

# **Influential Role of Language on People through Advertisements**

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Id: 2013-3-92-004

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Thesis submitted in partial fulfillment of the requirement for Degree of

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## **Abstract**

Advertisement is a kind of communication which has an influential control over people and their behavior. The language used in the advertisements has the power to charm the audience and play an intrigue to take control over them. It is also a part of social process. Without language the whole idea of advertisements is vague and useless because an ad cannot convey the exact messages only by using music, expressions, backgrounds and dance movements; to show or promote one's business strategies one must have to use effective and attractive words or in other word right use of correct languages in appropriate situation. The audience cannot avoid the effect of it as advertisements have dominance to influence them. The study concentrates on the use of language in some ads (beauty product and telecommunication advertisements) to show how these advertisements use language as a medium to grab audience's attention. It tries to understand how these ads can increase their customer rate by using "one line statement" or "a simple bolded phrase". Some company target audience by using words like "Jhakkas" "Fatafati" whereas others make ads for women by using words like "Shundori", "Rupoboti" etc. It's all based on the magic of language that gives life to advertisements. The study also attempts to have a critical analysis to understand the influence of these advertisements on language, society and culture.

**Key words:** Advertisements, TVC, Linguistic tools, Persuasion, Manipulation.

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## **Chapter 1: Introduction**

### **1.0 Introduction**

Language is one of the strongest tools that play a significant role in the world of capitalism. It has a powerful control over people and their behavior. Language and power are interrelated and it is the one obvious characteristic of how language functions in social communications. It influences us or creates the desire to act in certain ways or accept view or thoughts, without obvious power. A language can represent its speakers' ethnicity, characteristics, culture and even psychology. Thus, the advertising companies always use language as a tool of different marketing initiatives to dominate the highly competitive and dynamic market. Marketing communication experts are hired by the advertising companies to formulate promotional strategies, develop communication and execute them to promote the brand and its service among the mass. According to Leeuwen (2008), "In advertisements, the images give us the dreams of glamour or fulfillment, or the allusions to forbidden pleasures and gratifications; the words give us the information we need (if any), the specification of the product, the addresses where we might buy it, the price" (p.136).

The advertising agency's main target is to grab the attention of the audience and also to attract the consumers, influence their minds and subsequently promote certain services. That is why they use different tools of language while formulating effective communication to the audience. To communicate successfully with the potential consumer groups, they have to play with varieties of linguistics strategies. (Simpson&Mayr, 2010). In most of the cases they apply discourse while coding the message for the consumers in their attempt to influence or convince the audience to take the products. However, the advertisement is not only promotion of the product but also a creative work which is either depicting the prevailing social culture in which it

is created or itself creates the culture of those text makers. Though it is short lived, it can have a long lasting effect on our society as they reflect on the ideals of the influential groups of the society.( Goddard, 2001, p.3-4).

### **1.1 Problem Statement**

The study mainly focuses on the language which is used in the advertisements of different products to promote different services to grab the attention of people. It also focuses on how the language influences consumers' mind to take desired action and also the effect these advertisements have on the society.

Though the advertising industry is not a new sector in our country, it has gradually flourished after the independence.(Hasan 2003). At the beginning we had only one channel BTV to watch. But after the establishment of different satellite channel this industry has flourished within a very short period of time. Most of the advertisements show those products that can make the people smart and progressive. The study uses the help of Fairclough's(1995) three dimensional approach to understand the impact of the advertisements have on the audience in Bangladesh through the language.

### **1.2 Purpose Statements**

The goal of this study is to understand those advertisements, which we see regularly in our daily newspapers and different channels. Here the main focus is how these advertisements use the language as a medium to grab audience's attention and also how these ads can increase their customers' rate by using "one line statement" or "a simple bolded phrase" Ahmed (2011). The study will show the influential role of language in advertisements and how it differs from one company to another. If we analyze some of our advertisements then we can easily see the power of language for manipulating our mind. Some company target people by using words like

“Jhakkas” “fatafati” whereas others make ads for women by using words like “Shundori”, “Rupoboti” etc. It’s all based on the magic of language that gives life to advertisements.

Objectives:

- To identify the various linguistic tools used in the articulation of communication message in television commercials in Bangladesh.
- To analyze how this language influences the lifestyles of the target audience and bring about a huge behavioral shift in them.
- To assess whether the target audience relates or associates them with those language of the advertisements.
- And also identify the common behavioral shifts of the society because of those advertisements.

### **1.3 Central Research Questions:**

In the subsequent analysis of the influential role of language on people through advertisements, the following central research questions will be addressed respectively:

1. How is a language used as a tool?
2. How does the language of advertisements play influential role in the society and cultural values?
3. How do these advertisements use language as a medium to grab audience’s attention?

#### **1.4 Limitation**

Since the language of advertisement analysis as a field of sociolinguistic study is comparatively new in the Indian sub-continent hardly any research has been done till now in this part of the world. The unavailability of materials in the libraries has been a major challenge in doing this research. Though the study focuses on the linguistic strategies in the discourse of advertisements but it only considers the discourse of advertisements made for some particular products. So it narrows down in the use of media, as there are other media to advertise products or services for example leaflet online ads etc. However those media are not considered for conduct the research.

#### **1.5 Operational Definitions**

**Advertisements:**Advertisements are a form of communication by which the companies and organizations come in contact with their consumers or clients (Arens, 2002, p.6). To proceed their business the companies take help of this communicative tool but Goddard (2002) has not considered it only as device to represent commercial promotion of products rather it incorporates the text in use to broaden the image of singularity, group or organization.(p.8)

**TVC:** TVC is the short form for television commercials which is an audio-visual film usually 30 second to 20 minute in duration scripted to carry a message regarding a product, service or cause and impregnates a call for action resulting in desired action on the part of the target audience.(Arens, 2002, p.24)

## **Chapter 2: Literature Review**

### **2.0 Introduction**

In the field of academic research, lots of pragmatic studies have been published over the past two decades. Most of the researches are in copy testing, which is a particular field of marketing research. This area mainly focuses on the efficiency of an advertisement based on its language, consumer responses, feedback, and behavior. Copy testing or pre-testing covers all media including print media, broadcast media and internet (“Copy testing”, 2012). Language, plan, design, color, narration (voice-over), song, image, dimension, duration, etc are the keys which are usually used to classify the advertisement in different research approaches.

### **2.1 Importance of Language in Advertisements**

Advertisement is all about language. Sometimes there is no text in an advertisement but it tells a silent story and every story contains language. According to Richard T. Schaefer (1998) “Language is in fact, the foundation of every culture. Language is an abstract system of word meanings and symbols for all aspects of culture. It includes speech, written characters, numerals, symbols and nonverbal gestures and expression” (p.52). He also claims that “Language is the foundation of every culture and the ability to speak other language is crucial to intercultural relations. The advertisements as an organizational function and a set of processes for creating, communicating, delivering value to customers, and for managing customer relationships in ways

that benefit the organization and its stakeholders” (p.53). So without language advertisements are meaningless.

Language is not neutral or naive. Through language people can exercise power. ‘Technologies of power’ this term is coined by Michel Foucault (1975). According to him the power of technology developed during 18th and 19th century. Power is not an individual task to do rather it is forced upon consciously. Among the different ways of exercising power, most common is by threatening, creating violence. In the advertisements we can see that they make a false need among the people. It also attempt to make the people show that the consumers would be more satisfied and get more comfort by getting the particular product which is also a kind of power exercising. Michel Foucault (1975) in his paper attempted to interpret the way different technologies make people their subject and take control over their bodies, gestures and eventually in their behavior. (p.9). Wadak and Meyer (2009) also discussed about the power. According to them it is the central issue of critical discourse analysis. The languages used by those who are in power have the ability to dominate others who are not in that position. In this way social inequality is created (p.9).

Though advertisement is assigned to accomplish sales goals, Arens (2002) claimed the main objective of advertisement is effective communication (p.246). According to Alperstein (1990) the language of advertisements has a greater impact on people both on social and individual life. Sometimes people even use the language of advertisements in their everyday life. Alperstein (1990) quoted, “This language play, then, is like life imitating art a kind of Meta communication in which the content of advertising becomes the content of social discourse” (p.83). Thus, definitely advertisement has a great influence on people.

Though the main purpose of advertisements is communication but their uses of language has a great influence on the culture of the society. As Vadid and Esmæ'li (2012) attempted to discover the techniques the companies follow to increase their selling. They emphasized on the relationship of texts and images for the value they add to the advertisements and as well as the impact they have on the culture of a society and play the role of a catalyst in changing the thought and behavior of the people.(p.36) They consider ads as a kind of discourse that in its center power and ideology interact and can be used to express and impose one's ideology. That is why when they make advertisements they try to use different strategies; for example, the Bollywood super star DeepikaPadukone (TVC Lux, 2015)uses Lux soap and tells about its good quality. So if general people use that they will get beautiful skin like her. Like this they create the false need and change the thought and behavior of the people.

