Chapter IV

Collocations
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Collocations

In the semantic field of language there are not only single words but collocations. A collocation is the conventional association of words together in discourse. Normally, lexical items can be combined in order to construct phrases, clauses and sentences. But some lexical combinations are treated as special combinations, for, they may be used as cliché phrases or idiomatic clauses. Largely because of the emergence of the societal context and because of the urge on the part of the encoder to convey the information so as to catch the attention of the viewers or readers, deviant collocations are widely used in the language of advertisements. Sets are stated to occur in particular registers, although owing to polysemy, and said to be considerably overlapping and may appear in very specialized discourse. The choice of a few items from a set is considered to be a stylistic matter depending upon the speaker or writer.

The Longman Dictionary of Applied Linguistics defines deviant as “a term used to describe any pronunciation, word, structure or sentence which does or does not contain a noun” (32).

David Crystal defines collocation as “the term used to refer to the habitual co-occurrence of individual items” (44).

The British Linguist J.R. Firth is often quoted as one of the first who deal with collocations as “the company words keep”. He maintains that, meaning by collocations is an abstraction at the syntagmatic level and is not directly concerned with the conceptual or idea approach to the meanings of words.
Advertising functions a complex multifaceted focal point that connects business organizations, society and consumer as illustrated below: Figure 4.1 shows the Realm of Advertising.

![Figure 4.1. The Realm of Advertising](image)

Figure 4.2 shows the semantic triangle of Ogden & Richard’s association of thought, symbol and referent.

![Figure 4.2. The Semantic Triangle of Ogden & Richards](image)
Thought- Refers to a causal relationship between thought and things.

Symbol- Synchronizes a causal relationship between thought and symbol.

Referent- Stands for an imputed relation between symbols and things.

‘Thought’ in this model refers to meaning; ‘symbols’ are the graphic devices used to express meanings; and ‘referent’ refers to the non-linguistic things in the world.

The relations between the triangular concerns are phrased more precisely in casual terms.

1. The matter evokes the writer's thought.
2. The writers refer the matter to the symbol.
3. The symbol evokes the reader's thought.
4. The reader refers the symbol back to the matter.

The magnitude of a few deviant collocations found in the corpus illustrates interesting aspects of collocations in the advertisements.

Spectrum of Collocations

- free combination

1. Lexical Collocations
2. Metaphorical Collocations
3. Grammatical Collocations
I. Lexical Collocations

Lexical collocations are combinations depending upon the subject matter and the register. They are formed on the basis of associating two different lexical items. Some of them found in the language used by the advertisers are given below:

Collocations in the field of

1. Pharmacy

   Name boards
   Thulas Pharmacy
   Park Medicals
   Homeo Zone

2. Hospital

   1. Acupuncture Home
   2. Women’s Health Care
   3. Laser Skin Care Home
   4. Ayurvedic Health Care
   5. Christ Hospital
   6. King’s Physiotherapy Centre
   7. Dr. Sengaliappan Nursing Home
   8. Preetham’s Cardiac Care
   9. Chest Clinic
3. **Finance or money**

1. Money X Changes
2. Southern Land Forex
3. Authorized Money Exchanges
4. Minute Exchange

4. **Tailoring**

1. Galaxy Tailors
2. Designer World
3. Chennai Designs
4. Fashion Designers
5. Rivera Curtain designer
6. Dream Tailors
7. HI Design
8. Stitch Park for Men
9. Dream Girl Fashions
10. High Look

**Collocations indicating the free combinations of lexemes**

1. **Park**

1. Park Medicals
2. Stitch Park
3. Children’s Park
4. Car Parking
5. Image Beauty Park
6. Green Park (Apartments)
7. Friends Park (Cyber- Café)

2. Store
1. Book Store
2. Fancy Store
3. Kerala Stores
4. Ladies Stores
5. Medical Stores

II. Metaphorical Collocations

Metaphorical Collocations are those in which the lexemes are brought into association with the words that deviate from the normal usages. Metaphors occur, when a word is taken or transported from the area in which it is usually located, to a new context. An effect of this is that the word that is collocated with the existing lexeme still reminds us of all the other possible words with which it is usually collocated.

Examples:
1. Hissing flames
2. Swarming Ashram
3. Bald truth
III. Grammatical Collocations

Grammatical collocations in the grammatical sense present the encoder of messages in English with a limited number of choices. They are usually formed by combining the propositional phrases with the verbs. The phrasal verbs have more of the characteristics of larger expressions in the phrases given below:

Examples:

1. Blocked out
2. Check over
3. Walled in
4. Hold back

**Syntactical use**

Richards observes “Syntax is the study of how words combine to form sentences and which govern the formation of sentences” (53).

According to David Crystal, “Syntax is the traditional term for the study of the way words are combined to form sentences in a language” (125).

A sentence is the largest unit of grammar. It is a construction that can stand alone without people feeling it to be incomplete. It is constructed according to agreed rules of grammar. It consists of one or more clauses. A clause consists of one or more phrases. A phrase consists of one or more words and words contain one or more morphemes. A sentence is the largest structure to which the rules of grammar apply.

Sentences in any text are used by writers with a specific purpose in mind. So the sentences in a text occur in some logical arrangement and various linguistic devices are
used to suit the purpose. Similarly, the length of the sentences varies according to the writer’s style and context of occurrence. Therefore, the constructions may be either long or short and simple or complex.

**Ideology through Syntax**

The following section attempts to look at some ways in which smaller or larger units of language is used to represent social groups and to promote a dominant cultural norm. To quote Danuta Reah “Syntax is an important factor in a way a text creates meaning” (42). The way in which elements within a clause are ordered can give weight age to one or more aspects, and reduce or remove others.

**Parataxis**

Parataxis is a variety of sentence structures in which the contents are placed one after another but without words to indicate co-ordination or subordination. There is considerable usage of this in the language of advertisements.

