Structure and use of Registers in Advertising Language on different Linguistic Levels

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Abstract: This paper focuses on those features of linguistics which are used in Advertising. Phonology, Morphology, Semantics and Syntax are those levels of linguistics through which features of linguistics can be analysed the language of advertising. It can be used by various advertising agencies as a register variety in their advertisements. These features would be very helpful for advertisers. Through it they can produce advertising in a very easy way. It is the part of applied linguistics. There are lots of books and research papers of linguistic analysis of advertising. There are many advertisement agencies in India. They employ language very well to produce several types of advertisements in a day but the present researcher does not think that they are not aware of linguistic features in advertising. Now it is time to give specific language/register variety for advertisement. The aim of this paper is to throw light on the linguistic structure of advertising language may produce several types of advertisements.

Key Words: Register, Linguistic Levels, language, advertising, linguistic structure.

1. INTRODUCTION:

This paper deals with the features of linguistics use as a register variety in advertising. The aim of the paper is to examine the strategies should be used by advertisers from the point of linguistics. In the advertising, the advertisers should be used specific type of language i.e. doctor's language, engineer's language, baking's language etc. Every profession has a specific variety of language. The choices of language structure to convey specific message with the help of specific structure of language (register variety) with the intention of influencing people vitally important. Advertisers employ the language very well but they don't know the terminology of language from the linguistic point of view which should be used in advertising by them. Advertisers can use these linguistics' features as a tool for producing a several kinds of advertising. With the help of linguistic levels (Phonology, Morphology, Semantics, Syntax) an attempt to create a register variety on the basis of linguistic features through which an advertisers can communicate globally. For example, 'if a advertisers produce an advertisement of bike in which he shows the comparison between the bull and bike. During produce a advertising they give the instruction in general language like, the power full animal and bike. For the replace of this long communication a linguistic term is 'Metaphor'.

2. LITERATURE REVIEW:

"Although we are very familiar with the concept of advertising because we see advertisements or hear commercials all the time, it is still hard for the scholars to define it. The original meaning of advertisement was news and to advertise meant to take note or to consider. After the 15th century, it developed into to all the attention of another to something. In the 16th century, it was to give notice of anything or to make generally known. It was not until the 18th century that the advertising became a pure commercial activity. In 1905, John E. Kennedy, described adverting as selling in print."

And according to Dunn, 'a well- known American advertising expert, advertising is any paid form of non personal communication through various mass media by business firms, nonprofit organizations, and individuals who are in some way identified in the messages and who hope to inform or persuade members of a particular audience.'

Whatever the definition is, advertising is to inform, remind and persuade consumers. It is a basic form of communication. "Advertising has become the part and parcel of present-day life. From everywhere around us, advertisements of diverse types attack our privacy. In spite of it, there is an attractive power, which is able to manipulate

the consumer; an invisible voice of advertisement advocates, encourages, asks, announces and deeply embeds into people's" minds." (LAPSANSKÁ 2006).

Pride and Ferrell (1987) defined advertising as "a beneficial kind of non personal communication executed to promote and publicize an organization and its products."

Regarding the last one, David Ogilvy (Ogilvy 1985) in his book says: "I do not regard advertising as entertainment or an art form, but as a medium of information. When I write an advertisement, I don't want you to tell me that you find it „creative". I want you to find it so interesting that you buy the product."

Linguists have dealt with the analysis of advertising language from the linguistic point of view and specified devices used in advertising texts. For instance, Leech's (1966) work on English-language advertising in 1960s Britain highlights the extensive repertoire of linguistic choices available to copywriters when creating advertising material; Rees (1982) shows how slogans have been used; Cook (1992) focuses on parallelism, metaphor, metonymy, homophones, puns, parody and rhyme; Myers (1994) includes alliteration, assonance, rhyme, homophones, question forms, ellipsis, parallelism and puns. In a general survey, Brierley (2002) lists language games, repetition, similes, parallelism, paradox, omission and ambiguity, while Tanaka (1994) concentrates on the use of puns and metaphors, etc. Vestergaard and Schrøder (1985) illustrate the range of techniques advertisers use to achieve emphasis and special effects. Then, with the beginning of the internet era, the focus has switched to the analysis of web advertisements (e.g. Zeff & Aronson, 1997; Armstrong, 2001; Janoschka, 2004), along with the examination of the mechanism and influence of online advertising.

According to Taylor (1978) advertising is at the obverse of conveying the proper message to customers and prospective customers.

3. METHOD:

I have collected my data from those papers and books which are analysed from the linguistic point of view in the advertising. It is qualitative, quantitative and observation of mine. I have not analysed any language of advertising because there are lots data on internet in which the language is analysed from the linguistic point of view in the advertising.

