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## The Role of The Language of Advertising As Means of Speech in Mass-Media

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**Abstract:** In this paper we compare the distribution and impact of the role of the language of advertising as means of speech in mass-media. We compute the samples of ads selected from various advertising agencies. The advertising activities of agencies for the famous Newspapers, such as “Globe and Mail” newspaper and the “The Wall Street Journal” are studied.

**Keywords:** advertising, flyer, slogan, banner, “Globe and Mail” newspaper, printing matter, mass media, mobile advertising, colloquial speech

### Introduction

Advertising nowadays play an important part in GDP of the world. We estimate that in 2019 the *global* quality adjusted value from streamed music was \$76 billion compared to current revenues of \$11.4 billion. In 2016, the UK spent a higher proportion of its Gross Domestic Product (GDP) on advertising than any of the major international economies, according to the WARC International Ad Forecast. For 2015, it was estimated that for every man, woman and child in the UK, £308.56 was spent on advertising. One of the most essential components of texts of modern advertising is the slogan:

– permanent advertising slogan. Including the name of the firm, trademark, trade label it expresses the main concept of advertising.

– Brand of firm: “Chistaya liniya” (Procter & Gamble)

– cosmetics from the heart of Russia; “Khlebtsi samarskiye”.

– power of nature in healthy grain.

Slogan presents the advertised object, characterizing it, individualizing it – in the font of others. In the common sense, slogan fulfills the function of the extended proper name of the object.

**METHODS.** Characteristic feature of the slogan is the constancy of the advertising idea expressed by it. Over time, the verbal expression may change, but the idea itself remains unchanged. For example, the slogans of lemonade “7 up”, implementing the idea of quenching a passionate desire (love and water): Quench your passion! and an Antipyretic thirst quencher,

- or the slogans of the oldest American company “Coca-Cola”, which demonstrate the idea of the well-known, traditional nature of the proposed drink:

*Drink the legend! Always “Coca-Cola”.* A slogan plays a special role in those fairly widespread cases when foreign words are currently used as the name of the advertised product or company, and very often in Latin graphics. Under these conditions, the accompanying steady advertising slogan often becomes the only “translator” explaining incomprehensible names.:

*“Stinol” – “the most suitable refrigerator”;*

“Cliven” – “the entire range of body care products”;

“Max factor” – “cosmetics for professionals”;

“Levante” – “perfect tights”;

“Combat” – “Merciless to cockroaches”. Slogans that comment on obscure names become a communicatively necessary element.

But the main purpose of using slogans is to attract attention to the product, to familiarize the consumer with it in order to stimulate sales. When creating a slogan, as well as an advertising text in general, first of all, three mandatory conditions are taken into account, which were formulated by Alastair Crompton: “...I know who I am addressing; I know what I want to say; I will say it as no one has ever said it before.” The goal of attracting attention is achieved by various means: semantic and stylistic properties of words, structural features of the sentence, phonetic and intonation, as well as graphic means are used. The central place among them should be occupied by the semantic link. Slogans include informative and emotional components, which are often combined:

“Mirinda” – “An explosion of taste!”;  
 “Volkswagen” – “Here it is-a real dynamic!”;  
 “Black Pearl” – “Give yourself beauty!”

Informative slogans are a direct characteristic of the advertised object:

“Lipton” – tea, affordable; “Galstena” – reliable protection of your liver and gallbladder.

Expressive advertising slogans imply to some extent to less or more implicit to some qualities of the presented object, for example: “Belwest” – to go easily in life (shoes factory); “Novo-passit” – Do not afraid, I am with you! (Advertisement of substance of calming substance! [1].

Rational information expressed in slogans affects a variety of product characteristics. This can be: “Nesquik” - a wonderful drink, chocolate and nutritious;

Distinctive quality of the product: “Epson” - true colors (scanner); “Samsung” –always live color

(TV); “Indesit” – Will last a long time (washing machine); “Danon”-Only live yoghurts; product addressee: “Gillette” – “The Best Men Can Be” (razor); “Pompea” - women's choice (tights); “Libero” – the best friend of babies (diapers ); With “Friskies” cats are full of energy; efficiency of use: “Ariel” – An impeccable look of clothing. For a long time (washing powder);

Read “TV-Park” and your acid-base balance will be fine.