Eg: Why start the day with a mouthful of chemicals?

Ayurvedic Medicine for Strong Gums and Mighty Bites

**Intertextuality**

Any culture will have a range of familiar phrases and sayings borrowed from popular songs, book titles and famous literary lines. The advertisers are often found to make references to these borrowed phrases. Some examples drawn from the data to illustrate this are given below:-

The intertextual connection of this content can be traced in the promotional jingle of
Example 1: The soft drink Coco Cola

“Eat Cricket, Sleep Cricket and Drink only Coca Cola”

Example 2: The Cot Collections

The rhyme reads: “Inky, Pinky, Ponky…. Father had a donkey….

Old habits come in handy when it comes to selecting your cot from our wide range.”

**Mix of Spoken Language**

The mix of spoken language is also found in the language of advertisers in matters closer to the viewer. This type of language use is found in the ads.

Example: Do girls just wanna have fun?

In this above example, ‘wanna’ means ‘want to’. The spoken version has been used to strike an informal tone.

The advertisers play with words and use a psychological approach to draw the attention of the viewers in different aspects. The language highlighting various perspectives is analyzed below:

Type: 1

**Language relating tenses**

Example: Western Railway


The three tenses are expressed by the speaker to attract the people good in sports to make use of their talent, by seeking the special opportunity in the Department of Railways and to flourish in life.
Type: 2

**Antonyms**

Words providing the opposite in meanings are used by the advertiser.

Example: 1. Style *Shouts*. Pedigree *Whispers*.

2. *High* in quality and *Low* in price guaranteed.

Type: 3

**Utterance Inducing a Positive Attitude**

Example: *Good* things happen here.

The couple who do not have a child are discriminated by the society and people have a scornful look at them. This slogan is used by a fertility centre to assure the couple that they could go home with good hope and would be blessed with a child certainly. The emotions of the childless parents are used by the speaker, and a positive attribute is revealed through the slogan. “To be gifted with a child by use of the special treatment provided by the physicians in the fertility centre.”

Type: 4

**Emotion Assuring Happiness**

Example: Your shopping pleasure starts here.

The speaker wishes to convey that things needed for the whole family starting from new born babies to grandparents are available under one roof. So, the message strongly assures that people will enjoy shopping in their place. The word 'you' denotes that the speaker is addressing the readers of all age groups.
Advertisers, being aware of the fact that people are in need of a change in the products when compared to the existing ones, try to bring it to the notice of the viewers through the mode of expressive language.

**Discourse Indicating the Change of Products**

Examples:

1. Fresh arrivals. Wedding silk sarees and party wear readymades.

2. Fresh drops. Fresh vegetables and fresh fruits.

3. Innovative styles and shapes designed with excellence. (Furniture)


   In the above examples, the lexemes ‘fresh’, ‘innovative’ and ‘new’ pave way to mean that the old stock of products have been cleared and the exciting new arrivals are exhibited for them to experience the difference.

Type: 6

When people meet others at any time from morning till the end of the day, they have the habit of wishing in the beginning and bidding farewell towards the end. This social attitude is revealed by the advertiser in an informal tone by the use of those words in the example illustrated below:

**Discourse Indicating Greeting and Farewell**

Discourse indicating Globalization

Type: 7

Language and society are closely related to each other. Language reflects the social realities. At the same time, special changes or new things that take place in the society leave their imprints on the language. One of the much talked about social processes of this era is globalization. Media is the vital force that actually propels the process of globalization to its profitable end. Even as the international products are sold throughout the nation, the information about these products is mediated through advertisements and other forms of communication in English language. Globalization also advocates some form of integration and unification with a different perspective. In a multilingual nation like India, though culture is heterogeneous in character and plural in manifestation, language is the thread of commonness among different language groups. This is attempted by advertisers in introducing the products and places. They help people to get products from many other countries. Business bridges up the relationship between different countries and provides a platform for integration. This is revealed through the products. This paves way for sharing the cultural concepts.

Examples:

1. The French Lifestyle Brand
2. The American Dress Code
3. The Swedish Boards
4. Koyo Japan Bearings
5. Sofa So Good and the comfort of German and Italian Perfection
People wholly involved in the field of business wish to establish themselves in the competitive market by featuring the qualities in different ways. Some of the languages revealing supremacy are listed below:

**Language Informing Supremacy**

Examples:

1. Asia’s Best Bombay Circus
2. Winner Footwear
3. Champion Textiles
4. Peak Systems Ltd.
5. Star Orchard
6. Supreme Motors

**Text by Ranking**

1. **Grade or Class**

Examples:

1. A1 Chips. The Best Shop
2. Ad Product: Mercedes Benz
   i. Introducing the stunning new generation C-Class
   ii. The E-class now unleashes fantastic new offers

2. **Numbering**

Example: NO: 1 Air Travels
3. Through Advancement in Progress

Example: ‘Leading in Learning’

4. Phrases Indicating Superlative Degree

i. The fastest growing Gold Financing Company. (Manappuram Finance Limited)

ii. The world’s largest Ford retail chain supermarket.

iii. Coimbatore’s Biggest and Finest Wedding event. (Le Meridian)

iv. India’s most trusted airline!

v. Comfort that keeps even the longest legs happy.

vi. Coimbatore’s most premium houses are ready for occupation. (Fair Pro’10)

5. Comparative Degree

1. The legend is back. And this time, the story is bigger, bolder and better.

(New Skoda Octavia)

2. Look as young as you feel. (Titan World Class Optical Stores)

Type: 9

Advertisers remind about the economic status of the people in the society. Bearing this concept of psychological approach in mind, they inform them about the offers in various perspectives ranging to the needs of the people.