4. DISCUSSION:
What is Register Variety?

The term 'register variety' taken from the sociolinguistics. Sociolinguistics is a developing branch of linguistics and sociology which investigates the individual and social variation of language. Register is a kind of variety of language. It is a occupational style using specialized or technical jargon, it describes the language of groups of people with common interests or jobs, or the language used in situations associated with such groups, such as the language of doctors, engineers, journals, legalese, etc. This special (use of) language by certain professions for particular activities is known in linguistics as register variety.

Linguistic varieties that are linked to occupations, professions or topics that have been termed as register. The register of law for example, is different from the register of medicine, which is tern is different from the engineering – and so on. Register are usually characterized solely by vocabulary differences; either by the use of particular words, or by the use of words in particular sense. (Trugdill 1983)

There are marked differences in language use with regard to professional jargons, slang and professional codes and signs. Every profession has a register and ways of applying words in discourse. In the legal profession, certain common English words like 'bench', 'wigs', 'bar' are given specified meanings, which are different from the general use. Hence, 'bench' is not a kind of 'seat' but a group of prosecutors in a law court; 'wigs' are not what women adorn their hairs with, but rather a kind of 'dress code' that reflects a lawyer as a learned man; and 'bar' is not a place for drinking or eating like *a pub* or *restaurant*, but rather means the association of lawyers. This is a common phenomenon in the use of language in many professions.

In the medical profession words like 'injection', 'drugs', 'antibiotics', 'malaria', 'diabetes', 'hypertension', 'cancer', etc are often used to reflect sicknesses and the processes of curing sicknesses. It is not wrong to hear these words being used in a general sense as in: "I *injected* patience into my mind when I was waiting for him" or "His general behavior has a *cancerous* effect on the entire students in the school". Note that these words, even in their adapted use, still reflect the medical semantics.

In sociolinguistics, every profession or occupation has ways by which words are adapted to suit their routines. This occupational language use makes it easy in identifying professions.

The Language of Advertising: Our research has centered on the language of advertising. The linguistic choices made by writers of advertisements highlight current trends and also, it can safely be assumed, reinforce them. The language

of advertisements plays an extremely important role in promoting various products. It informs, attracts the attention of the audience and persuades them to buy what is being advertised. Many Linguists are interested in language of advertising because they want to know particular language works in this type of discourse, which linguistic means are used here and how advertising language is changing in the course time.

Leech says in his book, that the language of advertising belongs to so called 'loaded Language'. He says that loaded language has the aim to change the will, opinions, or attitudes of its audience. He claims that advertising differs from other types of loaded language (such as political journalism and religious oratory) in having a very precise material goal which is to buy a particular kind of product (Leech, 1972).

The language of advertising must be very persuasive and effective, it informs, attracts the attention of the audience and persuades them to buy what is being advertised, because language is tool for copy writers through it message can be delivering successfully, and though it, they convince customer/consumer to purchase his product. In the advertising, vocabulary must be appropriate to the consumer, so the language o advertising must be translated into consumer/customer's language. The language is used like that through it customer can understand easily, there must not be ambiguity in the language. The adverts need to be the language of advertising remembered by the recipient and recognized as familiar.

5. ANALYSIS:
Functions of Advertising- How to be made an advertisement successfully?
And which kind of features does successful advertisement posses?
According to American Marketing Manager's Handbook that an advertisements should have four functions: AIDA, which represents four words-

A stand for **Attention:** A good advertisement should attract the consumer to direct their attention to the product being advertised.
(In the advertising the language must be used very persuasive this through the advertisers can get attention of customers.)

I stand for **Interest:** The introduction and publicity of advertisement should arouse consumers' great interest.
(The language of advertisement should be used very motivated language through it the advertisers arouse customers great interest.)

D stand for **Desire:** The advertisement should stimulate consumers' desire to buy the product, and make them realize that this product is just what they want.
(The language of advertisement should be encourage the customers to buy the product and realize them this product is suitable for him and it is only for make him)

A stand for **Action:** Advertising is supposed to make consumers respond to the advertised information and evoke them to take the action of purchasing.
(In the advertising the language must be which through customer has press-ganged to purchase the product.)

Broadly speaking, an advertisement has at least one of two functions: informing or persuading, though overlapping may often take place in one single piece. Informative advertisements inform "customers about goods, services, or ideas and then tell people how to get them by means of an identified sponsor" (Bolen, 1984:6). An advertisement of this type supplies basic, factual information and sometimes shows a photo or an illustration of the product/service to give the target audience a better view of the advertised product. Persuasive advertisements are the instruments used by advertisers "who have defined their target audiences and determined the effect they hope to achieve through persuasive advertisements in the media" (Bolen, 1984: 9).