## **2.2 The Evolution of Advertisements**

If we look back to the history then we can see that advertising can be drawn back to the very early stages of recorded past. Archaeologists have dug up signs proclaiming numerous events and proposals from various countries nearby the Mediterranean Sea like the Romans decorated walls to announce gladiator battles, and the Phoenicians painted pictures on large rocks to promote their wares along parade routes. The advertisements are also found in ancient Greece. Here, for advertising of cattle, crafted items, and even cosmetics, the merchants used canvasser or town criers. Kotler (Kotler,2012, p. 396) quotes an early jingles ““For eyes that are shining, for cheeks like the dawn / For beauty that lasts after girlhood is gone / For prices in reason, the woman who knows / Will buy her cosmetics from Aesclyptos”. According to Goddard(2002)

‘advertisement’ and ‘advertising’ both of these term came from a Latin word, ‘advertere’, which means ‘turn toward’. So from the root of the word, we can guess that the main purpose of advertisement is to draw the attention from others. It informs its target audience about the product or the service. Thus, to fulfill the purpose the copywriter need to use different linguistic tools to shout out loud to reach their advertised products to the ear of the consumer.

People were dependent on nature for their livelihood (for collecting food, hunting animals) in the primitive age. So there was no necessity of advertisements at that time. But when they realized that they can fulfill their needs by selling or buying products, then the only advertisement was to shout out loud about the products. This is the beginning of the advertisements. And language is the only medium for their advertisements. After that the invention of paper and other communication system like telegraph, telephone, typewriter and phonograph and then the motion pictures let the people communicate in different ways.(Arens,1982,pp23-29)

### **2.3 Kinds of Advertisements**

There are different kinds of advertisements according to their formation, the use of language or the way of presentation. There are both printed advertisements (published on newspaper, brochure or leaflet) and also advertisements in the electronic media (broadcasted in radio or television).Cook(2002) has mentioned some differences of these various of advertisements. They are:



1. Product vs. non-product ads: the image of organization by using products image of company without the product.
2. Hard sell vs. soft sell ads: approaching directly by making overt statements vs. not approaching directly.
3. Reason vs. tickle ads: quality of direct persuasion and hard sell with a central purpose vs. indirect persuasion with soft sell quality which has humor, emotion and mood.
4. Slow drip vs. sudden burst ads: using different media and then after a time being fades away vs. advertising new products to get noticed in a very short time.
5. Short copy vs. long copy: long copy is found in local newspaper.(as cited in Simpson &Mayr, 2010, p.34)

According to Vestergaard and Schroder (1998) advertisements are two types;one is commercial advertising another one is noncommercial advertising. Though in commercial advertisements there are two categories one is prestige or good will advertising which is to uphold the name and long term image of an industry by publishing their reports on papers and make their existence noticeable in the market and another one is trade or industrial advertising which advertise the products to other firms or equivalent. Besides these advertisements there are two more; one is display advertisements and second is classified advertisements. The display advertisements promote their product and take help of the advertising agencies to formulate their promotion strategies through advertisements. The classified advertisements take special space in newspapers and magazines and maintain a sequence to inform about their product but do not use

indirect or even any tempting way to do just like commercial advertisements.(as cited in Ahmed,2011 pp.1-2)

## **2.4 Studies on Advertisements**

The effectiveness of advertisements is also an area of interest. In the attempt to understand the message of advertisements there are lots of studies conducted on the discourse of advertisements to decode the embedded message they contain and to understand the message of it and also it has a great influence on the mind of people apart from the purpose to sell products. Arens (2002 p.242). As Sruskisno (2010) analyzed the advertisements by means of elliptical operation. According to him, the use of ellipsis in advertisements plays an effective role. If the elliptical clauses and sentences are derived from the advertisements then the meaning of the messages of advertisements are easily understood. Advertisements as Goddard (2001) considered 'a clever puzzle' remained as a mystery for long. "Like graffiti advertising has moved a long way from simply imparting direct information messages. Advertising and graffiti often have succinct, clever messages that are not direct statements of information." (Southerland, 2010, p.60)

According to Vijay Bhatia (2004), advertisement is the perspective of four rather different worlds: the world of reality, the world of private intentions, the world of analysis and the world of applications. Using examples from a range of situations including advertising, business, academia, economics, law, book introductions, reports, media and fundraising, Bhatia uses discourse analysis to move genre theory away from educational contexts and into the real world (p.43). According to David Corkindale (2001), the initial review of the MCRU - Report covers two main areas of concern:- Part i "The pre-display assessment of advertising" Part ii "Post

display analysis of promotional effectiveness" The report will cover what are considered to be main issues in evaluating methods of measuring advertising effectiveness, for this was the guise under which the project was originally set up. At a later date it is intended that a further review should be published on the material concerned with the process of how advertising works. This obviously has a strong overlap with any discussion on evaluation of effectiveness. Thus, any relevant available information will also be analyzed if other areas become more obvious as being particular interest to the sponsor companies.

Rosul (2007) has also showed in her study of the discourse of advertisements in the purpose to find out the hidden message the advertisements are providing to the people. She also attempts to show people the truth behind the language of the advertisements based on the beauty products both for men and women. Her study shows the difference between reality and appearance. She has also wanted the people being aware of the manipulation and the mind controlling power of advertisements. Most of the people tend to believe which are shown in the advertisements and sometimes even if it known advertisements as the part of media have many complex ways to use influencing the minds of people (Vandijk,2008). According to Leech (1966) the language of advertisements are mainly "loaded language" and the purpose of this language is to divert or control the audience will and motivate them to act accordingly.(as cited in Ahmed,2011,p.4) Sometimes budget does not play any role to make an advertisement successful. If advertisements gain attention and communicate well then the advertisements are successful. Good advertising messages (language) are especially important in today's expensive and chaotic advertising environment. The typical U.S. household established only three network television channels and a handful of major national magazines in 1950. Today, the average household receives more than 118 channels, and consumers have more than 20,000 magazines, the countless radio stations and

a continuous barrage of catalogs, direct mail, e-mail and online ads, and out-of-home media, and consumers are being bombarded with ads at home, work, and all points in between. As a result, consumers are exposed to as many as 3,000 to 5,000 commercial messages every day. (Kotler,2012)

Though advertisements industry is a successful industry but there is no such study regarding the transformation of Bangladeshi advertisements to understand how it has evolved and reached the present situation (Haque 2013). According to Haque, there should be some studies to understand the development of the advertisements in Bangladesh. Though there are some researches Kashem and Rahman (1994), Alam(1997), Ahmed (2011) but most of them are mainly on the development of the advertising industry. They try to find out the potential of this industry in this country. So we can say that the business perspective is predominating rather than the linguistics perspectives. There should be more studies conducted on the basis of communication along with the consumers. As Jamil (2012) try to find out the recent advertisements trend in Bangladesh both in print media and electronic media and its future prospects. In his research he finds that at present advertisements have great influences on people's mind in Bangladesh. It has such power that it can control people's mind and behavior. Kashem and Rahman (1994) also did a research on Bangladeshi advertisements. They mainly concentrated on the ethical issues. Later on these types of study conducted by Alam and Rahman (1997).But there focus on students' attitude towards advertising in Bangladesh.Ahmed (2011) in her research tried to find out the similarities and differences between the Bangladeshi and Australian advertisements. In her research she talked about sociolinguistics perspective, lexical, semantic and stylistic level. She showed that how advertisements can vary from culture to culture.

### **2.5 Persuasion and Manipulation:**

In advertisements both persuasion and manipulation occur together. According to Van Dijk (2009), manipulation is not the use of power exercise rather when the power is abused then it is manipulation and most of the manipulation occurs in text and talk (p.360). This is an illegal effect which works with the connotation discourse. It is kind of power misuse which tries to control people in different events. Even the pictures, photos, movies or other media can be manipulative. The people who manipulate others want them to act or behave in accordance to their will for the benefits of manipulators.

On the other hand, persuasion is not counted unlawful which also takes place in text and talk or works by the means of discourse. Both persuasion and manipulation are context dependent and also depend on participants. So it is very difficult to differentiate persuasion and manipulation. In persuasion people have self-determination to select their own action as they want. Mainly it depends on the participants; they can decide whether the discourse used is persuasive or manipulative. It can be happen that the same discourse can be manipulative for some participants or can be persuasive to others. (Van Dijk, 2006, 361).

## **2.6 Common Features of Advertisements:**

Advertisement is a new form of literature, a genre and needs to be understood (Cook, 2001). According to Cook (2001), the advertisements are compilation of different elements and these elements are interrelated to each other. In discourse analysis both the text and context should be reflected, moreover, it should focus on human cognitive process carefully, in specific culture to analyze this discourse. Cook described the components of the advertisements which should be taken care of while analyzing the discourse of ads. The components are given below:

1. Substance: The physical material which carries or relays text.
2. Music and pictures: These elements make the ads more colorful and interesting.
3. Paralanguage: Meaningful behavior accompanying language, such as voice quality, gestures, facial expressions and touch (in speech) and choice of typeface and letter sizes (in writing).
4. Situation: The properties and relations of objects and people in the vicinity of the text, as perceived by the participants.
5. Co-text: Text which precedes or follows that under analysis, and which participants judge to belong to the same discourse.
6. Inter text: Text which the participants perceive as belonging to other discourse, but which they associate with the text under consideration, and which affects their interpretation.
7. Participants: They are described as senders, addressers, addressees and receivers.

8. Function: What the text is intended to do by the senders and addressers, or perceived to do by the receivers and addressees. (This element will be dealt with separately.)