Range of Needs

Buy two, get one free

Free three years warranty

Talk two seconds, pay one paisa
Cameras for all budgets

Cost value of items ----

50 Jilabee

**Kinds of Offers Related to the Field**

1. Bumper offer on pampers

2. 100% waiver on processing charges

3. 0.25% concession on applicable interest rate

4. Extended buffet spread at no extra cost

5. Exciting inaugural offer

6. Super bumper offer

7. Mega gold offer

8. Hurry! 4 days left before prices increase

9. Sale. 40% Flat

10. Exchange offer

11. Define you discount

Freedom to choose your own discounts now!

12. Half price sale from today

13. Bonus for customers

14. Scratch and win (DVD player)

15. Rs 500/ less per 8 gms. Lowest wastage.
The Speech Act of Acknowledgment Adhered for Different Occasions

1. Greeting

1. Inviting

2. Wishing

3. Thanking

4. Congratulating

2. Inviting

A. We cordially invite you for the inaugural function of our associations
   (South India Steel Corporation)

B. Invite you to invest in Chennai
   (Palace Gardens)

C. Welcome Home to Coimbatore’s best gated community
   (Srivari)

D. Welcomes parents for an enlightening talk
   (Aalam School of Learning)

3. Wishing

1. World Photography Day wishes to all photography lovers

2. Celebrate Dussehra with us

3. Celebrating the opening of our 225th branch at Sringeri (IOB)
4. Happy Vinayaga Chadurthi

5. Celebrate the diversity in music at The Hindu Friday Review November Fest

6. This Pongal, Harvest happiness

7. Welcome the Year with Sharp Products and Get Assured Gifts

4. Thanking

1. Thanks to Central Board of Secondary Education for affiliating us with the Board.
   Thank you.

2. We are turning 72. And it is time to celebrate, to give back and express our gratitude to you.

3. Thank you! For choosing us as the best place to dine.

4. Thank you Coimbatore for your overwhelming response to Purva Bluemont.

5. Congratulating

1. Congratulations to the winners of the 5th round of the Polo Cup India 2010.


3. Congratulations. We are proud of India’s Historic win.(Asian Champions Trophy 2011)

   Speech act indicating the special preference for students from one particular region to receive education with the financial help provided by another nation induces the learners to pursue their studies, and is a welcome note. This is certain by the example given below.

Speech act of Preference

Example: The Netherlands

Announcing Scholarships for Indian students.
Message: The language is targeted towards the student community. Students from many countries plan to undergo their education in foreign countries. Bearing this attitude in mind the Government of Netherlands, to increase the admission for poor students and the students who have already excelled in their previous qualifications, would like to give an opportunity to flourish in the field of education. The utterance further stresses that 'preference' is targeted specially towards Indian students.

Text: My daddy makes air conditioners that keep buildings cool and the world green.

He works at Ingersoll Rand.

Ad: Ingersoll Rand

Inspiring Progress

The products are not only directly introduced by the advertiser but through other means also. In this example, the product and the company are revealed through the source of children. The pictorial image of a girl portrayed in the advertisement shows that the text is in the form of a response by the girl child. It is perceived that a question has been put to the child about the father’s profession and an answer is directly provided by the child describing the working atmosphere and the marketing field. The response could be assumed that the hearer would have made an attempt to enquire about her father’s profession in the following aspect:

Assumption of queries made by the listener:

1. What is your father’s profession?

2. What are the things made by your father?

3. What kind of products are made in his company?
4. Where does he work?

5. Does he make electronic goods?

6. Is he working for LG?

The illocutionary act of the utterance “the world Green” reveals two different purposes of the product.

1. Suitable for the building

2. Helps environment

**Purpose of the product**

1. Helps in maintaining moderate temperature

2. Keeps the air free from pollution

The speaker introduces the product and further indicates that the product helps the surrounding, paving way for a comfortable living and assures pollution-free component.

**Post-Purchase Behaviour**

After making a decision and consumption, the consumer experiences some level of satisfaction or dissatisfaction. A marketer’s job does not end with the product sale. They monitor post-purchase satisfaction, actions and product uses as well. Some purchases result in post-purchase dissonance which reflects anxiety that might have come to the consumer’s mind after making the purchase. This kind of behavioral attitude is used by the advertiser to influence the new buyers also with a positive attitude.

Example: 1.a

Ad: Ray Ban

Text: I THINK I’m LUCKY.
Example: 1. b

MAX NEW YORK LIFE INSURANCE

Text: “The Best Advice Anyone Gave Me Was To Be an Agent Advisor”

Name: M.M. Sanker

Profession: Max New York Life Agent Advisor

Success to Me is: Having a consistent and ample flow of income

Best Decision in Life: Becoming a Max New York Life Agent Advisor

High Points in Life: When my hard work paid off and I bought my farm house

Best Vacation: Many! Several international trips, thanks to Max New York Life

Max New York Life Gave Me: Rewards, recognition and the drive to do better each time

In the above examples, 1a reveals the positive attitude through the single utterance ‘Lucky’ and assures the reader to favour luck on buying the branded product, whereas 1b provides a chronological series of the beneficial factors in the form of a bio-data by the individual and goads the readers to become agents with MAX NEW YORK LIFE INSURANCE and write their own success story.

Positioning the brand image

Positioning is the foundation upon which all other marketing mixed decisions are built. Position strategy descriptions usually have an important role in an advertising strategy. Positioning, when combined with other tools, produces a unique perception in the mind of the consumer. It involves a decision to emphasize or highlight certain aspects
of a brand. Advertising efforts and other promotions attempt to communicate the brand’s position to consumers. Consumers respond to products or brands as they perceive them rather than what they are in reality. The perception of individual product is subjective and called ‘perceptual identity’. Whatever is the approach used for developing positioning strategy, all of them have the common objective of either developing or reinforcing a particular image for the brand in the minds of the consumer.

