



LANGUAGE OF ADVERTISING IN MASS MEDIA

Vinodkumar Ashok Pradhan

Assistant Professor,
Department of English,
Sadashivrao Mandlik Mahavidyalaya,
Murgud., Tal.: Kagal, Dist.: Kolhapur
Mobile No.: 9960733174
E-mail:pradhanvinod99@yahoo.com

ABSTRACT

Advertising is a collective term for public announcements. It is designed to promote the sale of specific commodities or various services. It is a form of mass selling, employed when the use of direct, person-to-person selling is impractical, impossible, or simply inefficient. Similarly, it is distinguished from other activities such as publicity, propaganda and public relations to persuade public. Advertising plays an important role in the field of marketing which is growing at a lightning fast speed with the help of modern technology. Hence, advertising and sell of a product both are complementary to each other. In the US alone in the late 1980s, approximately \$120 billion dollars was spent in a single year on advertising to influence the purchase of commodities and services. Total expenditure in Britain in 1995 was nearly £10 billion. Language of advertising plays a vital role to reach at the hearts of billions effectively. It requires creativity, skill, sound comprehensive vocabulary, imagination power and presence of mind. The language of advertising should have freshness, originality and imagination. It can be brought only when a particular and/or suitable language is used for the products to be advertised. The present paper suggests such regional languages those can be used for advertising for its acute effect to attract its customer, to popularize its producer, to create its impression on the heart of people. Besides code-switching and code-mixing is the linguistic technique useful to challenge emotions of the customers. The present study is based on the regional print, audio and audio-visual media of advertising making use of English, Hindi and Marathi.

INTRODUCTION

As it is mentioned in the abstract of this paper, advertising plays a vital role to promote a product in the market and to popularize the product and its brand as well. Hence, it makes use of various linguistic techniques as language is a medium to communicate one's thoughts, feelings, emotions, and express culture too. The origins of advertising lie thousands of years in the past. One of the first known methods of advertising was the outdoor display, usually an eye-catching sign painted on the wall of a building. Archaeologists have discovered many such signs, notably in the ruins of ancient Rome offering property for rent. In medieval times word-of-mouth praise (i.e. mouth publicity) of products started a simply effective form of advertising. When the printing press was established in the 15th century, it gave rise to print media. As it is quoted in the abstract, advertising made its greatest early advances in the United States. In the early stages of American advertising nationwide promotion was impractical because the nation itself was underdeveloped and lacked transcontinental transport, distribution and communications systems. Eventually, manufacturers got the idea to appoint wholesalers and retailers and reaching the consumer



through direct advertising by means of catalogues. Book and pamphlet publishers are the pioneers in this case. Nowadays, advances in advertising are international. Patient-medicine companies loomed large in British newspaper and magazine advertising from the mid-19th century. Many firms began to market packaged goods under brand names late in the 19th century. In Britain and the US, the soap-makers were early advertisers of packaged and branded products. The invention of electricity led to the illuminated outdoor poster, photo-engraving and other modern printing inventions helped to grow printed ads. The proliferation of the Internet and other international on-line computer networks has also compensated by opening a whole new medium for advertising. Thus, following languages help advertising to spread each nook and corner of the world.

USE OF INTERNATIONAL LANGUAGE

English is considered as the international language to communicate and send Messages of any kind across the world. It makes anyone to understand as they have least knowledge of this language. Similarly, many regional and local words do not have perfect substitute for the same meaning in English language. Hence, using them as it is conveys the message to its receivers. English language used for advertising in the mass media is meant for promoting international services and products. For example, Life Insurance Policies, Tourism Schemes, Health Products and International Educational Institutes etc. use English as an international language to advertise their products and services. These companies spread their branches in various countries and regions and advertise their services and products.

USE OF NATIONAL LANGUAGE

National language appeals to the emotions of the people to feel them attached to their motherland. In case of India Hindi language is used in the advertising which compels the customers to buy their products to prove themselves true Indians. Hence, some companies like Hero Honda have put their slogans as '*DESH KI DHADKAN*'. Though the country has many regional and local languages Hindi is spoken all over India as national language. Newspaper, Radio and Television all these media immensely use Hindi for advertising while advertising the products manufactured in the country itself.

USE OF REGIONAL LANGUAGE

There are number of regional languages which are slightly different from each other. The people living at the boundary of each two states or regional are almost bilingual. They are able to speak more than two languages. Hence, when a product is advertised in the regional language it appeals much to the listeners, readers and customers. It persuades the non-buyer to buy a particular product only because it belongs to the regional language speaker. Many migrated people are emotionalized with use of regional language, when they are out of their own home-state. The main reason behind it may be that the newly migrated people may not understand the regional language he is living presently. Thus regional language plays an important role to promote a product in other states besides its own.

USE OF LOCAL LANGUAGE

Local language has a long lasting impact on one's mind. The person is born and brought up in the lap his locality with all nuances of its language which is why it appeals more than that of the above mentioned languages. One can remind his local language even at his dreams or sleep. The copywriter, the announcer purposefully uses local language with its



originality and naturalness. Especially radio uses this language in monologues, dialogues, instructions to appeal more its audience. It is used particularly in relations such as mother - son, father - daughter, husband - wife, mother-in-law – daughter-in-law, amongst friends etc. Local language thus plays an important role to popularize the product in all advertising media.