The main purpose of using slogans-to attract attention to the advertised object-is carried out due to the brightness of the language form of the advertising slogan. To create it, a whole set of means of expression is used. First of all, these are means of dialogization, with the help of which the advertising text is stylized as spontaneous colloquial speech – with the expectation of an atmosphere of trusting communication with consumers. These are various means of dynamic syntax (motivational constructions, exclamation and question sentences, segmented constructions, incomplete sentences), as well as personal and possessive pronouns, colloquial and slang vocabulary.

1. Motivational constructions The use of verbs in the form of the imperative mood is directly related to the main purpose of advertising texts.

The 2<sup>nd</sup> person singular is not less common than the plural form:

“Wega” from “Sony” - Change your lifestyle!;  
 Batteries “GP” – seen-buy!;

Lottery “Golden Key” – Just buy a ticket!;  
 “Berocco”- Get your nerves in order; “Dirol Arctica” – Breathe freely; “Versailles” – Touch the luxury!

The slogan can express an invitation to joint action: “Bittner” – Let's get rid of the cold!

Philips – Let’s change your life for the better! This universal truth applies to the world of advertising perhaps more so than in any other modern sphere. It’s what we here at Phrasee have dedicated the last 2 years of our collective lives to. Throughout the history of marketing, the language used to sell goods and services to the masses has evolved in many

strange and wonderful ways. From its humble beginnings, explaining in gory detail the various features and benefits of a product to its current role primarily as a powerful vehicle for branding and attention-grabbing, marketing language has always been used to tell a special kind of story. And, as that story has shifted gradually away from the selling of products to the building of brands, so too has the language which marketers have used to tell it.

### Print advertising language

Advertisements and marketing have been around since human kind first started wanting to sell things and make money, which is pretty much forever. However, we weren't always as good at it as we have been these last couple of centuries.

Things really got going for marketing as a concept in the 18<sup>th</sup> and 19<sup>th</sup> centuries after the Industrial Revolution made the mass production of items possible. The birth of department stores – and greater spending power – allowed everyday consumers to spend money on more than just have-to-have items. By the late 1800s there was an increased availability of product options in the market, but people were still waking up to the idea of buying things commonly considered “luxuries”. They needed to be convinced.

Advertisements in the late 1800s were mainly published in newspapers (and a handful of magazines) with an emphasis of proving the authenticity of a product or service and educating the consumer on why they needed it. Long, drawn out descriptions explained what a product looked like, what it was made out of, what it did, why it did it, and what high ranking member of society, like a professor, doctor or scientist, recommended it. This, combined with the fact that there was less competition for people's time and attention lead to a lot of rambling advertisements that would be truly unthinkable, much less effective, today. But they still had to work to explicitly explain what a product did and why someone would ever want it. Over the next century language used in print ads got pared down, focusing on striking images and limited text as people started to identify more with brands and logos versus individual products. The change started

becoming more obvious toward the end of the 20<sup>th</sup> and into the 21<sup>st</sup> century.

### 1937 Coke Ad with copy:

Source: <https://phrasee.co/blog/the-evolution-of-marketing-language-part-1>

#### A. Radio advertising language

In 1922 New York radio station WEAJ aired the first-ever radio commercial. Hawthorne Court Apartments bought 10 minutes of airtime for \$50, and on August 28th a member of the company delivered his sales pitch live. There's no existing recording of this masterpiece (we're sure it was riveting) however one can assume it was probably a bit wordy if it filled up an entire 10 minutes.

Nowadays, most radio ads are between 30 – 60 seconds and usually a maximum 80 words for a 30-second spot. Without even ever listening to a radio commercial (which surely we all have), it would still

be obvious that the language and content in the ads have changed drastically in the last 100 years.

*B. TV advertising language. While print ads always had a visual aspect to them, television really brought the visuals to the forefront through using images and video to tell a story instead of just words. Early TV ads still loved using the gift of gab however, concocting elaborate story lines and descriptions for products, as illustrated below.*

Today, advertising and marketing language vary widely – some can be straight to the point, while others strive to tell a story. Many brands simply use visuals and let the viewer's imagination connect the dots. Broadly speaking, marketing language today tends to be more “open” and highlight the lifestyle that a brand fits into, or which a consumer aspires to.

