

Various Uses Of Language To Fulfil The Task Of Advertising

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Abstract

With the current competition in the world of business, advertising has been the best way of reaching customers and communicating with them. Language has a great influence on people and their behaviours. Due to this reason, language has been a widely used and important component in conveying specific messages through advertising. This research attempts to investigate the various types of language used to fulfil the task of advertising. In advertising, the most considered fact is the emotive power of words. The language of advertising normally provides the positive sides of a product. Data for this research is collected analysing the different types of advertisements used by different branded companies in the market. The principal task of language in advertising is conveying the messages about a product that helps the buyers to decide whether to purchase or refrain from buying the product. Different aspects of language are utilized in advertising in order to promote the products among consumers. Among them, euphemisms, simple vocabulary, syntactic parallelism, repetition, and alliteration can be identified as more common linguistic techniques used in advertising. For instance, it is more eye-catching to mention “fresh as a mountain stream” rather than using the word just “fresh” in an advertisement. Almost all the advertisements try to win over the edge in the business world. Hence, language acts as a major transmitter of messages to make the products popular among consumers. Finally, it is well-known that language is the art of communication used in advertising in the present world of business.

Keywords - Syntactic parallelism, Euphemisms, Repetition, Alliteration, Communication

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