

The Language of Advertisement: A Study from Linguistic Perspective

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ABSTRACT

Advertising is an inseparable mode of communication in today's modern world. It is one of the most important tools in the marketing field to make the people acquainted with and to draw their attention to different products and services. Therefore, the art of making and designing advertisements becomes very important for any company to sell their products and services. This article aims to explore the component of language of the Indian advertisements. It mainly investigates how languages are used in Indian advertisements by focusing particularly on two aspects: the elements of the languages and the ways in which the languages are used. Here, the abovementioned two aspects of the languages used in Indian advertisements are analysed by giving the example of some famous advertisements advertised in India.

Key Words: Advertising, Communication, Company, Languages.

INTRODUCTION

In contemporary time, advertisement is an integral part of the modern lifestyle. A myriad of advertisements is published via different modes of communication every day. In such a case, people's likes or dislikes are sometimes seen ignored. Hence, Stanley J. Barman said, 'Advertising is everywhere. No one is neutral about advertising. We have it or hate it. Many of us do the both.' Along with the rapid expansion of the market of commodity and service, competition is also gradually increasing. Social media and the internet have provided a new standard in the competition of advertisements. It is interesting to note that Language is an important part of an advertisement. The success of an advertisement very much depends

upon the clarity and the lucidity of its language. Just like the poems recited during childhood are remembered by the people throughout their lives, the sound of the melodious language of some advertisements always remains at the heart of the people. However, the language of advertisement should be centred around one particular subject and logical because only then people can remember it naturally. The selection of language is the most significant aspect of the advertisement. Only the language of the targeted public should be selected in the advertisement

OBJECTIVES OF THE PAPER

In this age of globalization, advertisements determine many aspects of people's lives. The element that contributes to make an advertisement effective is the language. In today's world, the number of people who buy a product by observing its advertisements are in abundance. The objective of this paper is to analyse the different aspects and elements of languages used in the Indian advertisements. Moreover, the impact that the language of advertisement has in the society is also touched upon.

METHODOLOGY

The research paper mainly investigates the proposed objective with an analytical method where the different aspects reflected in Indian advertisements such as the tone, use of words, necessary elements, its impact in the society etc. are analysed. Here, some of the famous advertisements of India are discussed to investigate the proposed problem.

DISCUSSION AND FINDINGS

According to the Hemkosh dictionary, the meaning of the term advertisement is "the act of informing or notice" (Barua, 1994, p.712). In the Assamese language, the synonymous word used for the English advertisement is *Bigyapan*. The root of the English word 'Advertise' is 'Adverter', a Latin word which means to put forward information about something or to draw the attention of the people towards something. Joseph R. Jominik defines advertisement as "Any form of non-personal presentation and promotion of ideas, goods and services usually paid by an identified sponsor." Jominik uses the word 'non-personal' here because advertisements are always directed to an unknown group of people. In simple words, an advertisement can be described as an attractively made informative notice by which a suitable object or service is publicised for selling in the market.

The inseparable part of the various advertisements advertised in different mass media such as newspapers, magazines, leaflets, social media, radio television, e-mail etc. is the language. It is like a soul to an advertisement. The lion's share of the success and failure of an advertisement depends on its language. The language of advertisements should be polite and acceptable by society. Only then the attraction towards a product arises at the heart of the people. However, the theme and the medium of communication of the advertisement also influence the people. But the words used in the advertisement contribute towards presenting the concept of the advertisement more prominently. The scenes and the concept of an advertisement achieve completeness only by the language. Therefore, language is the most necessary part of the advertisement.

If the language used in an advertisement can touch the feelings and emotions of the customers, the success of the advertisement can be asserted. Here, the noodles of the Nestle Company named Maggie can be discussed as an instance. Initially, the advertisement of Maggie was designed by aiming only the children. But, by observing its growing popularity, the advertisement of Maggie was designed to attract the people of every age. The lucid and melodious song used in the advertisement of Maggie gained immense popularity among the people. By taking the Indian middle-class family as its background, the advertisements of Maggie received wide publicity and acceptance. Short, simple and extremely attractive slogans contributed immensely towards making the advertisements of Maggie a massive success. Some of the slogans used in the advertisements are as follows:

1. *Nothing like Maggie.*
2. *Two Minutes Maggie.*
3. *Taste Bhi, Health Bhi, Khusiyan Bhi.*
4. *Only Mom Knows the Recipe for Happiness.*

One of the striking aspects of these slogans is that they give a complete concept of the product Maggie. In today's busy life, the convenience of making Maggie instantly without spending much time is repeatedly reminded in its advertisements. Normally, people are seen as attracted to this kind of product. As a result, the popularity of Maggie reached the peak of its success.