There are some common traits which are found in the language of advertisements (Cook 1992; Goddard, 1998). They are:

1. Cohesive devices: To make relations among the words, phrases and sentences there are a number of cohesive devices used in the language. Cohesion is a linguistic device which is used to make relation among the sentences and clauses of the discourse. There are again some which are repeatedly used in the language of the advertisements among those devices

For example: Repetition of particular lexical items in the language of advertisements is a common trait. It may be used to support the memory system of the audience, the more they will see or hear the word, and the more it will be reserved in the memory. Another one is ellipsis: that means the omission of the words. In advertisements sometimes phrases and words are used individually to express full meaning. In conversation especially when it is a face to face interaction ellipsis is used to avoid a large sentence. For example “buying something?” instead of “are you buying something?”

2. Use of pronouns: In majority of the advertisements, ‘I’ and ‘We’ pronouns are used by the narrator. While the use of ‘we’ indicates the territoriality and the classified group, use of ‘I’ is a kind of manipulative to make the language overemotional intentionally. (Goddard, 1998, p.105)

3. Vocabulary: Vocabulary is a core item for advertisements. It plays a very essential role in the language of advertisements. The makers always select the words that are intensely associated with the product. They also select those words which can relate the target group of people. The words from everyday conversation are created in the advertisements as the advertisements are for

mass people and providing them the information in a comprehensible way to make it more advertisements touchable.

4. Buzz Words: this means the new words that are used in advertisements. This term is coined by Goddard (1998).for example ‘selfie’, ‘wassap’ this types of new words which are frequently used in the language of media. Mainly they try to use these words to relate it with the young generation. This type of words can also be used in the name of brands and also their slogan. The change in advertisements language is connected with the process of language as it shows the change in the corpora of the world and as well as in the values and attitude. (Goddard, 1998,p.64)

5. Grammatical Structure: The grammatical structures are not strictly maintained in the advertisements as informal language is used in advertisements. Mostly initials or abbreviation of the words are used instead of full form of the words.

6.Comparative Reference: This is kind of technique which is used as a technique of advertisements.in most of the time we can see incomplete judgment or the compared brand or product is not mentioned in the advertisements.

7. Deviation: ‘Like literature, advertisements frequently use language in ways which depart from convention’ (Cook, 2001, p.142). Widdowson (1972) asserted that though the use of unique words might not be structured with the rule of English grammar, the meaning it expresses is intelligible.(Cook,2001,p.142).

8. Code-Switching and Code-Mixing: Code-switching and code-mixing are common phenomena in a bilingual society. The use of the words and sentences in mixed languages are also one of the significant types of adverts’ discourse. According to Wardaugh (2010), people all over the world



use diverse codes in different situations. They not only choose the code while speaking but also switch codes or mix word of two or three languages in one conversation. These switching codes in a short utterance create new code which is termed as code switching. When the switching is within a word or phrase is named as code mixing. In the language of advertisements whether it is vocalized or printed, the code-switched elements get more attention than other text in the advertisements. (Luna, Lerman&Peracchio, 2005, p.418)

9. Figurative Language: in the discourse of advertisements we can see the use of different figure of speech.by articulating interesting words and phrases with the help of the narrator they try to convince the audience.in the discourse of commercials they try to use more pun, metaphor, hyperbole, symbols, euphemism connotation and other figure of speech to make the language more interesting.

a. Pun: According to Morner and Rausch (2004), witty use of words which involve more than one meaning is called pun.(p178). “Puns are popular rhetorical figures in advertisements.”(Mulken, Enschootvan, Dijk&Hoeken, 2005, p.707).Godderd (1998) has stated about use of polysemy, one word with several meanings in advertisements, whereas pun is one of its classifications. She claimed that in advertisements puns are deliberately employed (p.63).

b. Metaphor: Metaphor is parallel to pun which contains two meanings of a word.one is unambiguous meaning and another is inspirational. Rosa (2009) remarked that metaphor would be defined as a cognitive device which allows us to deal with abstract domains of experience by understanding and experiencing one thing in terms of another, which implies what it pervades our use of language as a reflection of our thinking no matter how unaware we are of it or how

hard we try to avoid it.(forceville,1996)talked about the presence of visual metaphor in contemporary advertising.(as cited in cook,1992,p.16)

c. Denotation and Connotation: The words used in different context have connotations rather than owning one meaning or denotation. “A word has many aspects for its user other than its denotation, which supposedly persists across different contexts and its pragmatic function, which supposedly varies systematically across contexts.” (Cook, 2001, p.103). However Cook (2001) stated that many analysts consider connotation a must thing in language processing. (p.109)

b. Euphemism: Euphemism means the use of polite words or language while expressing the ideas which are not easy to articulate or which are related to some issues not to talk openly in the public, for instance, sex, death or some private physical matters.(Goddard, 2002,p.64)

c. Taboo: These are the types of issues which are not like to have acceptance in the society or can have impact on particular social groups and also particular experience (Goddard, 2002, p.65). For example the advertisements of contraceptive or sanitary napkin. The uses of words of these types of sensitive issues which are prohibited in specific context are also considered as taboo.

The images used in the advertisements also have the command to generate an effect over the emotion of people. The visual component can be both influential and grab attention if the product is accompanied with the image of people.it happens because advertisements entreat our senses and our emotions and consequently it creates an imagery world for the audience to determine. (Elena-Cristina,2010.p6)

Advertisement does not contain some catchy jingles, lyrics or language to take space on the newspaper, magazines or TV programs, rather it is a way of communication which has its particular purposes and strategy to take control over audience' thoughts feelings, emotions and

even on their actions. That is why Arens (1982) defined advertising as “the structured and composed non personal communication of information usually paid for and usually persuasive in nature, about products (goods, services and ideas) by identified sponsors through various media.”(p.7) In most of the cases people find it entertaining and a portion of entertainment. Mainly it shows them the developments and fashion and also let them get some good jokes in it which contains good music with wonderful imagery. Though some people consider it as a bad thing as these advertisements are making them to do what they actually don't want to do. Still advertisements have effect on the society and vice versa. (Wells, Moriarty & Brunett, 2006, p.5)

Moreover, Cook (1992) exhibits that writing induces iconic behavior. He demonstrates with an interesting example of an advertisement for a Philips TV in a double page magazine spread, which displays a following sentence by scattered words on two pages, constraining the reader to move his eyes from side to side, what resemble a tennis match (p.83):

You	haven't
Seen	tennis
On	television
Until	you've
Seen	it
On	a

Philips 41"

screen

Moving eyes from side to side is an example of iconic behavior and it is definitely provoked by the manner of text presentation.

### **2.7 Flairclough's Three-Dimensional Model:**

Flairclough (1992) showed a new way to analyze the relation of linguistically oriented discourse with the social and political thought related to the language. He created a frame work, by which social changes through language use can be analyzed. This three- dimensional model can be used to analyze discourse as text first, then the discursive practice of it and later the social practice of discourse. (p.62)

Language has the impact on society and culture. It shapes social identities, social relations and the system of knowledge and belief. However, language in use follows both the conventional and creative ways to preserve and reshape existing social identities, relations and system of knowledge and belief as the same time renovate them. (Flairclough, 1995, p.55)

Flairclough (1992) claimed, "I see discourse as a complex of three elements: social practice, discourse practice (text production, distribution and consumption), and text and the analysis of a specific discourse calls for analysis in each of these three dimensions and their interrelation." (p.74). He again mentioned that the hypothesis explains the noteworthy connection among the elements of the social practice of the text elements.

Bourdieu (1977) stated that there is a connection between the social practice and the use of language in particular situation. Both of these have cause and effect which is normally unnoticed in general condition. (as cited in Flairclough, 1995, p.54)

