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**THE LANGUAGE OF ADVERTISING WITH REFERENCE TO YEMENI PRINT MEDIA*****Yahya Ahmed AL-Fagier****Ph.D. Scholar in English**Faculty of Arts, Dhamar University**Yemen*

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**Abstract:**

*The present work is an attempt to study the features of language of advertising as it is used in both print media and visual aids. Advertising is an important means to communicate the consumers of products and services. Currently, there is a remarkable demand for global advertising, and this necessitates considering the culture of the society it is addressed to. Actually, advertising is an important marketing activity in which many factors are at play. Alongside culture, semiotics constitutes an important element to design a text for advertising. Written advertisements feature signs as the basic components which bear specific relations with each other to produce the intended message. As a result of remarkable development in international commerce, a need has arisen for translating advertisements from English into Arabic. The language that is used in advertisements can be distinguished from the language that is used in other domains. It has been recognized that the advertising language has its own characteristics and internal organization so that the language used in advertising is meticulously designed to create an impact, build conviction, incite curiosity and induce an active and positive attitude to the message.*

**Keywords:** *Rhetoric, Assonance, Alliteration, Meticulously, Stylistic, Linguistic, etc.*

**Introduction:**

Language has a great influence over people and their behavior. This can be seen in the field of advertisement. The design and visual content have a great impact on the audience, readers and consumers but that helps people remember and identify the product in the language used in advertisement. ([www.l.2005.25](http://www.l.2005.25)).

**What is Advertisement?**

Advertisement is any paid form to motivate large readers or audience for commercial purpose. For Hermeren, it is a short message that consists of sentences to persuade viewers or readers to buy or sell a product or service (Hermeren,4). Al-Nasiri argues that it is a complex phenomenon since it involves two interacting process, via, communication and persuasion. Weilbaeher states that in present time, the word “advertisement means to head the attention and notify someone about something” (Weilbaeher, 11).

**Advertising strategies:**

Advertisers hope to make the audience and the readers pay attention to the advertisement using verbal and non-verbal strategies (Al-Joburi, 46). Rusu states that in any advertisement, there is an introduction, which gives an idea about the product, development, which gives some details,

and conclusion. Rusu believes that the techniques of advertisements are important principles in many nations (Rusu, 7). Al-Nasiri states that there are some features that can be used for the advertisement. These include brevity, simplicity, clarity, credibility, appropriateness and pleasantness (Al-Nasiri, 67).

The increasing influence of English as the international lingua franca and its relation to the process of modernity and globalization has continuously reinforced the spread of English around the world. There are several media through which advertisements can be presented to the consumer. It can be presented through print such as newspapers, magazines and posters. Secondly the same can be presented through electronic media like television, radio and other electronic devices. Also the same can be displayed through the screens of theatres etc. Taking into account the nature of the target audience and other related factors, the advertiser chooses a particular medium through which maximum number of consumers can be reached.

### Features of language in advertising:

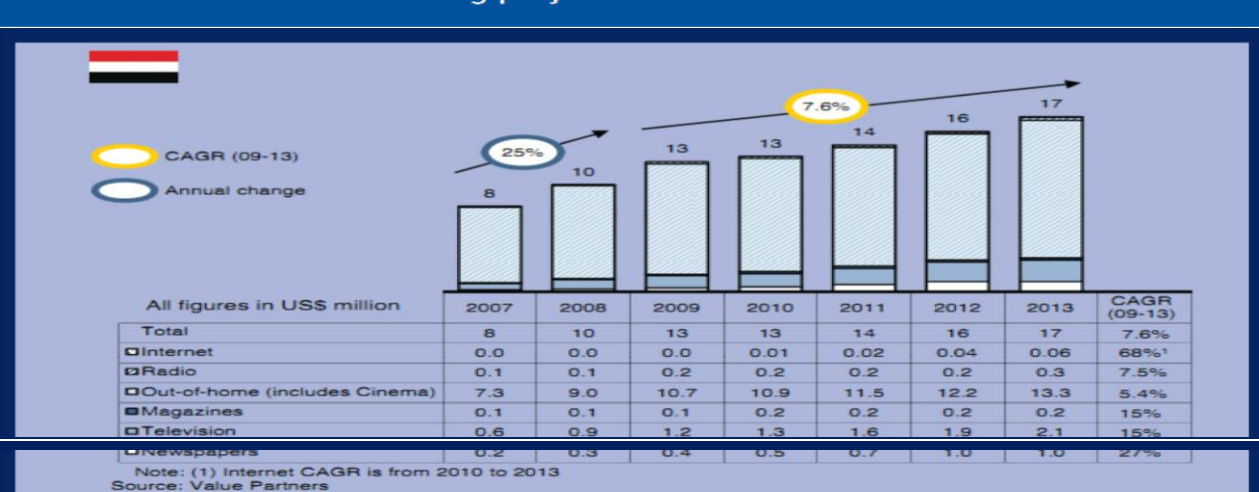
Language is the prime vehicle of inter-personal communication and understanding. The influence of language upon society has been recognized by Sapir and Whorf. Language has been seen as the basic vehicle through which human beings construct the reality of the shared world.