In the entire world, the maximum numbers of advertisements are made in the English language. Due to its accessibility as a global language, it is convenient to publicize the advertisements made in English in every nation. The Indian brands also used to make

advertisements in English earlier. But, the Brand called Amul set a new example by making an advertisement in Hindi for the first time. This Hindi advertisement made by Amul became very popular in India. The basic features of the products produced under this brand were presented in Hindi whereas the name of the brand and its information were written in English. The use of this kind of mixed language is called 'Code Mixing'. In the current advertising world of India, this style of code mixing started from 'Amul' is very popular and widely used. In almost every advertisement, code mixing is used. However, the advertisements under government policies are an exception here. As the language of every Indian state is different, the Central government advertises the government advertisements in Hindi, English and the regional languages. Consequently, these multilingual advertisements can also be known by those people who do not understand Hindi and English.

In the context of Assam, it can be seen that the Assamese advertising world is not very broad. The advertisements about only government policies and public awareness are made in the Assamese language. Although, there are lots of dubbed advertisements from Hindi to Assamese are available, the language used in these advertisements cannot be called as correct and easily comprehensible.

1.The Language of the title and Slogan

The title is the central component of an advertisement. It briefly explains the main concept of the advertisement. There is no particular length for the title of an advertisement, but it should be designed attractively so that it can draw the attention of the public. Some words are seen frequently used in advertisements such as new, free, now, immediately, instantly, enjoyment, profit, safe, the greatest, the best. This kind of positive words can easily attract people. For instance, the online shopping site Flipkart presents its advertisements in the following way: The Big Sale Day, the Bit Billion Days, Don't shop Flipkart it. On the other hand, the title of the another online shopping site named Myntra is as follows: Try and Buy, Try first Pay Later. This kind of sentence first creates excitement among the people, then this excitement paves the way for an interest and at last, the people desire to buy the product. By highlighting different facilities at the title of the advertisement, some companies intend to draw people's attention to the product. When the readers read an advertisement or the viewers see it, they expect a profit from it. The writers of advertisements also pay attention to this kind of expectation. For instance, the title of the brand named '*Malbar Gold and Diamond*' is as follows- 'Exchange Gold Enjoy Benefits'. Here, the customers' profit is the prime focus.

Some advertisements include the problems of people's lives. For instance, the title of the 'Saffola Gold Oil' is 'Dil Rakho aur Dil Ka Kheyal Bhi'. The advertisement for this mustard oil focuses on the problem of cholesterol growth. Many people suffer from this problem nowadays. Therefore, this kind of title easily draws the attention of the people and makes them convinced to buy the product.

On the other hand, some advertisements design the title by focusing on people's problems. For instance, the title of State Bank of India's Home Loan advertisement is 'Your Dream Home'. Every person seems to naturally have a dream to create his or her own home and his or her emotions are closely tied with it. Hence, this kind of title can draw the attention of people very easily. In an advertisement, the slogan is equally important as its title. The slogans should be short and attractive. For example, some of the popular slogans of advertisement are mentioned below:

LG- Life is good.

Rajanigandha- Muh Me Rajanigandha Kadmo Me Duniyan.

Bimal- Bolo Juban Keshari

Puma- Always Looks to Do Better We are Forever Faster.

Kit Kat- Have a Break Have a Kit Kat.

In the slogans of an advertisement, such words are used that can express multiple meanings and these words are designed in such a way that people can memorise it in one hearing. For example, the description of a coffee's slogan is given below:

The Essence of Colombia at its Purist is one of the popular advertisements. In this title, the word purist can mean various things- cleanest, germ- free, refined and so on. All the meanings seem appropriate in the slogan. Moreover, the use of this word contributes to highlight the different qualities of the coffee.