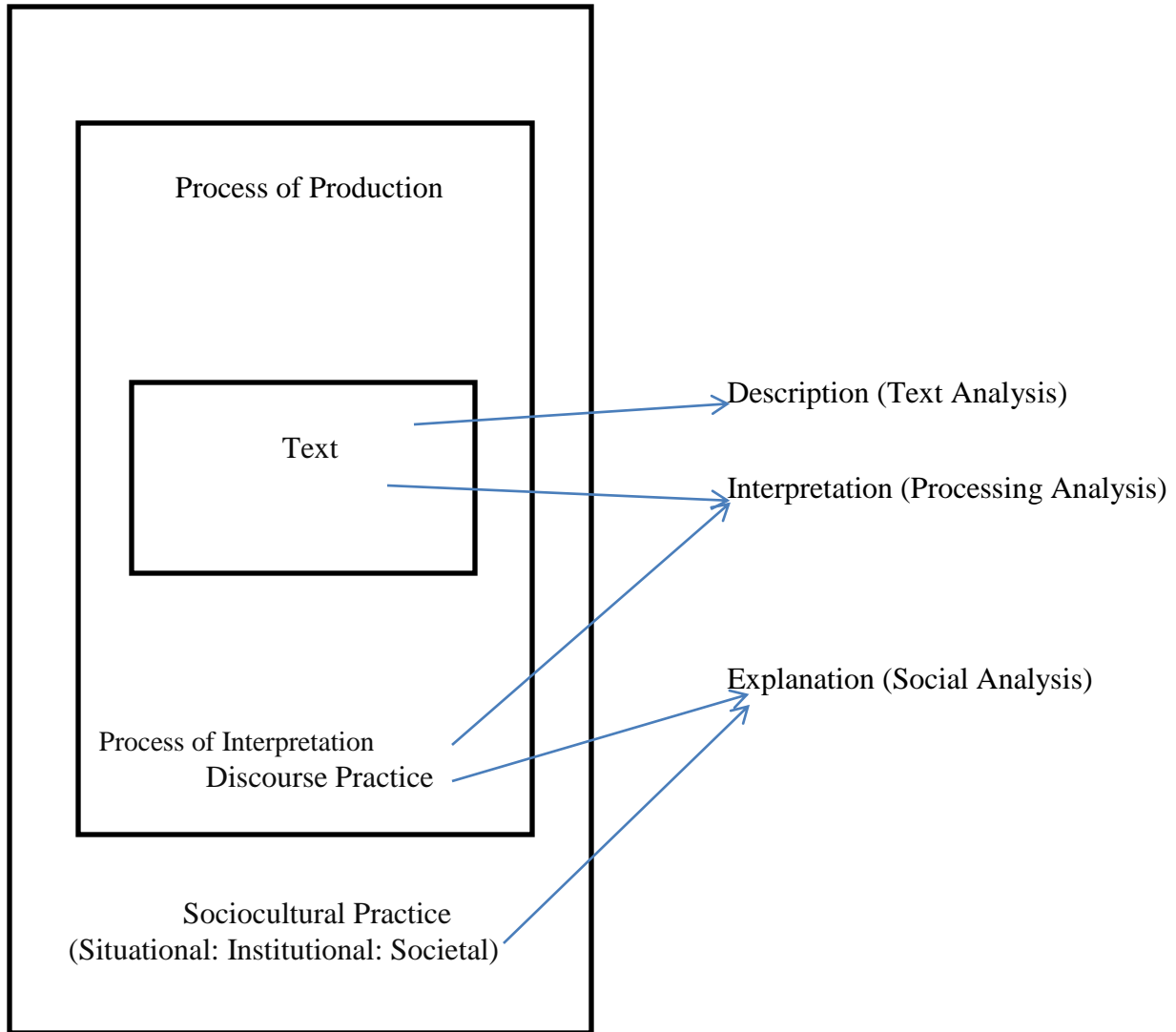


Fig-1: Flairclough's Three-Dimensional Model (Flairclough, 1995,p.98)

In this model Flairclough explains that 'Texts' means may be written or oral, and oral texts may be just spoken (radio) or spoken and visual (television), by 'discourse practice' he means the processes of text production and text consumption. And by 'sociocultural practice' he means the social and cultural goings-on which the communicative event is a part of. According to him discourse that takes place in any context should be considered a language text which can be either spoken or written; discourse practice which is related to production and interpretation of text and sociocultural practice. The discourse is deeply connected with different level socio cultural practice. From the individual situation the relation to the broader level can be denoted.

Text analysis:

Text analysis is encompassed with both the form of the text and the meaning. Flairclough (1992) proclaimed that it is very complex process to analysis a text in the basis of meaning as texts are ambivalent in character and can be interpreted in various ways. Furthermore, both the potential meaning of form and interpretation are needed in text analysis.(p.75)

Discursive practice:

Production, distribution and consumption of text are collectively known as discursive practice. The relation between the text producers with the context of the production is also focused in discursive practice. Discursive practice also focuses on the consumption of the text. It means how the text is considered by the receiver. It can also detect the social identities of individuals or of groups. The context of the discourse controls over the text interpretation.(ibid)

Discourse as social practice:

Discourse in social practice shows the relation of discourse with ideology and power. Ideologies are signs of reality. The realities linked with the physical world, social relations, and social identities. These realities are built upon different levels of forms or meanings of discursive practice. These influence production, reproduction and transformation of relation of domination. Discursive practice of different context turns into ideologies and then creating the domination gets the power. There is always a struggle between ideologies which use discourse in different levels of power exercising. (ibid)

The analysis of discourse in socio cultural perspective brings out the relation among language, power, and ideology. How discourse takes part in shaping the thoughts of people and form the ideology and then the struggle of ideologies give the participant power through language use.

Flairclough(1995) believed that this approach is perfectly applicable to study the socio cultural change which is associated with the change of discursive practice. Moreover, it searches out the connection between the social practice and language. It also implements a structured way to find out the tie between the nature of social process and elements of language texts. (p.96). He explained the three dimensional conception. According to him “discourse and any specific instance of discursive practice, is seen as simultaneously (a) A language text, spoken or written,(b) discourse practice ( text production and text interpretation), (c) sociocultural practice. Moreover a piece of discourse is embedded within sociocultural practice at a number of levels; in the immediate situation, in the wider institution or organization and at a societal level.” (Flairclough, 1995, p.97)

From the very beginning language plays an important role in the world of advertisements. By using this tool they strike the audience, even they can build up new behaviors in particular group of people. It is significant that information delivered by the companies through advertisements can have a subtle message as well as influence on the audience. Fairclough (1995) discussed on media discourse suggested that, discourse used in different media has function on social control by the means of ideology and it also affects social production. Moreover, he stated that though discourse of media controls the social production and has social control 'but they also operate as cultural commodities in a competitive market.' However along with entertaining people of the particular society, it also informs about different social and political rights. In addition, the discourse reflects the movement of cultural values and identities. (p.48).



## **Chapter 3: Methodology**

### **3.0 Introduction**

This chapter deals with the theory and methods applied in this study to understand the linguistic strategies used in the advertisements and the influence of the language on people as well as on the culture and society of Bangladesh. The research design, theoretical framework, screening of primary and secondary sources of information for the study, data collection, data collection method and analysis are discussed in this chapter.

### **3.1 Research Design**

The central study is about the strategic linguistic devices and the influence of the language on the people through advertisements. Both the print and television commercials in concern have been selected in order to find the answers of the research questions.

### **3.2 Theoretical Framework**

This study has particularly employed the three dimensional model (refer to fig: 1), approached by Flairclough (1995) which is applied as theoretical framework for the research. The data was also explained by the professionals (copy writers, makers) those who are involved in formulating and creating these communications.

### **3.3 Data Collection Method**

The data are collected from different newspaper and some of them are downloaded from Google archive. TVCs are recorded from different television channels as well as downloaded from YouTube. A structured interview was taken from the creative writers to find out the strategies they play to influence the people. 13 print ads and 12 TVCs are collected for analysis.

### **3.4 Data Analysis Procedure**

As mentioned in theoretical framework section, the data was analyzed under the frame work of Flairclough's (1995) three-dimensional model which gives the three aspects of the discursive event and data from the qualitative questions are analyzed on the basis of the feedback of the experts(On a structured interview ten creative team members (copy writers) and client service team members working in different agencieswere selected to give their feedback)and the researcher's point of view. The data was analyzed according to the research questions. The analyzed data was presented in findings section and finally the central research questions were answered.

### **3.5 Obstacles Encountered**

It was very difficult to get the appointment from the experts belonging to the ad agencies as they had very busy schedule. Also it was difficult to collect the ads as the advertisements were not found in the YouTube.

## **Chapter 4: Findings and Discussions**

### **4.0 Introduction**

In this chapter the researcher attempts to analyze and discuss from the data collected from different print ad and TVC. Texts of the ads are analyzed on the basis of lexical, semiotic and pragmatic ground. The images of the advertisements are also counted as images also infer messages of the advertisements. After that the languages of the TVCs are analyzed and discussed. The impact of the languages and the visual images of the ads are analyzed in relationship with socio cultural context.

### **4.1 Analysis of Printed Ads**

**Use of Fonts:** According to Goddard (2001), using different fonts and typographies are attention seeking devices and use of different fonts creates special effects. Different font is used in the print ads to attract the audiences. Different information of the services and the packages are written in different fonts. Sometimes some information is written in so small fonts that they are hardly readable.



Example-1: Use of different 'Font' as attention seeking device

From the example it can be seen that it has used different font sizes and colors to grasp the attention of the audience. The example also shows that the information regarding the product details, ingredients and manufacture of the product are given in a very small font size that people can hardly read that part. People tend to ignore the information not deliberately but unconsciously, because of the small fonts. The big colored font will attract the people. This is the strategy followed by the ad makers to make the audience not to notice all the written information.

### Comparative Reference:

Indirect comparison with other networking companies.

Example-2: Comparative References

In this advertisement the phrase used here “2G এরদামে 3G” has attempted to place an indirect comparison to other telecom companies and the services provided by those companies. They did not directly mention the price of the other companies.

**Code- Switching and Code-Mixing:**

Use of more than one code in a text is also found in the text of advertisements.



Example-3: Code-mixing

In this advertisement both Bangla and English two codes are used together. Here ‘king of Facebook’ used in a Bangla sentence is an example of code-mixing. Code-switching and code-mixing are used in the advertisements as they add more value to the language of the advertisements. Here the word ‘king of Facebook’ will definitely grab the attention of the customers. As it is an unusual phrase so it will obviously strike into the mind of the people and get the attention of the customers especially the young generation. Words and sentences mixed up with more than one code grab the attention of the customers easily, as an unusual thing always catches the eye of people more than the usual.



Code-switching,  
English words are  
written in Bangla.

Example-4: Code-Switching

The above example is “রিচার্জ অনলাইনে ঝামেলা অফলাইনে” code-switching. The headline of the ad is in Bangla but mixed up with English. Here they have written ‘offline’ and ‘online’ in Bangla font. When English words are used along with the other language or all alone in ad, it gives the ad a global value, as English is an international language. The words ‘offline’ and ‘online’ make the consumer relate the service with international quality.



