

English in the Media

Unit 2: Advertisements

Chuah Kee Man
Centre for Language Studies
Universiti Malaysia Sarawak



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Unit Objectives

In this unit, you will learn:

- the functions of advertisements
- the basic principles of advertising language
- the language of advertisements
- the specific techniques that may be employed to convince consumers



What is advertising?

“Advertising is the **non-personal communication** of information usually paid and usually **persuasive** in nature about products, services or ideas by identified sponsors through the various media.” (Bovee, 1992, p.7).



Types of Advertisements

- ✓ **Print (newspapers, magazine)**
- ✓ **TV Commercial/Ads**
- ✓ **Web-based/Social Media**
- ✓ **Radio Ads**



Functions/Purpose of Advertising

- **To educate/To raise awareness**
- **To sell/promote/market**
- **To increase productivity/ standard of living**



Advertising language

Reading an Advertisement

- **What attracts you first? The words or the pictures?**
- **What do you focus further? The descriptions?**



Parts of an Advertisement

- **Headlines/Big Titles**
- **Body Copy (Short descriptions)**
- **Brand name (product/service name)**
- **Slogan/Taglines**
- **Images/Photos**



Parts of an Advertisement



Every retirement lifestyle has a number, what's yours?

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All of us have different retirement aspirations, each with a specific cost – a unique number. But do you know what your number is and how to get there?

Prudential can help you calculate your number and put together a comprehensive plan so you can attain your desired retirement lifestyle. With a range of financial solutions – protection, savings and investments – you can be assured that we'll be able to meet your financial needs and help make your retirement dreams come true.

Call Prudential on (03) 2116 0228, or email customer.mys@prudential.com.my and we'll help you plan for your dream retirement. www.WhatsYourNumber.com.my

Always Listening. Always Understanding. PRUDENTIAL

(scanned from newspaper)

Contemporary and Forward Looking



Examples of Headlines

Examples of headlines:

- ***From Farm to Counter: Only the Best make the grade***
- ***Everyday low fare.***
- ***We've always been crazy about coffee, now we 're certified.***
- ***Space. Comfort. Luxury.***



Your Task!

Find an advertisement that has all the parts mentioned earlier.



Advertising Techniques

Four Main Techniques

- 1. Seductive/Persuasive Language**
- 2. Satisfaction of Needs**
- 3. Endorsements**
- 4. Inaccurate Information of a Product**



Principles of Advertising Language

According to Lund (1947), there are five principles of advertising language:

1. Attract attention (*get attention*)
2. Arouse interest (*make you interested*)
3. Stimulate desire (*make you want to buy*)
4. Create conviction (*give opinion*)
5. Get action (*make you do something*)



Advertising Language

- **Adjectives**
- **Pronouns**
- **Technical/scientific sounding words**
- **Negative words**
- **Inclusive words**
- **Interrogative sentences**
- **Imperative sentences**

Advertising Language

Adjectives

- **to highlight the benefits of the products.**
- **Example:**
 - **Stronger and younger**
 - **Sleek and elegant**
 - **Powerful, fast, efficient**
 - **New, good, fresh, cheap**

Advertising Language

Pronouns

- to refer to the readers, users or the product.
- Example:
 - You will never regret
 - We make your dream come true.

Advertising Language

Scientific-sounding words

- to “cheat” the customers to believe using “scientific” words
- Example:
 - Contains Probiotics to improve your immunity
 - Vitamin B-enriched yogurt for your tummy.
 - Elasti-color for your lips!



Advertising Language

Negative words (no, don't, never)

- to show the effects or benefits

Example:

- No more stubborn stains
- Never miss a phone call again!
- Don't worry, we make your dream come true.



Advertising Language

Inclusive words (all, always, everyone)

- to indicate the product is accepted by everyone or it is very effective.
- Example:
 - Always a smarter choice.
 - A laptop that does it all.

Advertising Language

Interrogative sentences

- to give request or **ask questions** (just to let people know they are lacking of something)
- **Example:**
 - Do you feel tired after work?
 - Is your life protected?



Advertising Language

Imperative sentences

- to give command/instructions just to make you feel you need something.
- Example:
 - Be healthy, change your diet today!
 - Stop worrying about your study.



Literary Devices in Advertising

- **Pun**
- **Alliteration**
- **Metaphor**
- **Simile**
- **Personification**
- **Euphemism**
- **Parallelism**
- **Repetition**

These devices are used to make the words more attractive or sounds better.

Literary Devices in Advertising

Pun

- Use of a word that has two meanings or words with same sound but different meaning in an amusing way.
- Examples:
 - It's love at **first swipe**
(try to play with it's love at first sight)
 - Give your business a **sharp edge**
(Sharp edge = usually for knife)



Literary Devices in Advertising

Alliteration

- Use of words that begins with the same sound.
- Examples:
 - Smooth and Silky
 - Sensuously smooth, Gloriously golden



Literary Devices in Advertising

Metaphor

- compares two different things by speaking of one item of the other (usually comparing humans with objects)
- Examples:
 - My wife is a **good vacuum**.
 - You are the **traveler**. Your investments are the **terrain**. We are the **map**.



Literary Devices in Advertising

Simile

- comparison between two different things using 'like' or 'as'.
- Examples:
 - Smooth **as** silk
 - He is as big **as** an elephant

Literary Devices in Advertising

Personification

- Giving things/objects human attributes or behaviour.
- Examples:
 - Kleenex **says** bless you.
 - The snack that **smiles** back.

Literary Devices in Advertising

Euphemism

- words or expressions which are neutral or positive and used in place of negative words or expressions.
- Examples:
 - We know you are both gourmet and **weight watcher**. (not using fat)
 - We brighten up your **tanned** skin. (not using dark skin)



Literary Devices in Advertising

Parallelism

- some parts of a sentence (s) are expressed similarly
- Examples:
 - **Tough on** plague, **easy on** teeth.
 - **Stand up, Voice up!**



Literary Devices in Advertising

Repetition

- Repeating the same exact words/phrases to add emphasis or get attention.
- Examples:
 - **Yes, we can** do this. **Yes, we can** achieve this.
 - **No worries, no worries.**



You Try!

- 1. Analyse an advertisement for its parts, techniques and language.**
- 2. Come up with an advertisement for a product/service that you want to**