Example: Amul Brands

Text: You changed the lives of 15 million farmer families

You revolutionized the dairy sector

You gave India 200 Amul brands

We give you 90 candles

In this example, the speaker through the brand image, expresses the token of gratitude in an indirect way to portray that the miracle of achievement has happened due to the response of the customers. He further reveals it surprisingly that they were able to sustain in the competitive market by the customers ‘continuous support and this has led to the expansion of many products with the brand and they have reached nearly 90 years which have revitalized the lives of many people.

2. Text indicating the change in the brand name

Example: Madras Cements Ltd. is now The Ramco Cements Limited.

Now the name has changed but our belief in core values, commitment to quality and customer service remains unchanged.
Ethics in Advertising

Nowadays the changing consumer types and consumer behaviour causes to be more creative in advertising; To be different, to reach the target audiences with effective messages, point out the need for creative strategy. Due to this reason, the ethics part of advertisements can be analyzed so that it can be understood that the most important aspect of advertising is creativity and ethics. This part is based on some criteria that have used content analysis to understand the ethical point of view of creative advertisements.

"Creativity is an ability to produce new and original ideas and things; imagination and inventiveness, also mean to find new ways of new combinations". (Kocabas 20). The creative strategy in advertising is to choose the original and the right way to reach the target audiences with the right and original idea and image.

Definition of the word ‘ethics’, in common parlance, is used to mean right or wrong. The Chamber’s Dictionary defines ethics as ‘The sentence of morals and that branch of philosophy which is concerned with human character and conduct’ (1). It is governed by a set of principles of morality at a given time in the society. The concept has some facets that are universal in nature, but much of it may be defined with reference to the values established and practiced by a particular society. The concept of morality differs not only in interpretation and application from culture to culture, but also witnesses change over a period of time even within the same culture.

Ethical Values in Advertising

Advertising, as a popular form of communication, is a mix of art and facts subservient to ethical principles and standards. In order to be pragmatically consumerist, advertisements necessarily have to be truthful and ethical. It should, under no
circumstances, mislead, misinform and misguide the consumers. Normally, the purpose of the advertising should be to inform, persuade in conformity with the prevailing ethical standards that draw their roots from the social norms and values, ultimately reinforcing the social value orders. Any deviation from this without substantive justifiability would be viewed as an affront to the tradition, moral and ethically bound society. As far as ethical values in advertising are concerned, the concept of right and wrong, fair and unfair, just and unjust is reflected either by the organizational policy or by social reactions to a given advertisement. Ethics are systems of moral principles that help us determine right from wrong and good from bad. Following are the codes of ethics pertain to advertising:

- Advertisement carried what shall be so designed to conform to the laws of the country and should not offend morality, decency and religious susceptibilities of the viewers.
- Advertisements must not be directed towards any religious or political end.
- No advertisement shall contain references, which are likely to lead the public to infer that the product advertised or any of its ingredients, has any miraculous or supernatural property.
- The picture and the matter shall not be excessively extraordinary.
- No advertisement which endangers the safety of children or creates in them any interest in unhealthy practices or shows them begging or in an undignified or indecent manner shall be carried.
- Indecent, vulgar, repulsive or offensive themes or treatment shall be avoided in all advertisements.
Advertising is a competitive world and the ethics involved will always be a never ending process. Moral and ethical appeals are generally used to urge people to support or draw concern to social causes. These appeals attempt to draw attention to what is ‘right’.

Regulations Advertising:

The government plays a role in framing certain regulations in advertising products.

<table>
<thead>
<tr>
<th>Products</th>
<th>Regulations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beverages/alcohol</td>
<td>Not permitted.</td>
</tr>
<tr>
<td></td>
<td>Print and outdoor do allow indirect advertising.</td>
</tr>
<tr>
<td>Cigarettes</td>
<td>Satellite television accepts alcohol directly.</td>
</tr>
<tr>
<td>Pharmaceuticals/drugs</td>
<td>Not permitted on air and print media, including satellite.</td>
</tr>
<tr>
<td>Others</td>
<td>Rules vary with every college, clinic, institute, laboratory and many such institutions.</td>
</tr>
<tr>
<td></td>
<td>Overseas commercials are accepted.</td>
</tr>
<tr>
<td></td>
<td>No language restrictions exist.</td>
</tr>
</tbody>
</table>

The social causes such as educating, AIDS prevention, polio eradication, environment protection, population control, donation to support victims of natural calamity or prevention of child labour, etc., advise the people directly or indirectly.

**Puffery**

Puffery is one benign means that the advertisers use to grab the attention. These claims are usually meant to appeal some hidden psychological need.

**Text**

Example: If your son drives like an animal,

Put him in this cage.
The speech act advices the parents and further guarantees that their son never gets hurt or it just means that it is probably safer than other cars.

**Public Service Advertising**

Public service advertising, popularly called PSA, takes up the issues related to some good cause such as preventing child abuse, anti-smoking, stopping drunken driving, etc. Advertising professionals do not charge for creating PSA and media too donate space and time. Most of the PSAs that we see in the print media are created by the Advertising Council, a non-profit organization. The standards of PSAs are like other commercials, as the ad agencies use their expertise to design them. Moreover, because of the service competition, the non-profit organizations are forced to carry out excellent jobs so that they can compete well with paid commercials.

Some significant issues dealt with in PSAs are as follows:

- No tobacco
- Take polio drops
- Educate your children
- Adult education
- AIDS awareness
- Save water
- Pay income tax
- Family planning
- Self-employment
- Girl child not a burden
The discourse in the following example is a note to the public to join hands with the advertiser’s mission to educate the poor people who are deprived of proper education and lag behind in society.

Example: 1

Text: We bow to the divine spirit within you

Our vision is…..

To spread love, light and joy

To raise the quality of life through 100% education

Awareness and divine spirit

To leave memorable imprints in

As many lives as possible

Join us to make a difference

The message by Anugraha Educational Trust appeals to the public to render their helping hand for a social cause in making the adults and kids living in and around the city to undergo the basic formal education. This indirectly throws light on the fact that the organizers are willing to improve the standard of lives of many people and their mission is to prove the fact of making the city a complete literate city.

