of attributes

- Speech acts in pragmatics
• Ethics and social values
• Linguistic deviations
• Word collocations
• Language structure
• Figures of speech
• Code switching and the linguistic elements used in the form of bilingual behaviour

Methodology Employed

The classified data has been analyzed with reference to the theoretical point of discourse analysis. Lexemes, phrases and sentences propelled by the advertisers can be observed linguistically and stylistically. The current analysis introduces the acuity and delineates the way in which the speaker modifies the discourse to suit the linguistic environment in the field of marketing.

The language use, the conversational representation, the connotative and denotative or referential meaning, emotional aspect, self-esteem, use of pictures and logos inducing buying behaviour and language themes of slogans have all been meticulously dealt with. The methodology followed for analytical purposes are descriptive and comparative.

Scheme of Presentation

The present study unfolds in six chapters.

The first chapter begins with an introduction on advertising. It narrows down to present an account of advertisement as a form of mass communication, the purpose and the effects of advertisements on lifestyle, kinds of advertisements and the language used
as a tool of power by the advertisers to establish themselves in the changing scenario of
the competitive advertising field.

The second chapter traces the definition of discourse, discourse analysis, different
kinds of lexical structures used in attributing the multiple aspects of products and how
language is carved with the intention to manipulate and persuade consumers. The
nomenclatures used by Kent Bach and Michael Harnish, who developed a detailed
taxonomy, in which each type of illocutionary act is segregated by the type of attitude,
expressed under the assorted examples on constatives, directives, commissives and
acknowledgements are analyzed with reference to the emotions related to the theory of
advertising, pertaining to the classifying acts adhered to by the linguists Searle and Austin.

The third chapter encompasses the definitions relating to the notions of style
which are varied and many in number. Style, according to Chatman Enkvist and Thakur,
emphasizes the use of language structures for a purposeful and meaningful
communication. Stylistics is the study of a literary text, on the basis of the field, mode
and tenure of discourse which takes language beyond the realm of literature and involves
the rhetorical phenomena like rhyme, allusion, metaphor, reduplication, simile,
oxymoron, personification, imagery, acronyms, abbreviations, puns, ellipses,
onomatopoeia, epithet, taxonomy, alliteration, metonymy, synecdoche, neologisms,
affixation, phonological and graphological deviations, adjectival deviations, etc.

The fourth chapter focuses on the spectrum of collocations like lexical, metaphorical
and grammatical aspects. It further proceeds with the study of how words combine to
sentence structures like parataxis, intertextuality and mix of spoken language.
The competitive market, by featuring the supremacy, comparison and positive perspectives
along with the various kinds of offers related to the fields, are classified and exhibited. Discourses alluring the whole gamut of ethical dimensions and related issues are examined profusely to assure that they are complimenting to the pinnacle of consumerism.

Code-mixing is a common phenomenon in communities of high heterogeneity and it is prevailing in every sector of the economy. Commercial print advertising, which draws on visual and linguistic resources to attract consumers, provides an ideal microcosm model of the code-mixing phenomenon in India. The fifth chapter has focused on different aspects of code-mixing or code-switching as indicated in the advertising language. This kind of attitude serves not only to enhance communication but also helps in maintaining and developing the languages of a bilingual. It serves as a stimulus for more extensive use of intergenerational context.

Mixing any two languages is the norm in advertising industry. It reflects the relative importance of the mixed languages in the Indian society which has paved way to achieve positive effects and extensive proficiency, indicating a progressive growth in metalinguistic and pragmatic sophistication.

The uses of these codes are complementary to the dominant language preceding globalization. The examples in this chapter portray the advancement of transportation and communication. As language not only conveys meanings but also represent cultures, code-mixing manifests itself as a fascinating area to the scholars.

The sixth chapter sums up the contribution of advertising language as one of the most powerful persuasive tools to shape the behaviour and social perception in this age of information and communication technology. The study further illustrates the fact that the power of the language has been used as a powerful tool to entice society. 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. In this endeavour the way language is used remains an important influencing factor which demands a systematic study.

Significance of the Study

The present study aims at bringing out the different attributes adhered to in advertising by the copywriters as an avenue for the reader and how language plays a significant role in shaping consumer behaviour and social perception. Further, the study unfolds the notions of style through the extensive expression of structuralism, substantiating the reality of language in an inevitably dynamic presentation features.

Limitations of the Study

Only a limited number of advertisements from The Hindu, and name boards found within the marketers of Coimbatore region, have been taken for the analytical purpose. The study of the discourse analysis has been restricted to the speech acts found in advertisements.

The methodology followed in this thesis is as per norms stipulated in MLA Handbook for Writers of Research Papers, Seventh Edition.