**Alliteration:**

Alliteration means the use of same consonant letter in the words which are arranged one after another. Because of the alliteration the ad gets a lyrical effect in the advertisements.

Alliteration, use of words with same letters.

The advertisement features a yellow and orange background with a circuit-like pattern. The headline "special numbers for special people" is written in a bold, sans-serif font, with the words "special" and "special" circled in red. Below the headline, it says "become special with a special series number for only tk. 500". A digital display shows the number 01933445566. At the bottom, it says "collect from your nearest store". The Banglalink logo is in the top right corner.

Example-5: Alliteration

**Word Play:**



Playing with words is another significant feature of the advertisements. To grab the attention of the audience the creative writers try to input some new things in the ad. The words with different formation please the audience. It also serves the purpose of achieving attention of the customer as advertisement is also entertaining.



Example-6: Word play

To make the language interesting and attractive they use the phrase ‘play to play’ with the Bangla words.

### Rhythm and Rhyme:

Rhythm and rhyme are also a part of advertisements. To grab the attention of the audience and give a lyrical effect rhythm and rhyme are also used as linguistic device in the ads.

Example-7: Rhyme and Rhythm

In the example the line “পথ হারালেন তো মিস করলেন” (if you lost the path you will miss) used gives a lyrical effect to the ad. The ad can draw the attention of the customer because of the rhythmic effect.

**Repetition:**

Some words or phrases are used repetitively to grab the attention of the audience.



Repetition of phrases

Example-8: Repetition of phrases

The example shows the repetition of the words phrases like “১মাসফ্রী”(one month free)to emphasis on the information about the service.

**Denotation and Connotation:****Example-9: Connotation through Image**

The image is about a group of young people denoting the friendship which is mentioned in their package name 'Bondhu'. The background, the color combination, the art work on the wall and the color spray in the hands of the young boys and girls show their lifestyle. The words food, fashion, lifestyle these are the things which young boys and girls use in their daily conversation.

**Ellipsis:**



Most of the time incomplete sentences are used in the advertisements. Some words are omitted from the sentences from which the message can be anticipated.



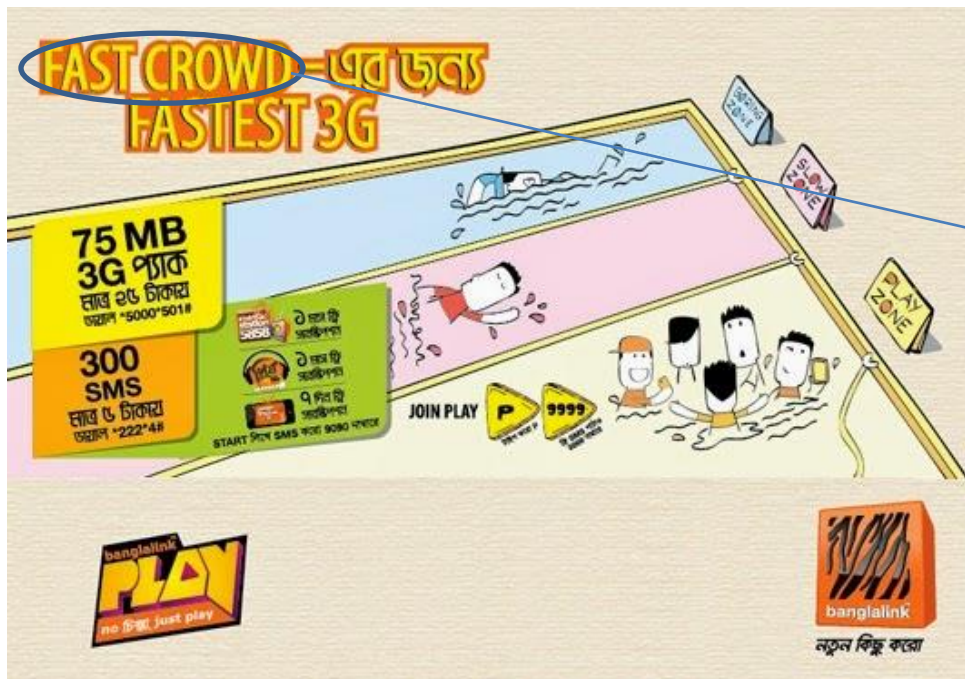
Instead of using “3G network in Chittagong” only 3G is used

#### Example-10: Ellipsis

In the above ad Instead of using “3G network in Chittagong” only 3G is used. They mainly highlighted the word 3G rather than use a complete sentence to grab the attention of the audience.

**Homonym:**

Homonym is also used in advertisements. Here ‘fast crowd’ means who faster than other and also who are technologically faster than other.so here the word is giving two meanings together.



‘Fast Crowd’ means technologically fast people.

**Example-11: Homonym**

## Use of One Code Only:

কলেজ ও বিশ্ববিদ্যালয়ের ছাত্র-ছাত্রীদের জন্য বিশেষ প্যাকেজ

**টেলিটক**

**বর্নমালা**

সিমের মূল্য  
**৫০/-**  
টাকা

অন-নেট	: ৩০	পয়সা/মিনিট
অফ-নেট	: ৬০	পয়সা/মিনিট
৫০০ এমবি	: ৭০	টাকা
১ জিবি	: ১৩০	টাকা
৫ জিবি	: ৪০০	টাকা
১০ সেকেন্ড পালস্		*ভ্যাট প্রযোজ্য

হেল্প লাইন: ১২১  
www.teletalk.com.bd

**টেলিটক**

## Example-12: Using only Bangla

The above example of advertisement is used only one code Bangla. Here the package name is 'Bornomala' which means the alphabet. It gives a feeling of nationalism and feeling for the mother tongue, as the company 'Teletalk' is run by the government. As language and country are always close to people's heart so the feeling of nationalism has been used here to attach the people emotionally with the service of the mobile network.

**Use of Symbols:**

To make the ad more attractive symbols are used. The picture of a cup symbolizes the comfort zone for the friends. Here they show that one must stay in the zone to get the benefits



Use of symbols

Example-13: Use of Symbols



#### **4.2 Analysis of the TVCs:**

12 TVCs are selected from the most popular product of Bangladesh one is fairness cream (Fair & Lovely) another one is Telecommunication ad to analysis the discourse of TVCs. Every ad broadcasted a certain period of time after that full version of ads are not broadcasted that is why some ads are downloaded from YouTube. The most popular ads are selected to show the influence of language on people's mind.

##### **Fair and Lovely:**

Nowadays it is claimed to be world's number-1 fairness cream. Fair and Lovely use to make people believe that different people have different needs for their beauty that is mainly based on age or skin types, and therefore offers high-expert fairness solution that meets the different needs of their consumers. Fair and Lovely has several varieties of products for both men and women.

But the question is how much they are honest about their advertisements? According to Fair and Lovely, it states – “The Whiter~The Better”-does it mean that dark or tan girls will not get honorable-good jobs- and get married with handsome- qualified grooms? In this way, aren't they simply insulting dark girls and humiliating and making a strong distinction between fair and dark girls/women? To find out the answers of all these questions, some ads are collected of Fair & Lovely to analyze which are displayed very frequently in every renowned Bangla channels.

It seems very strange and weird that, in a country where the majority of the populations are dark-skinned, people get crazy and waste hundreds and thousands of taka to get fairer and beautiful skin. This concept is present in all socio-economic backgrounds, for both educated and uneducated, poor and rich girls. This prejudice is going on from centuries after centuries in our country too, where dark skinned girls are described as 'ময়লা' which literally means dirty and a person who is fair is termed as 'সুন্দর' (Good looking and beautiful).



In one advertisement of Fair and Lovely, it is seen that- a girl dressed in a simple-ordinary-middle class manner goes for an interview. From her gestures and facial expressions, it is clearly seen that the girl is not at all confident about her own look and personality. And when she enters into the interview room, all the board members give a look that seems very weird and peculiar that they are not interested. By seeing the girl as she has a dark complexion and also her dressing sense are not so attractive. Without even seeing her certificates they all rejected her and one of the senior boss says, “She will not get the job”.



Fair & Lovely Ad: Scene 1



Fair & Lovely Ad:Scene 2



Fair & Lovely Ad:Scene 3

Now, after seeing this ad what girls of both upper and lower class will think? They will think that education is not enough to get a good job, for that girls should have a fair complexion-good figure with high dressing sense. But, what is noticeable is that, if all these

things are so important then why girls should work hard and do their graduation, they can simply go to parlor-get facial, pedicure, and manicure, and on the basis of their beauty they should get jobs. It is unnecessary to finish studies, instead of that girls should only use Fair and Lovely to be employed in any renowned companies.

As Fair and Lovely titles, “The Whiter~ The Better”, this simple phrase says a lot about girls and nicely-subtly influence dark girls to go for this particular cream to get beautiful, and also better opportunities in job fields. They also give slogans like, “অপরূপ রূপের জন্য” {for breath-taking beauty}. Even one ad of them equated fairness with love by giving another slogan as, ‘সত্যিকারেরফরসাউজ্জ্বলস্বক..... সত্যিকারেরভালোবাসা’ {truly fair, bright skin...true love}. Unilever’s fairness ads mainly focus on husband-catching function, self-esteem, success, prosperity for girls through their eye-catching use of language, which can be only achieved by using this particular fairness cream. Through all these slogans they try to prove that dark ladies are ugly and unsuccessful, both in their personal and professional lives. Fairness of skin ensures love, partner of your own choice, better jobs, and may be coffee at fancy hotels. Simply using dark models is not attractive and not good enough for audiences.