Emotional aspect of love, enlightenment and happiness are depicted by the advertiser expecting the public to stretch their hands to join them in tracing out to find the uneducated people and kids from far and near who are either engaged in child labour or who do not undergo formal education and to provide them with good education for their future prospect.
Example: 2

The Water Board, Coimbatore

Water is life
Save water
Save life.

Message: Most of the places in the city face the major problem of water scarcity especially during summer due to the failure of sufficient rainfall, and the increase in population flow, etc. The city water board insists people to use water sparingly and to save water which is one of the basic things needed in life. This information is insisted for a social cause of saving water which could end up in the supply of water for a longer period for the public.

Example: 3

The City Traffic Police

Drinking Kills
Driving skills

The message by the city traffic police is in the form of an appeal advising the people not to consume alcohol which results in a very bad consequence of death where the family members mainly lose the earning person or the only kith or kin and further extends to say to avoid driving after consuming alcohol which results in the death of many lives in the case of people driving heavy vehicles.
Corporate Advertising

When corporate houses advertise to uplift their image on a viewpoint, it is called corporate advertising. They do not sell products but take up a theme in which the corporate houses are involved. This kind of advertising sprouts in the public relation department rather than advertising department. Corporate identity advertising is yet another type of advertising that the grand houses use to maintain their reputation among the public or very specific audiences to spread the company’s name and the nature of business.

Example: 1

Go Green, Go Ford

The advertiser from Ford Company is willing to reveal to the public that the products from their company are specially designed to suit the environment and the emission from the vehicles do not cause any pollution which spoils the surrounding. Green is a calming, refreshing and conservative colour. It signifies tranquility, nature, health and freshness. It is used by the advertiser to provide a wider relevance to mean the product of mobility, with reference to the above mentioned attributes.

Example: 2

Where you save paper

You help save trees too.

Switch to e-bills

Save trees and secure your & your child’s future.

The advertisement by IDBI and other nationalized banks insist the people to make use of the advanced electronic banking system available with them and to pay for
different aspects through e-billing which will certainly reduce the habit of using papers. They are indeed happy to inform that the public are not only making use of the technology but also involved in helping to save trees too. This is indirectly brought to the public to create awareness that papers are produced from trees. To avoid deforestation and save the environment, the organizers from the bank are willing to render their service to the public by advising them to switch over to the new service which will not spoil mother nature. This attitude is not only going to help the present generation alone but prolongs to save nature for the next generation also.

**Exploitation of Religious Sentiments**

Since time immemorial, religion and commerce have been in harmony with each other in every society, India being no exception. References and inspirations from religion of course have been always with respect and discretion. Since religion is deep rooted in the Indian psyche, it most often finds expression in popular culture, whether in folk art or advertisements. A few advertisements are guilty of abusing the cultural ethos and values of Indian society. Some advertisements not only pose serious challenges to the ageless Indian culture and ethos but also adopt all possible means to exploit the religious sentiments of the consumers. In the advertisement for a television company, Goddess Durga is portrayed carrying the different models of television in each of her ten hands instead of carrying weapons. This advertisement is inserted during the Durga festival intentionally when Goddess Durga is worshipped. The caption goes:

An Offer So Irresistible, No One Can Keep Their Hands Off Our TVs (not even Goddess Durga).
Such a copy is a clear case of exploiting the religious faiths of the Indian consumers with a Hindu majority population. Even Goddess Durga is made to endorse products by commercial advertisers, posing a serious threat to the prevalent cultural value of the society.

**Encouragement of Self-Medication**

Many advertisers often lure consumers to try a brand of medicine. However, between a consumer and the drug stands a chit of paper, namely, a prescription. Advertising prompts consumers to ignore the prescription. Medicines often have toxicity and when taken in wrong doses for wrong reasons may aggravate a disease or trigger new complications. Yet, one sees legions of medicine advertisements prompting people to take just one or two of a certain kind of medicine for faster, long-lasting relief. Medicines, whether of herbal or chemical origin, can produce side effects. Lured by the promise of immediate relief, patients often use drugs which results in symptomatic relief only.

The persistent advertisements of drugs extolling their virtues sans a single word about its possible side effects, encourages the habit of self-medication which is potentially dangerous. It is ironic that advertisements of cigarettes and panmasalas carry statutory warnings but the numerous ayurvedic, herbal or allopathic drugs are advertised and sold without a word of caution. Thus, it is really unethical to have advertisements of medicines which prescribe a dose of relief within a set time. The Drugs and Magic Remedies Act, 1954 has provisions to protect the public from objectionable advertisements. However, most of the medicinal advertisements are undertaken in the guise of consumer goods advertisements and hence escape the ethical check-gates.
Ad product – Medicine – Vitalinaa

Medicines are known to be effective in treating people for illness. Marketers provide a list of components of various benefits for the customers.

Benefits of the medicine

- Supplements nutrition
- Relieves fatigue
- Enhances good health and growth
- Strengthens immunity
- Busts stress
- Stimulates memory
- Quick action
- Cost effective
- Easy to use
- Free from side effects

Due to the change in food habit, nutrition deficiency occurs quite naturally for all children, working people and aged people. Hence, supplementation of nutrition is a must for any individual. People who work strenuously will be relieved from fatigue. Continuous work, without any break, makes any individual exhausted. To enhance good health and growth they need nutrition. Hence they attract the customers generally to consume their products. People lacking immunity easily fall as a prey to sickness like viral infections, respiratory problems, etc. The speaker induces to avail the facility to increase their immunity and also help them to get relieved of stress. Due to the
monotonous work, people are liable to memory loss. Hence the advertiser assures that their products stimulate people to regain memory. They further extend their information by revealing the quantity as 500mg tablets and 280mg capsules. It is very easy to consume and get immediate remedy. People are naturally worried about the side effects and cost. By mentioning cost effect and free from side effects they appeal to the customers by promising in a positive attitude.