The writers of the slogans of an advertisement write their slogans by using the following two methods-

1. Poetical Language

The use of the poetical language makes the slogan attractive. It creates a rhythm in the slogans which helps the people to memorise it easily. For example-

- a. Lijjat Papad: Shadi, Utsav ya Tyohar Lijjat Papad Ho Bar Bar.
- b. Lifebuoy: Lifebuoy Hai Jahaan Tandurasti Hai Wahaan.
- c. Cadbery: Kuch Metha Ho Jaye.
- d. Lays: Dil Banaye Magical.

2. The Repetition of Echo

The repetition of echo makes the sound of the language melodious. This method is considered as the most popular and successful method used in the slogan of advertisement. For instance:*Nestle-Good Food Good Life, Pepsi- Ye Dil Mange More.*

Some of the adjectives and verbs used in the title and slogan of advertisement are as follows :

Adjective	Verb
Free	Need
Fresh	Use
Delicious	Feel
Sure	Choose
Special	Take
Best	Start
Safe	Taste
Clean	

Source:<http://www.linguarama.com/ps/marketing-themed-english/the-language-of-advertising.htm>

In an advertisement, a language is used in different ways. In this paper, the different aspects of language are discussed in three divisions:

1. Inciting Language

The inciting language used in the advertisements is proved very effective in influencing people's minds. It can encourage a person who doesn't have much knowledge about the product to buy it. The use of inciting language is also a kind of art. In the advertising world, this art is very much respected. This kind of language helps to make the people defeated. But, it is noteworthy that these defeated customers also get a sort of satisfaction. It can further be explained by an example- the language of the advertisements about the products of skincare is generally seen as inciting. All people want to be beautiful. The advertisements of the skincare products are designed to convince the people that their dream to become beautiful will be fulfilled by using this product and thereby made a profit out of it. In the advertisement of the cream named Fair and Lovely, it is said that by being beautiful, one can conquer the world. The sole means to turn people's black skin into white is Fair and Lovely cream and this kind of assumption incite the people to buy this cream. The slogans of some of the products of Fair and Lovely are as follows:

1. Facewash (Fair and Lovely): Parlour Clean-up Jaisa Nikhar.
2. B.B. Cream (Fair and Lovely): Make-up Wale Look Ke Lie No Make-Up.
3. Winter Fairness Cream (Fair and Lovely): Softy Nami Wale Nikhar.

The first slogan means that there is no need for women to go to parlour every day to keep their beauty or to increase it. By using the Fair and Lovely Facewash, they can find the parlour like glow in their face by sitting at their home itself.

In the contemporary time, make-up is an integral part of women's day to day lives. In this advertisement, along with highlighting the importance of make-up for women, the negative aspect of make-up is also highlighted and the Fair and Lovely's B.B. Cream is presented as the solution to it. 'During winter, the people's skin becomes rough. Therefore, you look ugly in this season'- this concept presented in the advertisement creates a sort of

fear among the women. By presenting this assumption, the winter cream advertisement intends to convince the people that Fair and Lovely winter cream is the only remedy to it.

2. Use of Comparative Language

In the advertisements of the products of the same product category companies, the use of comparative language is generally seen. The companies use this kind of language in their advertisements to present their products as better by comparing it with other companies' products. In these advertisements, the use of the product and the satisfaction that can be gained from it is also tactically mentioned. For example, in the advertisements of the toothpaste named Colgate, it is said that strong and white teeth can be achieved only by the use of Colgate. But, a company named Patanjali started the production of toothpaste along with other products for a few years. Ayurveda is a central part of Indian culture. Patanjali focuses on this particular aspect and in the advertisement of its toothpaste, along with highlighting the herbals used in the toothpaste and its profits, it is also pointed out that 'It is not difficult to choose the right'. Immediately, this toothpaste emerged as a competitor to Colgate. By paying attention to the Indian culture's love towards the Ayurveda, Colgate also released a new toothpaste named Colgate Vedashakti in the market. In the advertisement of this toothpaste, it is said that "Everything has been used, but it has been found the best'. Although the name of other kinds of toothpaste is not mentioned in the advertisement, the product is highly praised by the use of comparative language.