At the second half of the ad, we can see that the same girl uses Fair and Lovely cream, and by two weeks, she got fairer and fairer, and at the same time, she turns into a modern girl wearing



Fair & Lovely Ad:Scene 4



Fair & Lovely Ad:Scene 5



Fair & Lovely Ad:Scene 6



Fair & Lovely Ad: Scene 7



Fair & Lovely Ad: Scene 8

short skirt and shirt- high heels. And in her next interview, only seeing her glowing-smiling face, all the members get stunned and surprised, and immediately offer her the job in a top position. At the end the girl herself admits that fairness cream is so effective that it also boosts her confidence to face any tough situation. In this particular ad, these two highlighted statements actually work as the engine of this ad. These two statements can capture attention of both upper and lower class girls/women-both educated and uneducated ladies can believe this particular ad because of the language that are used here. Language is very eye-catching and related with our socially constructed norms that fair girls are given more importance in every field. Language is at the same time so well chosen and precisely stated that one line statement is enough to convey the main motive of this particular fairness product, and bring a huge profit and popularity in their side.



In the 2<sup>nd</sup> ad of Fair and Lovely, the same things happened again, a girl with dark complexion goes with her grandfather to an office and everyone makes fun of her because of her dark complexion. She only faces rejection and humiliation just because of her dark skin. And then her grandfather gave her fair & lovely, after using that she became beautiful she got the job and became a star.



Fair & Lovely Ad: Scene 1



Fair & Lovely Ad: Scene 2



Fair & Lovely Ad: Scene 3



Fair & Lovely Ad: Scene 4



Fair & Lovely Ad: Scene 5

How unethical this can be, that there is no priority of talent, education except fair complexion. Her fate is questioning her and continuously blaming her that, “she is the one at fault for her own bad luck!”

In this particular ad, the ad maker portrays this issue in a very contradictory manner. This ad is published only to humiliate black girls and make them more eager to use this product to get a good job and success in life. Girls who are dark in complexion get attracted to such ads very easily as they always suffer from a complexity or confusion about their own identity and personality, and they always search ways to get rid of their problem- to change their own color that is god gifted and fated by our almighty.



Fair &amp; Lovely Ad: Scene 6

In recent ad of Fair & Lovely they have shown the same thing in a different way. One girl's father is worried about her daughter's marriage. He tries to make her daughter understand to get married and settled in life. Then the daughter's friend suggests that she should first try to get a good job, settle down in life then get married. And the tag line is "use Fair & Lovely and you will get a good job".



Fair & Lovely Ad: Scene 1



Fair & Lovely Ad: Scene 2



Fair & Lovely Ad: Scene 3



Fair & Lovely Ad: Scene 4





Fair & Lovely Ad: Scene 5



Fair & Lovely Ad: Scene 6





Fair & Lovely Ad: Scene 7



Fair & Lovely Ad: Scene 8



#### Fair & Lovely Ad: Scene 9

In the above three ads, the main consumers are girls, and it is for girls of all classes, ages, backgrounds, it can be for a garments worker, or for a student, for a 20 years old college going girl, or for a 35 years old unmarried woman. These ads are made for both educated and uneducated girls, working women and housewives.

Through the use of effective language and statements like, “তুমি তো star হয়ে গেলে” (you became a star) make Fair&Lovely a more popular-long lasting-trustworthy product among all categories of viewers and listeners. If they do not use such mind blowing titles then this particular product can be a big flop, and would not be able to survive for so long times in comparison to other company’s products.

As it is also referred by doctors that using such cream is not good at all for the skins, such fairness cannot be achieved in such a short period of time, and if it happens, then it is not permanent. But still for the appealing of those ads and people get betrayed every time, just because of the story they create is so close to reality and attached with the phenomena of our daily life, that is happening so frequent in our regular life that girls get influenced very easily even in their unconscious minds; even though they do not want to get trapped.

When a girl faces such situation that is being captured in ads, then these poor fellows think that they have no other ways out except using Fair and Lovely cream, and get rid of their dark complexion, and that ultimately will give them confidence to face and overcome all the odds. But they do not understand a simple thing that, no fairness cream can boost their-courage and strength, it has no divine power to enhance our personality—it is always inside us, we just have to feel it-figure it out and have faith on ourselves and also in our talent.

Unilever claims that the source of their ads especially ads of Fair and Lovely is to focus on social and cultural context and that their ads connect with the lives and realities of their consumers, which has mainly resulted in their “large set of loyal users and strong brand equality”. And for this reason this particular company spends 50crore taka annually on advertising of Fair and Lovely alone, and this proves that their ads really work among us greatly.(Rosul 2011). But, the fact remains that such ads and images portrays a negative cultural stereotype, blatantly stating that a woman’s beauty is measured by the degree of fairness of their skin. At this point, such companies have a social responsibility, or corporate responsibility to not to encourage such negative issues and crucial ideas among ordinary people. Unilever’s advertising methods are socially very harmful as it reinforces prejudices against the dark-skinned girls/women.

It is important to mention that, dark skin has more melanin, which protects the skin from the sun, and in turn, diseases are also protected. Light skin has just the opposite thing, and for this they have less protection. Fairness cream simply kills melanocytes in the skin, thereby making the skin lighter, but it is equally dangerous for us as these fairness creams are the main agent of any type of cancer, especially skin cancer and other diseases.(as cited in Ahmed,2011 p.8)

Without using fairness, one cannot find a good job or qualified groom for herself, and in a very funny notion we all believe on these ads unconsciously because we are not ready to face the reality and live in a world of fairytales and imaginations. For all these, language is the mastermind and has the central role to play; language has the power to send us in a dreamland where anything can happen. Reality can be twisted-changed by the use of high-explicit-impressive-wonderful languages that simply divert our minds from practicality to stupidity. Language simply takes over our thinking-understanding powers and takes or makes us believe whatever the ad-makers want us to believe. And that is why it is said, “Ads are all about illusions-fictions, and nothing real”, but, language makes it real like and fulfills the gap between audiences’ trust and profit gained from all these fake ads/products. Language makes it trustworthy for all of us!

But, the media should be equally blamed for the perpetuity of these unhealthy obsessions. All these products are so popular because our country’s girls lack self-esteem, and have inferior complex about being dark-skinned. It is high time that we let go of our colonial past and accept our ethnicity, which includes the color of our skin with respect. Bangladeshis are brown in complexion in majority, and that is why we are supposed to be proud of our color.

Though language acts as a dominating force in media without which ads are nothing, but still we should not allow language to rule over our minds-brains-hearts-and emotions!!

### **Banglalink Ad for Motherland:**

Sometimes advertisements can claim logically or claim on products' supremacy that the ads propose to correspond comparatively longer and transmit to the deep-set human feelings like nationalism, fraternal longing and warmth, independence etc. For example, an ad-clip of Banglalink shows a middle aged woman mourning over the faded memory of her younger brother, with his photograph in her hand, whom she left beyond a river bank, in a dark night, in the rush days of the Independence War in 1971. A message of commiseration goes for all such pained souls losing their dear ones in the liberation war. At the very end of the scene, the company name is quietly but clearly pronounced. Again, nothing is said about the product nor anything claimed.



Banglalink Ad: Scene 1



Banglalink Ad: Scene 2



Banglalink Ad: Scene 3



Banglalink Ad: Scene 4

If we compare the telecommunication ads of Bangladesh then we can see that most of them are promoting an environment auguring well for the sense of independence. Individual independence and Self-establishment is also articulated through current advertisements. As already said, individual independence, success, reticence and other individualistic characteristics in advertisements convey a sense of personal freedom. Without language the whole idea of advertisements is vague and useless because an ad cannot convey the exact messages only by using music, expressions, backgrounds and dance movements; to show or promote one's business strategies one must have to use effective and attractive words or in other word right use of correct languages in appropriate situation.

### **Grameen Phone “Bondhu Garage”:**

The ad is about Grameen phone “Bondhu Package”. It shows several groups of young people trying to create novelty in several things. The theme is that the youth can rule their own way of life; if they are in the ‘Bondhu Garage’ community. They have the power in them which can be exercised by the group of “Bondhu Garage”. The scene opens with three or four girls and boys

trying to take a unique photo. Then all the unique activities are shown done by the youth. For example, board skating, doing stunt with the cycle, playing football, dancing hip-hop, surfing net all the time, posting the status in the Facebook while roaming around, participate in events organized by 'Bondhu Garage'. It shows a community of youth who are using 'Bondhu Package', wants to do something unique, something new and innovative, is part of the group "Bondhu Garage". The dresses of the casting character are completely western and the taste for things like food, hobbies are influenced by the western culture because, we hardly see young people with board skating in the street or see doing stunt with cycle. The ad allures youth that if they become the part of the community of "Bondhu Garage", they will get varieties of fun and also exotic things they will get with the help of this group. The lyrics of the ad shows that the youth has the power to create his/her own road and "Bondhu Garage" will support them to do whatever they want to. "Bondhu Garage" gives them the 'power' to give a shape of their imagination. Use of pronouns like 'আমার' (my), 'তোরা' (you) are noticeable, the phrase 'আয়তোরা' (come) is an invitation to be in group of the community, "Bondhu Garage". In the whole ad nothing is mentioned about the progress in studies and culture, technologies or even shown the "Bondhu Garage" community is doing any social or voluntary works. It is only about changing lifestyle of the present youth which is influenced by the western culture. All they need is fun together, have parties, and get entertained through the event organized by this "Bondhu Garage" community. The picture of the lifestyle depicted here is of a certain class. Not every youth has a car to drive, own DSLR camera to take picture, do not practice hip-hop, and have the taste of Rock music. A social inequality is noticeable here in portraying the image of the young generation.