As advertising is a social process and must honour time tested norms of social behaviour, it should not affront our moral sense. In a country like India where consumerism, born out of liberalization and globalization, is fast emerging as a major force, there is a strong case for social intervention in the matter of advertisements in order to ensure that they meet specific standards of truth and prevalent values of the society without violating ethical norms. True mass media advertising is the only viable and economic way of providing marketing information to India's enormous population spread as it is over a vast geographic terrain. Some of the advertisements traverse beyond true and informative level and consumers at large are being goaded into lifestyles determined by the market forces. As a matter of fact, most of the commercial advertisements undertaken in India blatantly try to sell a handful of dreams invested in material products and push the consumers to the pinnacle of consumerism. In the cult of hard sell, only the virtues of the product are emphasized.

Societies generally assert that advertising should be truthful and there are legal provisions, which attempt to make advertisements generally meet specific standards of truth. Certain agencies like the Advertising Agencies Association of India and the Advertising Standards Council of India also provide a regulatory framework for
advertising. In the absence of any clear standard of approved ethical norms, it is left to
the advertisers to adhere to their own personal standards. In recent years, the stress in
advertising has shifted from technical features of the product to direct emotional appeal,
thereby creating enormous scope for the advertisers to violate the ethical norms.
The aforesaid is a clear pointer that there are indeed a great deal of differences between
what the advertisers call information and persuasion and what many people see as
manipulation, distortion, confusion and exploitation of consumers. In such a situation,
self-policing by the advertisers is of crucial significance.

**Celebrity Advertising**

Although the reader is getting smarter and the modern-day consumer is getting
immune to the claims made in a majority of advertisements, there exists a section of
advertisers that still bank upon celebrities and their popularity for advertising their
products. Using celebrities for advertising involves signing up celebrities for campaigns,
which consist of all sorts of advertising including print advertisements.

Example: Enjoy your favourite Bru coffee in a mug signed by your favourite film stars.

Free mug with Karthi- Kajal autographs.

**Social and Cultural Impact Factors**

Advertisements are written for the purpose of persuading the target consumer to
consume the products or try the services offered. The language of persuasion is usually
catchy and brief. However, the copywriters have the conventions in the name of
creativity to capture the attention of the target consumers. On the other hand, some
advertisements focus on cultural sensitivity. Culture here is a cover term for innumerable
elements ranging from simple food habits, travel habits, clothes, belief, faith, sentiments
and emotions. Cultural aspects of any text are not easily translatable but can be adequately interpreted via the media, particularly through newspaper advertisements which carry images and text.

Although there are various marketing tactics used by advertisers, certain advertisements are more frequently found in the media than others. The higher frequency of certain advertisements in the print media suggests the higher consumer market for such products or services. Advertisers use prior knowledge and experience to persuade the target consumers to buy or use the product or services. The advertisements generally seek to influence the Indian community to be aware and take note of important social issues necessary for a comfortable life such as the need to be successful entrepreneurs in which the advertisers appear to be concerned with creating opportunities for the target consumers in India.

As for the cultural impact factors, advertisements appeal to the motivational and spiritual needs of the community such as seeking inner peace, charity as well as improving oneself. Among these cultural elements, language and religious festivals seem to be greatly favoured in the advertisements. Therefore, advertisements have certain issues or priorities that they seek to highlight and the advertisers are drawn into the social and cultural net to ensure that information is disseminated. Therefore, the onus is on the target consumers to respond or disregard advertisements.

Culture is a comprehensive concept that includes almost everything that influences an individual’s thought process and behaviour. It influences not only our preferences but also how we make decisions and even how we perceive the world around us. Most of the culture is acquired. Much of the human behaviour is learned rather than
Culture is a set of norms, values, beliefs, morals, customs and knowledge acquired by human beings as members of society.

Marketing strategy is influenced by cultural factors such as values, language, verbal and non-verbal communication. In turn, the marketing strategy also influences these factors. Cultures vary from one country to another as these factors differ widely from one geographical boundary to another. The success of a company depends upon how well it understands the cultural differences and its adaptability to these differences. Figure 4.3. shows the cultural factors influencing consumer behaviour and marketing strategy.

![Diagram of cultural factors influencing consumer behaviour and marketing strategy]

**Figure 4.3. Cultural factors influencing consumer behaviour and marketing strategy**

Culture provides the framework within which individual and household lifestyles evolve. The boundaries that culture sets on behaviour are called norms derived from cultural values, or widely held beliefs that affirm what is desirable. Cultural values give rise to norms and associated sanctions, which in turn influence consumption patterns.
Environment oriented values prescribe a society’s relationship to its economic and technical as well as its physical environment.

Self-oriented values reflect the objectives and approaches to life that the individual members of society find desirable. These values too have strong implications for marketing management.

**Pride in Tradition**

1. Ad: RMKV
   
   Text: 86 Years of Silk Heritage

2. Ad: Pothys
   
   Text: Alayam of Silks

3. Chennai Silks
   
   Text: Blending Traditions Beautifully

   In the above three examples, the language expressed by the speaker highlights the tone that they are feeling proud that they have established themselves in the competitive field of marketing, especially with the textiles.

**Group Influences**

Example: 1

A family makes the purchase decision for most products or brands. The basic purchase motive is to satisfy the individual’s need, but there are purchases in which the consumer buys more than the product or a brand. Membership in a group is also being purchased. For example, the purchase of a car. Most customers acquire not only the car and some aspect of the image associated with a car, but also gain a group or sub-culture.
While there may be a number of distinct ‘mere’ groups, most share a core ethos or value system. General public have certain expectations about the style and behaviour of car owners. So, purchasing a car is a group based process.