USE OF COLLOQUIAL LANGUAGE

The Local language and the colloquial language are not much differ from each other. But it is a informal kind of language which is suitable mostly for the workers, farmers and people from rural areas. The advertiser specifically uses this language to drag attention of the viewers, readers and listeners. On television we see a farmer advertising about branded manure, a plastic pipe, a tractor etc. Similarly, social welfare boards also use this language to circulate precautions responsibilities for a pregnant woman to save her child, an illiterate person about AIDS awareness etc. When the colloquial language is used to advertise some products, the group of people which is at large in the country like India, they are attracted towards the products as they feel attachment with their mouth words.

USE OF CODE-SWITCHING

This is a technique used widely nowadays. The copywriter changes the writing language to drag attention of the readers by applying code-switching. In this technique, regional language can be written using English alphabets. E.g. Maggie Noodles '*SWAD BHI HEALTH BHI*', the word *swad* though is Hindi, it is written in English alphabets. Thus, it is a very good technique of advertising.

USE OF CODE-MIXING

This technique is also a well-known in the field of advertising. In this, the copywriter mingles two languages in single advertise. E.g. '*Doodh jaisi safedi ke liye Nirama Washing powder*', in this advertise, *Doodh jaisi safedi ke liye* are Hindi words whereas, *Washing powder* are English words. Thus, code-mixing is a technique that is used widely in print media, i.e. in newspapers, pamphlets, magazines, signboards, and in any written advertises. English is used for the sake of standardization whereas Hindi is used for national attachment in the minds of reader, customer or buyer to divert them to buy a product or service.

USE OF LANGUAGE WITH GRAMMATICAL ERRORS

The grammatical errors have become modern technique of advertising. It becomes inevitable for a conscious reader who easily finds grammatical mistakes in the printed ads and here the advertiser succeeds. The copywriter purposefully commits mistakes while drafting an advertisement. He knows very well that any printing mistake doesn't elapse through the eyes of a conscious reader. When the reader finds such a printing mistake he compels to read the whole matter and at the end he comes to know that it was an ad he has read unknowingly. Then he appreciates the copywriter. *Xtra* instead of *Extra*, *i* in place of *I*, *Wowwww* instead of only *Wow* are some examples.

USE OF EMOTIVE OR PERSUASIVE LANGUAGE

The copywriter uses all the above mentioned techniques with emotional touch in them. He considers the age group for whom he is preparing the ad. He appeals to the heart of a baby or child caring mother, god fearing religious group of people, health caring parents, businessmen, teenagers preferring particular cosmetics, experienced people about future



plans, modern technologies for technocrats and many more. A copywriter has sound knowledge of consumer psychology. Some manufacturers keep some schemes to generate need in the minds of buyer. Television is an audio-visual medium through which the customer can see a product how it looks, works, its guarantee, warranty and other beneficial things related to it. Hence, emotive language persuades the buyer to buy the product who was about to postpone the same. Copywriting itself is an art that makes others to purchase a product willingly instead of forcing the buyer. It needs a great imagination power to use it in variety of ways. Figurative language is again a skill in itself that embellishes an ordinary language into a standard one. The language of advertising must have the beauty and power to attract or grab attention of the reader, listener and curious customer. Advertising is a source of income for many print, electronic, audio and audio-visual media besides mere advertising because no product will sell in the market if no advertisement is effectively done. Producers spend millions of dollars for advertisement every year. Hence, it must be successful to divert its customers to buy its product.

CONCLUSION

Advertising is an inseparable aspect of business world. Similarly, it is a separate world in itself. It provides many a source of knowledge, income and popularity. But it needs a language that contains all features to increase the sell of the advertised product. Many producers invest their money to promote their product through advertising. Hence, this field contributes a handsome development in removing unemployment all over the world. The present research paper is based on the language of advertising around Maharashtrian context.

In the opinion of most top business executives and of many economists, modern advertising plays an integral role in the development of markets for the low-cost goods made possible by an efficient industry. Advertising also supplies most of the operating funds of the principal communication media. The commercial television and radio industry depends on advertising for most of its revenue. Newspapers and magazines also derive very considerable income from advertising.

Individual media and media groups often establish their own codes of ethics. Some newspapers and magazines are selective about which products they will publish for, refusing to promote alcoholic beverages. Some publishers have strict rules about the presentation of advertising to prevent the publication of false or exaggerated claims and to preserve the aesthetic tone of their publications. Television and radio likewise cooperate closely to avoid permitting advertising that might cause unfavourable reactions. Thus, all these features of the advertising field have opened doors for many researchers to polish and make it more luminous in the future than in the past.

REFERENCES

1. *Cambridge Advanced Learners' Dictionary 3rd Edition*, Cambridge University Press
2. *Longman Dictionary of Contemporary English*, Updated Edition, Pearson Education Limited 2005
3. *Microsoft Encarta*, 1993-2003
4. S. Robert Gnanamony, *Creativity of English in Print Media Advertising*, Web
5. Urmila Rai; S.M. Rai, *Effective Communication*, Himalaya Publishing House, Print