Of course, we still see use all these marketing channels today and while the language we use may be a more modern and less formal than past decades, the messaging styles and tactics are often quite similar – heck, Burger King's slogan today, “Have it your way”, is the same the company used back in 1975. Nike's iconic “Just do it.” slogan has been used for over 20 years while Maxwell House's “Good to the last drop” has been around for a century and still sounds like a phrase a marketing company would come up with today. That said, the great shift in modern marketing, and the languages it uses, came with the invention of the internet and all that followed [2].

Advertising is not simply about the commercial promotion of branded products; it can also enhance the image of an individual, group or organization. The information revolution has profoundly changed the environment of advertising. Consumers today are more familiar with the language of advertising than that of history. The process of advertising communication is complex, and its language can have a powerful influence over people and their behavior. Specific language choices are vitally important to convey specific messages which aim to influence people.

Originally, ads were meant to give general information. In today's competitive society, this

stimulating media, with its shorter print texts, innovative slogans and headlines, have the purpose of catching the reader's attention. Novel words, phrases and constructions as well as common words, often with some emotional as well as literal value give the advertisement meaning through a level of creativity. Together with physical properties of the text (colour, size, people, names, organizations, etc.) and in complex interaction with image, ads aim to transform information into persuasion. One of the rules we have is ads cannot cover editorial content, but we do offer premium positioning for advertisers on a large canvas with minimal disruption?

Our task has been to analyze advertisements to see if we can understand how they do what they do. Our approach to advertising is that it is presented as rational communication, even if not all aspects of it seem rational. Advertising is a powerful medium and choice of words and images provide that power. One question we ask is: “Is eco-advertising even more powerful than traditional advertising?”

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

There have been many cases when our advertisements have been banned. It's a pity because the community doesn't get a chance to see really interesting and creative advertisements. However our company takes all the responsibilities for our actions. I have been taken to court many times and the company has paid a lot of fines. We wanted to paint the stalk of the factory green once and add a slogan “Become green even here” but unfortunately this environmental advertisement was banned.



Copyright: <https://www.prnewswire.com/news-releases/kfc-releases-vintage-holiday-buckets-to-celebrate-the-season-301173391.html>

Both the replica designs of the 1966 and 1971 holiday buckets have been recreated down to the smallest details, including the retired tagline, “North America’s Hospitality Dish,” featured on the 1966 bucket. The new holiday bucket design for 2020 was inspired by the brand's heritage buckets, but rounds out this year's lineup with some modern flair. “KFC bucket meals have been bringing people together around the dinner table for more than 60 years,” said Andrea Zahumensky, KFC U.S. CMO. Even though the holidays may look a little different this year, we hope our holiday buckets help everyone hark back to a simpler time and bring some comfort and joy to your homes and your families throughout the season.”

KFC Corporation, based in Louisville, Ky., is the world's most popular chicken restaurant chain. KFC specializes in Original Recipe®, Extra Crispy™, Kentucky Grilled Chicken® and Extra Crispy™ Tenders, Hot Wings®, KFC Famous Bowls®, Pot Pies, freshly hand prepared chicken sandwiches, biscuits and homestyle side items. There are more than 24,000 KFC restaurants in over 145 countries and territories around the world. KFC Corporation is a subsidiary of Yum! Brands, Inc., Louisville, Ky. (NYSE: YUM) [3].

*Sample advertising as it appears The Wall Street Journal.*

**Mobile advertising.** While the Wall Street Journal relies heavily on subscriptions for both its print edition and digital content, advertising is an important part of the mix as well. However, the company sells all of its own online and mobile inventory? It does not work with ad networks. Thirty million people come to our content each month, and they come for the content our journalists produce. So many publishers have created microsites for advertisers, and the success of the media campaign is judged by how many users got to the damn landing page, even though that’s only one part of it. We believe in respecting the user while having big, high-impact ads.

**CONCLUSIONS.** We have studied culture of speech and advertising. Studies refer to cultural dimensions, such as, individualism, collectivism and femininity-masculinity, which are used to explain appearances and portrayals of people in commercial print messages. Investigation methods include content analysis of advertisements in general interest magazines that are widely read in cultural communities: results suggest how culture affects advertising content. In order to understand better the applications of these varied theories, our Euroweek team has surveyed attitudes and preferences of students to see how advertisements influence their product choices.

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