Example: 2

SATHYA Spreading Happiness presents

The Hindu Peace

A CHARITY FUSION MUSIC CONCERT

WHEN GREAT MUSIC AND GOOD PEOPLE COME TOGETHER, LIVES CAN CHANGE

The attitude of the advertiser as a group throws a welcome note to the commoners to join them for a music concert and use the power of music to bring about a positive difference in their life and it proceeds with information that the concert will be used to aid the challenged people. The message enhances the readers to enjoy music, which is like a healing therapy, not only for them but simultaneously invokes them in rendering their helping hands to bring a transformation in the lifestyle of the challenged people also.

Example: 3

The daddy who works late every night. The mummy who doesn’t eat until you do. The dadas and daddies who never forget a birthday. The brother who is always there for you. The sister who never forgets Raksha Bandan.

**Internal Influence**

These processes occur primarily within the individual and are different from the ones that are external to the individual. The interaction of the forces within an individual
helps form self-concepts and lifestyle, which are central to the model of consumer behaviour. Their actual and desired lifestyle is the way they translate their self-concepts into daily behaviour including consumption behaviour. The speaker understands how an audience process information so that the message is effectively communicated. Figure 4.4 shows the internal influences on consumer behaviour.

![Internal influences on consumer behaviour diagram](image)

Experiences and acquisitions

**Fig 4.4. Internal Influences on Consumer Behaviour**

Figure 4.5 shows the information processing by consumer.

**Exposure —— attention —— interpretation —— retention**

**perception —— purchase and consumption decision**

**Figure 4.5 Information Processing by Consumer**

Before a purchase decision is made by a consumer, the stimuli given by the speaker is processed in different stages. The first three stages combined together constitute ‘perception’. Exposure occurs whenever a stimulus comes within the range of a person’s sensory reception, nerves vision. This can happen deliberately or randomly. Attention occurs when stimulus is seen, i.e., the receptor nerve passes the sensation into
the brain for processing. People are exposed to innumerable stimuli. This selectivity has major implications for marketers and others concerned with communicating effectively with consumers. Interpretation is the attachment of meaning to the stimuli. The meaning people assign to a stimulus is not a direct meaning of the words and the situation of the consumer. Consumers assign meaning to the tone and feel of the message as well as the actual words and symbols. A given message can be subjected to different interpretations by different people in different situations.

**Cognitive Interpretation**

Cognitive interpretation is a process whereby stimuli are placed in the existing categories of meaning. It is an interactive process. The addition of new information to existing categories also alters those categories and their relationship with other categories. It is the marketer who provides appropriate information and knowledge through advertising to felicitate the consumers to assign a particular category or alter the category of the product. It is an individual’s interpretation, not an objective reality, which influences behaviour. For example, a company may bring a new high quality and low priced brand among the existing brands because of its better production process and marketing efforts. The above example indicates the difference between the semantic and the conventional meanings, assigned to a word and the psychological meaning assigned to a word by a given individual or a group of individuals based on the context.

Marketers are concerned with the psychological meaning. For example, the semantic meaning of the term ‘on sale’ is “a price reduction from the normal level”. However, the psychological meaning which the consumer may derive is that the product is out of fashion. Affective interpretation is the emotional response or feeling triggered by a stimulus such as an
advertisement. The emotional responses to stimuli vary from culture to culture. For example, a picture of a young child with kittens may draw a feeling of warmth for a lover of pet animals whereas a person allergic to cats might have a negative emotional response to such a picture. Hence, consumers focused with new products or brands often assign meanings based on their needs, desire, expectations and experiences. An individual’s interpretation of stimuli is mainly influenced by personal variables such as learning and expectations.

Consumer behaviour is largely a learned behaviour. The brands consumer buy, the place from where they buy and the criteria for choosing a brand are all known from their friends, relatives or family members. Therefore, we may say that people acquire most of their attitudes, values, tastes, behaviour, preferences, symbolic meanings and feelings through learning. Learning as a term is used to describe the process by which memory and behaviour are changed as a result of conscious information processing. A large number of organizations attempt to help people learn attitudes and behaviour about food, clothing, drinking, health, pollution, environment protection, etc. Learning is any change in behaviour which is the result of information.

\[
\begin{array}{ccc}
\text{Inputs} & \text{Processing} & \text{Outcomes} \\
\text{Culture} & \text{Learning} & \text{Attitudes} \\
\text{Social class} & \text{Values and Preferences} \\
\text{Media} & \text{Tastes and Feelings} \\
\text{Institutions} & \text{Behaviour} \\
\text{Family and Friends} & \text{Meaning} \\
\end{array}
\]

\textbf{Figure 4.6. Learning and Consumer Behaviour}
The processing of various inputs from the environment in which the consumer exists results in the learning of certain values, preferences, attitudes, tastes and feelings as depicted in the column. This outcome of learning then determines the buying behaviour. Thus, learning is a continuous change resulting in modifications or new learning outcomes.

**Language variations**

Language is a socio-cultural geographical phenomenon. There is a deep relationship between language and society. It is in society that people acquire and use language. Socio-linguistics is the study of speech functions according to the speaker, the hearer, their relationship and contact, the context and the situation, the topic of discourse, the purpose and the form. An informal definition is the study of ‘who can say what, how, using what means, to whom and why’. It is the study of the way in which the structure of a language changes in response to its different social functions and the definition of what these functions are. Society here is to cover a spectrum of phenomena to do with race, nationality and regional, social and political groups and the interactions of individuals within groups. The study of language as part of culture and society has now commonly been accepted as socio-linguistics. Socio-linguistics studies the varied linguistic realizations of socio-cultural meanings which in a sense are both familiar and unfamiliar, and the occurrence of everyday social interactions which are nevertheless relative to particular cultures, societies, social groups, speech communities, languages, dialects and styles.