Grameen Phone Ad: Scene 1



Grameen Phone Ad: Scene 2





Grameen Phone Ad: Scene 3



Grameen Phone Ad: Scene 4



Grameen Phone Ad: Scene 5

### Airtel “Social Networking”:

The theme of the ad is Airtel internet is for social networking all day long. This ad starts with a girl waking up in the morning by the alarm of her mobile phone. She has Airtel internet with her connection and even before getting out of her bed she starts surfing internet. Then the ad shows other young people who are busy all the time with internet. They share different things in the Facebook, they like each other post every day and the background music says “Friendsছারা lifeচলেনাকি” (life is impossible without friends). Then, they show customers that more than half of total populations of the world use these social sites for different purposes and stay connected with others. So with the help of Airtel internet connection it is possible to be connected with the world. And at the end it tells that this network is providing free 1GB internet if they recharge.

The ad is influencing the customers to socialize through different social sites, to use social sites one will be in need of internet connection and Airtel is providing unbeatable internet connection. It shows that one need not communicate with people around him/her verbally rather, there are vast social networking sites in the internet, with the help of which one can be socializing with thousands of people, and they can be friends or can be strangers. The alienation of the modern society is glorified here because each of them are sharing their thought and activities through internet. The usages of internet in this manner and also introducing different sites are making people distracted from real socializing. People talk more in the social networks rather than talking face to face with the family and friends. The use of internet shown here is also influential as they show the number of users of those sites and it is mentioned that the majority of the population of the whole world use those sites, so the customer should be in group of the majority, be in the trend of socialization.



Airtel Ad: Scene 1





Airtel Ad: Scene 2



Airtel Ad: Scene 3



Airtel Ad: Scene 4



Airtel Ad: Scene 5

**Banglalink 'Call Drop':**

In this ad two young lovers are talking over phone. The conversation starts with meaningless addressing of the lovers. Then the girl asks the boy that she wants to ask him a question and want to hear the answer. She asks him whether she is his first love or not. Just after asking the question the call drops and the girl raged with anger. The story concludes in the marriage of the girl. The message is call drop is harmful for the relationship. Banglalink is such a network where call drop is rare case and if it happens anyhow, the customer is getting the call back. The ad has shown the solution of call drop problem which is in Banglalink network. Though it does not ensure that the customer will be free of call drop problem but if it occurs then they are giving the call back to the customer. But is it true that a call drop can be so harmful for the relationship, if it is the ad is not ensuring that the network is free from call drop. The ad talks about the network that Banglalink has such network where one will not have a call drop but if one has ever she/he will get the call back immediately. The ad does not ensure that the customer will not have any call drop but emphasizes they have better network. Here again the ad gives importance on clear, uninterrupted communication which is helpful in maintaining good relationship. A good mobile network is needed to keep the relationship better and long lasting.



Banglalink Ad: Scene 1



Banglalink Ad: Scene 2

Banglalink Ad: Scene 3



Banglalink Ad: Scene 4 Banglalink Ad: Scene 5

### **AirtelSocial Update:**

The ad shows young men and women with various tastes in music, fashion, and hobby. Some love to walk, some love to ride cycle, some experiment with fashion (clothes, makeup, shoes), try to experiment with music and instrument. All these visual images are shown to prove that everyone is unique and can have their own taste and friends do not think them weird. All friends are equal to each other. It connotes the idea that like in friendship all are same, in the network of Airtel everyone get the same privilege of low rates. The ad also shows the people of unique taste and concentrates on the western culture, as it shows young man playing basketball, young man and woman having different flavors of pizza slices in one plates, practicing ballet etc. Moreover, the slogan they use 'the smart phone networks' which shows an inequality between smartphone users and users who do not have smartphone. Here again just like the Grameen phone



'BondhuGarage' young people are more concerned with lifestyle, especially , food, clothes, make-ups etc.it shows art and games but not of this country as the ad shows a person playing basketball, another in a band, practicing with new version of guitar. All these again portrays again a certain class of people and the target consumer, young generation are seen busy with fun and entertainment. The 'Cool' factor is more important and doing unique and unusual things are 'Cool'. The overt message the ad gives here is though the people shown there have different taste, they are equal in the friendship. In Airtel they all are getting the same service at same price. The influence of western culture is also noticeable here in this ad.



Airtel Ad: Scene 1



Airtel Ad: Scene 2



Airtel Ad: Scene 3



Airtel Ad: Scene 4



Airtel Ad: Scene 5



Airtel Ad: Scene 6



Airtel Ad: Scene 7





**Airtel Network:**

In the ad a group of friends shown and one of the friends wants to help an unknown girl as she stands alone beside the street. To help the girl he leaves his friends. Eventually they reach the station from where they can continue their further journey but the girl meets her lover there and leaves the boy who helped her to reach the station. All through the journey the boy was posting status updates in social site. For this reasons his friends find him again in the station. The ad conveys the meaning that if you leave Airtel as they claims that “you will be out of network”, so Airtel provides the customers strong mobile network with which the customer can be connected with their friends all the time. This ad also says about good connection of Airtel and also the benefits of internet because it connects one with his/her friends all the time. The use of internet is also noticeable, the boy uploads picture and posts the status of the places he moves with the girl. Uploading the picture of the girl sleeping onto the boys shoulder shows the abuse of internet.



Airtel Ad: Scene 1



Airtel Ad: Scene 2



Airtel Ad: Scene 3



Airtel Ad: Scene 4



Airtel Ad: Scene 5





Airtel Ad: Scene 6



Airtel Ad: Scene 7

**Robi Ad (Unlimited Bonus):**

The ad shows that everything diminishes after a certain period but Robi is providing unlimited bonus in talk time, SMS, internet if the customer activates his/ her deactivated Robi SIM. This ad uses hyperbole to show the extravaganza of bonus in Robi network with the support of the adjective ‘unlimited. The customer will get the unlimited service if they return to the mobile network. This ad also shows signs of numerous social sites and says that the customer will have more lifelong bonuses which in reality cannot be happened. The unlimited use of internet, specially using the socials sites is increasing day by day just because of some service the mobile network company offers. Like in this advertisement, Robi is providing unlimited bonuses in call service, sms, and internet as well. People when heard about the offers do not think about the reality just tries to take the service just for the lower rate.



Robi Ad: Scene 1



Robi Ad: Scene 2



Robi Ad: Scene 3

**TeletalkBornomala:**

In this advertisements a university going boy is shown, who enrolled recently and comes to the canteen to have food. His attire and get up worth mentioning. Unlike other ads, where the young boys and girls are shown wearing colourful, western attire, for instance Grameen phone ‘bondhu garage’, Airtel ad, he was wearing a normal full sleeve shirt, the get up is not so fashionable. After seeing the menu, he gets dishearten and when he starts eating, he starts hiccup; the serving boy tells him that someone must be missing him. A parallel picture comes on the screen that the boy’s mother is having lunch as well but she cannot eat as she is thinking of her boy who is far away from her. Then the mobile rings and the boy talks to his mother to ensure that he is alright. The ending of the ad gives the message that the relation between son and mother is not explainable. This ad is made in relation to the concept of love for mother, mother tongue and love for country. That is why, green and red are used as these colours symbolizes Bangladesh., the Bangla letters are the symbol of the mother tongue of Bangladesh , both of the mother tongue and the country are considered as mother who is very close to heart. The package denotes that the package is for certain group of the society, it is for college and university going students. The name of the package ‘Bornomala’ is a word which can arouse nationalism in customers as people of Bangladesh are very much sensitive about their mother tongue. The ad ends with two lyrical phrases, ‘এখনযখনতখন, চিন্তামুক্তথাকুকআপনজন’(from now near and dear ones will be tension free) here nationalism is used to touch the heart of the customer. Though the boy also belongs to this generations but shown very normal. A distinction of class is also noticeable here. The ad shows the nature of a middle class boy, shy and scared to talk to anyone for anything, even scared to stand for his right, he is close to his family, depends emotionally on his mother. Completely different scene was shown than other two ads of Grameen phone and Airtel. In those two ads the

youth were care free, bold and courageous to change their life and lifestyle. They have the power in their hands to rule their destiny but here the middle class boy who is away from his family is scared to speak a word even rather change his life and lifestyle. In the setting, might be the canteen of the student hall, the students sitting around here and there are not much fashionable, not wearing any flamboyant dresses not experimenting with their fashion.