The language that is used in advertisements can be distinguished from the language that is used in other domains. It has been recognized that the advertising language has its own characteristics. In general, language for advertising differs from the language of other domains of communication at three levels - phonological, morphological and syntactical levels. At phonological level, advertising language relies heavily upon the use of rhythm such as sight and flight, alliteration such as players please, assonance such as how much reality can you handle, and other mnemonic devices Epithet. There are two types of epithet: epithet consonante.g. "heavy rain, bright day" and epithet organs (decorative). In advertising, most widely used are epithets like fresh, new, gentle, cream, silky, ideal, eternal, excellent etc., and, accordingly, the gradational form of them. Use of such stylistic devices probably helps in effective retention of message. At the lexical level, use of neologisms, hyphenated words, and adjectives are more common.

At the syntactic level, elliptical and short sentences are common. Use of imperatives and second person pronouns, are preferred to enable getting the consumer directly involved in the advertisements (Leeck, 11).

### The growth of advertisements media in Yemen:

Exhibit 116: Yemen advertising projections





Unlike many other markets in the region, the print industry in Yemen expends a small proportion of total outlay spent on advertising - approximately 4% of total advertising spend. The small media market in the country is dominated by out-of-home advertising. Expenditure for newspaper advertisement has increased by 31% between 2008 and 2009, albeit from a very small base. We expect newspaper advertisement to increase at a CAGR of 27% over the projection period 2009-2013. While this CAGR appears to be on the high side, it should be considered in the light of the very small base. Journalism in the country flourished following the unification of North and South Yemen in 1990, with the introduction of a regulation that allowed the licensing of private newspapers representing the views of all political parties. However, the situation worsened after the war restarted in 2004. Despite low literacy rates in Yemen, a large number of publications are available to the Yemeni public – nine government-owned newspapers and a many more were launched in 2009; however, there is a high “mortality” rate in the newspaper industry in Yemen, with eight newspapers were suspended in 2009. Our interviews with players in the media market in Yemen verify that the effect of the financial crisis on the media industry was limited, although some Yemeni papers have experienced budget cuts from the government.

This has prompted them to search for alternative sources of revenue, such as price-increase and growth in service. Interviews also suggest that newspapers are making good use of the online platform; for example, 14 October newspaper runs a news site in partnership with BBC. Local television is the second largest advertising platform in Yemen and accounts for a 9% share of total advertising. The TV advertising expenditure is increased by 31% between 2008 and 2009. Indeed, given the low literacy rate in Yemen, TV remains (approximately ten and 30 respectively) as the main source of news for Yemenis, thus ensuring higher reach for advertisers than other platforms.

### **Method of the study:**

The study is qualitative as well as quantitative. It is qualitative in the case of description and analysis of advertisement and explains its meaning. In quantitative approach, the measuring elements used in advertising through the analysis of 60 advertisements are from different sources such as newspapers, magazines, and electronic websites. Basically both Arabic and English are two major languages in the world. For Arabic, this may be due to the large number of its speakers but



more importantly for being the language of Islam. English, on the other hand, is the international language of technology and language of academic and higher education even in some Arab countries and other foreign countries in Europe and other places in this world. So in that case I select advertising both in English and Arabic language.

### Conclusion:

After an analysis of the data, the result is as follows:

- 1 46% of all advertisements (26/60) contain declarative sentences; it means that on average a second advertisement uses declarative sentence.
- 2 23% of all advertisements (13/60) contain imperative sentences; it means that on average nearly every 4 advertisement contains imperative sentences.
- 3 7% of all advertisements (4/60) contain interrogative sentences; it means that on average nearly every fifth of advertisements uses interrogative sentence.
- 4 25% of all advertisements (14/60) contain finite verb; it means that on average nearly every fourth of advertisement uses finite verb.
- 5 9% of all advertisements (5/60) contain non-finite verb; it means that on average nearly every sixth of advertisement uses non-finite verb.
- 6 23% of all advertisements (13/60) contain epithet; it means that on average nearly every fourth of advertisement uses epithet.
- 7 23% of all advertisements (18/60) contain noun phrase; it means that on average every third of advertisement uses noun phrase.

The study also has come up with the following:

- It has been found that the structure and style of advertisements are determined by their purpose.
- Thus, advertisements may represent a complete text of a considerable length or they may consist of short sentences or even phrases.
- The word used in advertisements is easy in meaning and pronunciation.
- The exaggeration is the most prevailing strategy adopted by advertisers.
- Arabic advertisements are characterized by code-mixing. They combine is different in formal; it has a persuasive nature language for their symbolic value, vi. The use of words is from English.
- Arabic advertisements are built in interactive features, dialogue like structure.
- The discourse of Arabic TV advertisement tends to be friendly and informal; it has persuasive nature.

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