

M.A. THESIS IN LINGUISTICS

**IMPACT OF  
TELEVISION COMMERCIALS  
OVER CONSUMER BEHAVIOUR  
THROUGH A LINGUISTIC APPROACH**

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## **Abstract**

TV "Commercials" are rapidly changing its initial structure and becoming more amusing to viewers with its existing. TV being an audio-visual medium performs a vital role in communication. Commercials use many linguistic features in motivating consumer towards buying. Linguistic sensations are completely psychology. They are felt than realized. Hence a research on "Commercials" to acquaint its features and impact it has over human behavior is a necessity.

This is an area where many researches are not done. It has many practical issues in conducting, since the data dealing with are abstract functions. Mostly used methods are surveys, interviews and questionnaire in such instances. Analyzing linguistic effects and impact of commercials is not an easy task as the perception and responding is different with each individual.

Though commercials are not given much recognition as a segment in linguistics, or treated as only a free given package with TV programs or news, practically it is the other way that they are given free with the commercials as media fully survive on Advertisements.