Language can vary not only from one individual to the next, but also from one subsection of speech community (family, village, town and region) to another. People of different ages, sex, social classes, occupations or cultural groups in the same community
will show variations. A language is code. There exists a variety within the code. The factors that cause language variation can be summarized in the following manner:

Nature of participants, their relationship (socio-economic, occupational, etc.)

Number of participants (face-to-face, one addressing a large audience, etc.)

Roles of participants (teacher, student, priest, father, son, husband, wife, etc.)

Function of speech event (persuasion, request, for information, ritual, verbal, etc.)

Nature of medium (speech, writing, scripted speech, speech reinforced by gesture, etc.)

Genre of discourse (scientific, experiment, sport, art, religion, etc.)

Physical setting (noisy, quiet, public, private, family, formal, familiar, unfamiliar)

Regional or geographical settings, etc.

**Findings and Discussion**

The discussion highlights the presence of the social and cultural factors in the headings and captions as well as the complementary illustrations that make the display in print advertisements. All the features suggest the presence of either the social or cultural factors or their co-presence where the focus of the study will be delimited to the headings and captions as well as the illustrations. Some examples of the impact factors that are embedded in the advertisements of the current study are given below.

**Headings and Captions that target particular consumers**

The headings are short but catchy to attract the reader's attention. Captions on the other hand are often sub-titles in advertisements and they stress the meaning of the heading. Sometimes the caption stresses the important parts of the text. The headings and
captions are the advertiser's most important tools, acting to coerce the reader or target the consumer to feel that the advertisement is specially written for him or her.

Example: 1 Ad: Kumaran Silks

Text: Great price reduced

Kumaran Silk's Gift

The advertiser seems to understand and know that spending money is the only concern among consumers when deciding on whether to buy or refrain from buying a particular product or services. By highlighting that there are big discounts awaiting the consumers, the advertiser suggests that the target consumer should continue reading the advertisement. First, either the words persuade or dissuade the readers to take further appropriate action. As price is an important factor before a consumer opts to make a purchase, the advertiser has used this knowledge to write a persuasive call to the target consumers. The adverb 'great' suggests that the target consumers would be able to enjoy big savings when they purchase the products from the company.

In the example above, 'great price reduction' refers to the heading, while 'Kumaran Silk's Gift' forms the caption which gives additional information about the textile company. The caption introduces the place where target consumers could save more, i.e. at 'Kumaran Silks' that is offering the discount gift. 'Kumaran Silks' is a company that sells clothing for men and women. The advertiser is targeting the community, in particular, about the huge price reductions being offered, which the advertiser claims are a 'gift' from the company. The company deals with silk clothing from saris to suits for men and women. Silk is auspicious for the Indian community and
is used on grand occasions or festivals. As silk is expensive and hand embroidered with silver and gold threads, the clothes are always costly.

Example: 1

Ad: Fair & Lovely

Text: Find your real complexion in just 7 days

Clear, soft, lovely…..mmm

Multi-vitamin total fairness cream for you

The volume of language used here connotates the advertised product is for women, besides the visual denotation. It observes that advertisements for women are more detailed and verbose than the adverts for men’s product.

Yarborough states:

“Advertisements for women readers are often more detailed. Women are concerned about grooming and appearance and they appreciate fine distinctions”(32).

The overall texture of the text is feminine. The text comprising of ‘clear’, ‘soft’ or ‘lovely’ relates tender and aesthetically pleasing sensuous words. Together, they embody a distinct view of the word, its own sense of meaning, relations and intentions. The verbal expertise of the advertisement is mainly packed with words like touch, sight, soft skin, fair, fresh and refreshing, conventionally attracting women. They are all natural. Nature in English is feminine. They appeal to the added expressive sense of touch and the vision. The pink colour semantically collocates with the meaning of softness and tenderness, reflecting some of the mythological attributes of feminists. An appeal to Ayurveda, an
ancient Indian system of medicine being spoken, attracts the so called authenticity to the propositions.

The use of 'you’ invites the reader relating subject to recognize herself as the individual being who is spoken.

The product has become a representative of everything that the social milieu expects the subject to become. “What the advertisement clearly does is thus to signify, to represent to us the object of desire” (Williamson 31). As Price says, “The type of society we inhabit favours certain devices and capacities and prohibits or disfavours others” (45). The colonized mind is conditional to an extent that the habits, the lifestyle, the language and the colour of the colonizer still bear power.

The advertisement promises glamour to the personality.

The pre-suppositions of the advert are---

1. Beauty is being fair
2. You are not fair
3. So you are not beautiful
4. Fairness cream makes you beautiful
5. Use fairness cream
6. You will become fair
7. Once you are fair you will look beautiful and young

The advertisement offers the subject such as transformation, an image of herself made glamorous by use of the product. Publicity assures us of such a transformation.
Various Linguistic Perspectives used by the Advertiser

1. Fair & Lovely Multi-vitamin
2. Fair & Lovely Total Fairness Challenge Cream
3. Skin Clarity Right Cream
4. Advanced Fairness Nourishment
5. Forever Glow for Ageless
6. Fairness with Non-oily Look
7. Winter Fairness Cream
8. Menz Active

World’s No:1 Fairness Cream

Fair & lovely isn’t just a cream, it’s a fairness treatment. Every time you use it, you get the targeted action of 5 fairness treatment.

So cream users, ready to take a fairness bet with us?

Example: 2

1. Women's Horlicks
2. Ladymatic (Watch)
3. Just Born (Neutral)

Signs and symbols

Sign is a visual mark or a part of language that denotes another thing, while symbol is a mark representing a concept used to identify institutions, corporations and so on. An index is a sign with a direct connection with its objects. Two basic types to
distinguish symbols are pictograph and combination mark. Pictograph is widely used in print advertisements. Combination mark is a symbol and logo used together. Signs and symbols are an important part of association networks in our memory such as packaging, colours, letters and signs. Especially, colours have a strong cultural meaning. Colour symbolism also plays a major role in a different culture.