Linguistic analysis in the language of advertising:
On the basis of the levels of linguistics (Phonology, Morphology. Syntax and Semantics) I have analysed the language of advertisements as following levels-

On the level of phonology/sound aspects
Before creating the language of advertising first of all we have need sound. On the level of sound, the purpose is the draw the attention of customer. Cook (1992: 1) refers to choice of typeface and letter size, in writing, as to "meaningful behaviour accompanying language that is called paralanguage". Similarly Crystal and Davy (1995: 17) point out that: "The choice of type-size or colour in a text is essentially non-linguistic, but they may have clear linguistic implications,

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perhaps relating to the semantic structure of the utterance or even to grammatical structure." On the level of sounds these features of phonology can be used as register variety of advertising. Alliteration, rhyme, assonance, anaphora, epistrophe etc these are the features of linguistics on the levels of phonology. This is very frequent phenomenon in the advertising; it is commonly used jingles, slogans and headlines. These are common advertising which is used in children products and mass-consumption products. It is used in advertising language as it has a powerful emotional and mnemonic effect that makes an advertisement more memorable.

Rhyme- It refers to the sound not spelling in which emphasize on the vowel. Some time rhymes includes some regional variation of language to attract the particular society.

Rhythm- It is used in advertising for catching and memorizing the advertising. The copywriter use language with rhythmical arrangement.

Alliteration- repeating the initial sound etc. it affect the audience mind and make attraction with products.

On the level of lexical/morphological aspects- Words play an important role in advertising. Advertising is associated with the use of neologism which exceeds normal resource of language. Goddard (2002: 74) stresses that "vocabulary is carefully chosen to promote positive associations". The aim of advertising to provide information, attract consumers and the promise of quality. The aim of language of advertising not only the sell the product instead the memorize the advertisement. In some of the advertisement the copy writer used that kind of language in which deliberately misspells neologism and affixation to memorizing the advertising. Many words in advertisement especially in trade names are words newly coined. Foreign words are used in advertisements to emphasize the origin of the product or exclusiveness of the product in relation to particular country (LAPSANSKÁ 2006). In the advertising the copy writer takes text for using-up or adopter words and expression, for advertisement and its attraction. In the language of advertising text, the words occur by **affixation, compounding, conversion, shortening, blending, and back formation** etc there are the ways o creating new words. In the advertising when the copywriter emphasize on products' quality then they borrow the words for comparison. Advertisers often make use of conversion, which presents "the process by which a word belonging to one word class is transferred to another word class without any concomitant change of form, either pronunciation or spelling" (Jackson 86).

Compounding: With the help of this we can form new words by compounding. It is very striking feature of language o advertising, where we combine from two or more words to new one word. This is the process of called compounding. Example: break-fast, hard-working, double-click, fine-tune, airship, world-wide etc.

The copywriter used compound word is used in the language of advertising.

Affixation: It is also a process of building new words by adding prefix, infix and suffix. It is most productive process of creating new words. A prefix occur before a word, infix occur between the word and suffix after the word. These are very useful create in the language of advertising.

Clipping: It is the process of reducing the word. In the word the cutting of one more syllable.

Example: Fan from fantastic, gym from gymnastics, bus from omnibus, exam (examination), taxi (taxicab), phone (telephone), mobile (mobile phone), fridge from refrigerator, lab from laboratory, photo from photography.

Acronym: These are the words in which in initial of expression consisting more than one word and read ordinary words. Example: NATO, UNESCO, AIDS etc.

Abbreviation: In which alphabetically reading.

Example: ATM, VIP, TV, VCR, PC etc

Blending: It is also a process of shortening the word. It is made up of combine two different words.

Example:

Smog - (smoke+fog),

Vegeburger – (vegetarian+hamburger)

Motel- (motorway+hotel)

Brunch- (breakfast+lunch)

Tellyphone – (television-telephone)

On the level syntactic aspects- Declarative, interrogative, imperative and exclamatory are the type of sentence. Following definitions of each of them are quoted from Quirk et al. 1990: 231. "**Declaratives** are sentences in which it is normal for the subject to be present and to precede the verb. **Interrogatives** are sentences, which are formally marked in one of two ways: yes-no interrogatives (an operator is placed in front of the subject), and *wh*-interrogatives (an interrogative *wh*-element is positioned initially and there is generally subject-operator inversion). **Imperatives** are sentences, which normally have no overt grammatical subject, and whose verb has the base form. **Exclamatives** are sentences which have an initial phrase introduced by *what* or *how*, usually with subject-verb order."