Teletalk Ad: Scene 1





Teletalk Ad: Scene 2



Teletalk Ad: Scene 3



Teletalk Ad: Scene 4

From the analysis of the ads it is clear that there is an invisible battle going on in these advertisement or media world. Everyone is fighting desperately to make their position in this field of glamour- popularity-competition-truth-fakeness. Everyone desperately tries to show that their products are best-flawless-and for everyone from every backgrounds-age-gender-class-etc. In this field, language plays the most important-influential role, who help the ad makers, the companies to transmit their messages and information about their products to the consumers-viewers-to the main masters who will judge all the products and on the basis of their own demands-needs-choices-state of minds, they will decide that whether they will buy a particular product or not. According to Richard T. Schaefer (2002) “Language is in fact, the foundation of every culture. Language is an abstract system of word meanings and symbols for all aspects of culture. It includes speech, written characters, numerals, symbols and nonverbal gestures and expression”. He also claims that “Language is the foundation of every culture and the ability to

speaking another language is crucial to intercultural relations. Language does more than simply describe reality; it also serves to shape the reality of a culture. Language can shape how we see, taste, smell, feel and hear. Language also influences the way we think about the people, ideas, and subjects around us.” So, language is a very important tool to control people’s mind.

Language and signs work alternatively, our thinking patterns, all these pictures, images, sounds, colors, graphics that are used in advertisements are all part of language, and without all these elements, one ad is nothing-useless-vague. But, it is also equally important to understand that the words- phrases- sentences that are used in ads are something that plays the main role, or just the base construction of any ad that carries the whole story forward. So definitely language has that power to even change those things that are godly gifted to us. Language has the power to change one’s complexion from dark to fair; language has the capacity to change people’s minds and belief systems.

Language is the mechanism to influence one to like one particular product in comparison to others. Language is the means of communicating with audiences and build trust in their hearts about different products. Language usage acts as the main source to convey the tag information about every product to its consumers. Without language, ads are incomplete. Simply using Songs- attractive backgrounds-eye catching colors are not enough to draw audience’s attention. Languages make ads complete-meaningful that give consumers a path to follow and build faith on products that are made only for them-for us-for all.



### 4.3 Analysis of the Expert's Interview:

The researcher conducted an interview of primarily creative team members (copy writers) and client service team members working in different agencies. On a structured interview ten such individuals were selected to give their feedback. They were asked different questions regarding the use of language in advertisements and the effect of it. The questions according to their feedback are discussed below:

1. What are the important factors for the choice of language of your advertisements?

Most of them said that they choose the language based on the target group and the product brand. They also need to be careful about the culture and what type of language is popular among the target group. They select the language which relates the brand image or the image they want to portray. It is said by everyone if it's a mass communication, Bangla is the most preferred language.

2. Mixed language or one language which one is more effective for advertisements?

Most of them denied the effectiveness of one language in ads while a few of them said that using one language is more effective than using multiple languages. They said that mixing language is more effective than using one language. To support their view they said that mixing languages depends on the brands images or the image the brands want to create for the target group. To go with the trend they use two or more languages in ads, as English words are frequently used in Bangla and using English in Bangla has become a trend at present. They said along with English, Hindi, or other words are also used in communication. One of them said "it again depends on the brand's image and the target audience. For example, a brand like fair & lovely can use Bangla in every communication as their target people are the mass people on the other hand a brand like Mac can use

English everywhere because using English always gives the product a premium image which Mac aims for.

A brand like Banglalink uses both the languages in same communication as it wants to convey their message to the mass youth but keeping the ‘cool’ amount in it, thus speaking Bangla with some English thrown in the mix for the cool effect.” Some of them said that the using of English language along with the Bangla gives a wider reach to the advertisements, though it depends on the providing message.

The experts, who are in favor of using one language, said that it is easier to provide the message in one language rather mixing too many languages in advertisements. So according to them it is better to communicate in one language, but again it depends on the target group and the product.

3. Which linguistic devices do you use in advertisements? (Simile, metaphor, pun etc.)

Most of them said that they use the linguistics devices according to their need to make a good story which can provide effective message and clear concept. They said they use sarcasm, metaphor, alliteration, colloquialism, dramatic and emotive languages to attract the audience. Few of them said they do not use any linguistics devices as they want to keep the message short and simple for the audience.

4. Does the target audience define the language used in advertisements?

Ans: All of them said that the target audience defines the language used in advertisements.

5. Do you think the language used in uttering the message plays an important role to influence the target group?

Ans: All of them said that the language plays an important role to influence the target audience.

6. Do you think the language of advertisements brings behavior shift?

Ans: 92% of them said it strongly that the language of advertisements works in bringing about a behavior shift. Only 8% denies this that they have no influence on audience behavior.

7. Do you think the language used in advertisements or its message affect culture and society?

Ans: Most of them admit that the language used in advertisements affect our society. Few of them think that society and culture are broad things; only the language of the advertisements cannot affect it.

8. Do you think language of the advertisements affect regular conversational language?

Ans: 80% of them think that language of advertisements affects our regular conversation, only 20% did not agree. Some of them give example phrase like ‘বন্ধুছাড়া lifeimpossible’ (life is impossible without friends) ‘আজইরাপেচাল’(irrelevant talks)etc easily attract the audience. If audience can relate a jargon created through advertisements which can associated their generation or group can become part of their regular conversation. One of them to explain it said that “many times the brands or the companies become so popular because people start using those terms in their daily conversations. For example ‘দূরত্ব যতোই হোক কাছে থাকুন’(distance doesn’t matter to stay connected)etc.

9. Do you think jingle based TVC works better for giving the message?

Ans: Most of them think not only the jingle but also a good story is needed to grab the attention of the audience.

10. Do you think the repetition of the message in the TVC works more to keep the message in the memory of the audience?

Ans: All of them agreed that repetition helps to keep the message in the memory of audience as it is an important tool to pass the message.

11. Do you use only Standard Bangla Language?

Ans: Most of them said they do not use Standard Bangla Language only.

12. Do you use colloquial language mixed up with different language?

Ans: 92% of them said that they use colloquial language mixed up with other languages.

13. Is there any particular reason in choosing colloquial or standard language?

Ans: All of them said that they choose the language for advertisements which fits the target group. The popular culture also plays an important role in choosing the language. Most importantly it depends on the target group of audience.

14. Do you explicitly express all the information to the audience?

Ans: All of them said they do not provide all the information explicitly in the ads.

15. Where do you use the standard Bangla language?

Ans: According to them it also depends on the product and the target group.

## Chapter-5: Conclusion

### 5.0 Conclusion:

After all the findings from the analysis of the printed ads, electronic ads (TVCs) and from the experts view, it is clearly understood that the language of the advertisements can easily influence the people's behavior. The creative writers of Bangladesh try to use that language which is suitable and appropriate for the target group of people so that the audience can relate them with the language and the action shown in the advertisements. As Sutgherland (2010) said, "the closer we feel to a character and the greater the similarity between the character and ourselves, the more effect a commercial is likely to have on us." (p, 132). So if the advertisement can relate the lifestyle specially the language of the consumer it will be easier for them to grab the attention of the audience for that product.

Advertisements are not only tell about their brands or products but also change the behavior and dominate the belief and ideology of the consumers. As Gamson (1992) stated that "a wide variety of media message can act as teachers of values, ideologies and beliefs and that can provide images for interpreting the world whether or not the designers are conscious of this intent. An advertisement, for example, may be intended merely to sell cigarettes to women, but incidentally it may encode a message about gender relations and what it means to a 'woman'."

The creative writers always try to use different linguistic tools in the advertisements to grab the attention of the audience that the customers do not think twice about the hidden intention of the advertisements. That is why Leeuwen (2008) stated that "in advertisements, the images give us the dreams of glamour or fulfillment, or the allusions to forbidden pleasures and gratifications;

the words give us the information we need (if any), the specification of the product, the addresses where we might buy it, the price.” It has a psychological effect on the people as the consumers also want to be the part of the glamour, popularity, smartness, coolness and be in group of majority people.

It is obvious that the ad makers will use that type of language which easily influences the consumer that’s what the advertisements aim for. While making the ad they should be careful that the language they are using in the ads should not affect the society and culture negatively. Government should be strict and also make sure that the language used in the ads are not manipulating the lives of the people and promoting foreign cultures.

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**Appendix:**

Questionnaire for agency personal/ advertising professionals:

1. What are the important factors for the choice of language of your advertisements?
2. Mixed language or one language which one is more effective for advertisements?
3. Which linguistics devices do you use in advertisements? (Simile, metaphor, pun etc.)
4. Does the target audience define the language used in advertisements?
5. Do you think the language used in uttering the message plays an important role to influence the target group?
  - A. Yes
  - B. No
6. Do you think the language of advertisements brings behavior shift?
  - A. Yes
  - B. No
7. Do you think the language used in advertisements or its message affect culture and society?
  - A. Yes
  - B. No
8. Do you think language of the advertisements affect regular conversational language?
  - A. Yes. How?
  - B. No
9. Do you think jingle based TVC works better for giving the message?
  - A. Yes
  - B. No

10. Do you think the repetition of the message in the TVC works more to keep the message in the memory of the audience?

A. Yes

B. No

11. Do you use only Standard Bangla Language?

A. Yes

B. No

12. Do you use colloquial language mixed up with different language?

A. Yes

B. No

13. Is there any particular reason in choosing colloquial or standard language?

14. Do you explicitly express all the information to the audience?

A. Yes

B. No

15. Where do you use the standard Bangla language?