3. Claim Contained Language

In this kind of advertisement, the company claims its product as the best by the use of clever language. This kind of advertisement easily attracts people. The talks that contain assertion can easily create trust in people's hearts. Therefore, this kind of advertisement can easily capture the heart of the people. For instance:

1. First Grade Belgium Cut Diamond.
2. India's No. 1 Dealer.
3. World Class Optical Store.
4. The Smartest Network.

In the case of an advertisement, the aspect of grammar does not seem to receive much importance. The sole purpose of an advertisement is to attract the people towards the product and the service. Therefore, the writers of advertisement focus mostly on the use of friendly language instead of the grammatical aspect of the language. Friendly language can easily create a cordial connection with the people. Sometimes, advertisements are made with sentences that are bereft of context and relevance. For instance, in one advertisement of Black Tiger Cement, only three words are used- 'Tiger is Coming'. This advertisement which does not have any context and relevance created huge interests among the people. This product which was named in the advertisement gained wide publicity before its release. This technique of advertisement is immensely popular in the present-day advertising world. . Remarkably, the grammatical aspect of the translated advertisements is even poorer. While translating from one language to another, even the misplacement of one word can change the entire meaning of the advertisement. Consequently, the concept of advertisement can also be affected. Therefore, due to the effort to adhere to the actual concept of the advertisement as far as possible, the grammar of the targeted language seems to get distorted. The Assamese translation of one of the Hindi advertisements of the Hopinks company is as follows- "His friends have come without any notice. They are fond of eating carrot halwa. Fortunately, I have Hawkins Contura. It is very easy to stir food here. Halwa is ready within only half an hour!" In the sentences of this advertisement, the basic structure of the Assamese sentence (subject +object +verb) is not maintained. The easily comprehensible nature of the Assamese language is also not reflected here. But, the sentence possesses a rhythm due to which people can memorize it easily.

2. Prior Studies: Advertisement and Language

Advertisement is a widely discussed topic in the present time. Numerous discussions and research are done on the topic of advertisement in the different parts of the world. Many scholars have already researched the topic of language and advertisement. Here, the thesis titled "The Language of Advertising: A Study of Woman Oriented Advertisements in Electronic and Print Media" published by Juhi Yasmin, a student of Linguistics of the Aligarh Muslim University can be mentioned. Published in the year 2017, this research work gives an analysis of the language of advertisement by focusing on female-centric advertisements. One of the most significant works about the language of advertisement is Gajendra Singh Chanhan's article titled "Advertising Language: The Psychology Behind the Advertising Messages' which was published in *Indian Psychological Review*'. In this article,

Chanhan minutely discusses the psychological aspects hidden behind the language of advertisement. Moreover, "*Investigation of Language and Code Switching in Pakistani Advertisement*" by Aisha Shoukat and "*Politeness in Indian TV Advertisements*" by Sanjukta Ghosh are two other instrumental works in this field. In India as well as the entire world, a myriad of articles and research works about advertisements are available. But, the discussion about this subject in Assam is very limited. Although Niranjana Mohonto's book titled *Communication Art* (Jugajug Kola) discusses some of the issues of this subject, the range of the discussion is narrow.

CONCLUSION

In the current time, the circulation of advertisements in every type of mass media- be it electronic media or in printed media- is seen in abundance. Under the effect of modernity, the world of advertisement has headed to a new phase. The makers of the advertisement have been continuously trying to satisfy the human beings who always crave for a new taste. Along with the other aspects, the makers of advertisement have also changed the use and presentation of language. The contemporary makers of advertisement seem to focus more on the use of casual or informal language because they believe that the busy society of the modern world can easily be close to this kind of language. But the issue which deserves consideration here is the use of language with the sole purpose of entertaining the people without adhering to grammatical accuracy because it can make the learning of the language of the upcoming generation inaccurate. As most of the children are seen using different mass media such as television, You tube etc. frequently, these media play a significant role in learning a language by the children. Particularly, due to the inaccurate grammar and code mixing used in the translated advertisements, there is a probability that it can harm the regional languages. The melodious and attractive language of advertisements can easily attract children. Hence, if the children get influenced by this kind of mixed language, their learning of language will naturally be erroneous. An advertisement is a popular form of mass media. It can come close to people very easily. Therefore, the makers and designers of advertisements should pay attention to the accurate and easily comprehensible use of language while making an advertisement.

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