On the level of semantic and pragmatics aspects- Simply saying, it is the study of meaning. Crystal and Davy (1969: 19) hold that semantics as a study of the linguistic meaning of a text over and above the meaning of the lexical items taken individually. (Leech 1966: 156, 157) describes semantics as the art of conveying meanings which contributes to the selling effectiveness of an advertisement. Expressions of certainty, positive ideas and commendatory attributes are involved to express uniqueness. Proper names, personal pronouns, demonstratives and definite articles referring to entities, places and time are a semantic property. This pointing through language is called deixis. A sense of an absolute deixis is carried by the definite article. Adjectives and mostly superlatives express the uniqueness in a more direct way. Nevertheless, items of positive universal meaning such as *all* and *ever* are commonly used in advertising. Explicitness represented by full and clear expressions, analysing the text in a connection with other texts of the same base known as intertextuality and allusion as the matter of the right connection with the external context will be the case of this level. For the intertextuality a shared cultural background of writer and reader is necessary. Therefore, for this reason it is difficult to recognize such a feature within the studied materials. However, symbols are considered in the first section of the practical part, an attention should be paid to them once again. In the case of the inquiry of pressed advertisements not only words contribute to decoding the additional meaning, but also illustrations make a great deal.

Semantics play an important role in the language of advertising because every advertisement has aim to convey the message with meaning. There are many features of linguistics on the level of semantics used in advertisements. Those are: sense relation, in it includes much aspect like, synonym (lexical items two or more words having approx the same meaning are synonym), antonym (two or more words having opposite meaning), homonymy (single word express more than unrelated meaning), polysemy (single word express more than different related meaning), homophony (same pronunciation, but differ in meaning and spelling) and homography (same spelling but differ in meaning and pronunciation).

And some other features of the semantics and pragmatics, those are used as a register variety of the language of advertising. Types of meaning by G. Leech; Conceptual, Connotative, Stylistic, Affective, Collocative, Reflected and Thematic, these are seven types of meaning. Cooperative Pricinples (Maxims of conversation) by H.P Grice; Quality, Quantity, relevance and Manner Speech Act by J.R. Searle Declarative, Commissive, Representative, Directive and Expressive

These are the specific features of linguistics on the level of semantics, with the help of these features the language of advertising has been analysed.

On the level of Sociolinguistic aspects

It is an interdisciplinary field of linguistics. It is the study of the relationship between language and society. The two sociolinguistics term (code mixing and code switching) are most important which are used in the language of advertising. Both concepts talk about the use of different language codes in speech.

Code-Mixing: Code-mixing is the change of one language to another within the same utterance or in the same oral/ written text.Example: hungry kya?

In the sentence the word use of two language, one is English and second is Hindi

Code-switching: Code-switching is an important phenomenon to understand, particularly in today's increasingly connected global environment. It refers to the use of more than one language or variety in conversation. People who can speak at least two languages, they have ability to use elements of both language when they are conversing with another bilingual. Code-switching can occur between sentences (inter-sentential) or within a single sentence (intra-sentential).

From the linguistics point of view that there are some levels of linguistics which are have been analysed in the language of advertising early. I have covered the many specific terms not all which are used in the language of advertising. These specific terms are use as a register variety of the language which should be used in advertising by the copywriter.

6. FINDINGS:

Interactivity, flexibility, cost-efficiency, global exposure etc. have been highlighted as some of the many unique characteristics of the new global medium. All of these studies reveal some universal language features of advertisements across languages:

- **At the phonological level:** alliteration, rhythm and rhyme, repetition, sound symbolism;
- **At the orthographic level:** deviations in spelling, capitalization;
- **At the lexical level:** trigger words, brand names, slogans, catch phrases;
- **At the grammatical level:** structural simplicity, ellipsis, imperatives, and superlatives;
- **At the semantic level:** metaphors, metonymy, word plays, and ambiguity;
- **At the pragmatic level:** direct appeal to the recipients, speech acts of persuasion.

In the language of advertising, the sentences play an important role in every type of advertisements. In the print or audio-visual in both the sentence have used in the advertisement. In the written form of language used very formal than audio-visual language.

7. CONCLUSION :

Language is whole is able to make specific references about things and in advertising language. From the analysis presented it can be seen that the use of language advertising may be especially important in achieving the advertiser's goal in certain social situations. I have work on those kinds of specific features of linguistics which is based on the levels i.e. phonology, morphology, syntactic, semantic/pragmatic and sociolinguistic. On the levels of linguistics, the language of advertising analysed earlier. This peper show the general description about structure and linguistics feature of advertising language register. It is helpful for making linguistics structure of advertising language. Understanding and knowledge of different levels of linguistic structure and registers of word is useful for advertising, register of words according to their social and cultural features in the language of advertising can make unique structure. So the knowledge of linguistics features and their social aspect is very useful for making advertisements. Now the advertising is localised. So the use of local word as a register is very useful in adverting. Code-mixing of standard language with local language is also impressive. Some sort form as abbreviation is also used in advertising.

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