

Language in Media: Language of Advertising (A semantic analysis)

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ABSTRACT

Semantics implies language meaning system study, there are lots of various methods to this topic. Due to one theory, meaning is the linkage between a word besides the opinion, referring to in the outside world (referential or denotative meaning). In another meaning, referring to the speaker's emotional condition as expressed through a different of subjective, emotive overtones (affective or connotative meaning). The language of advertising is a specific topic of study due to the originality of the word choices. This essay offers a semantically-level analytic investigation of the language characteristics of English ads. The writer creating a corpus of more than 20 English adverts in order to perform a data-driven investigation. The semantic characteristics of advertising language are summarized by thorough all the advertisements analysis, and potential conclusions are presented in the context of advertising efficacy.

The research focusing on English advertising linguistic realizations from a semantic perspective followed by a brief semantics and advertising language introduction. The analysis discusses the usage of words with connotative meanings, adjectives, newly formed words, misspelled words, repetition, metaphoric word use, puns, nonexistent words, and ambiguous statements to indicate fuzzy nature .

The research going farther to discuss the advertising language semiotic analysis. A brief summary follows the conclusion of the essay. The document is intended to help copywriters and English learners as well as shed light on the semantic elements of advertising language.

Keywords: Semantics, different meanings, slogans, communicators.

Introduction

Delaying human intelligence science long enough to profit from it might be summed up as advertising. Thus, it is obvious that advertising has had a significant impact on the way businesses operate today. The topic of discussion has shifted to whether or not advertising language is alluring and persuasive. Therefore, detailed research on the linguistic aspects of English advertising aids in better understanding and successful ad design. On the other hand, there are many different approaches to the study of semantics, which is the study of a language's meaning system. According to one theory, meaning is the association between a word and the idea it refers to in the outside world (referential or denotative meaning). In another, it refers to the speaker's emotional condition as expressed through a variety of subjective, emotive overtones (affective or connotative meaning). One of the linguistic structures helps advertising reach its potential is semantic. The language of advertising is a specialist topic of study because to the unusual word choice and associations. The different word arrangements and manipulations, word selection, word order, the advertisement slots denotative and connotative meanings, and another departures from accepted English grammatical conventions are all closely examined. The goal is to comprehend how writers use language to convey meaning and to give the readers the texture deeper appreciation, meaning besides the language comprehension used. The diction choice in advertising requires remarkable talents. This will undoubtedly assist in selecting the appropriate words to use in a particular situation. The objective of communication will be inaccurately harmed by poor lexical choices, or at most the intended meaning will only be hazily or partially conveyed. The achievement of the meaning understanding point is the most crucial element in communication.(Livina ,2011).

According to Wolf and Aurner's assertion in the Journal of Language and Information, "effective communicators, included distinguished historians, having continuous efforts for exploring besides developing messages the precision, clearness, and unity." A.I.C.E 1996:40 in the literature). They named unity, coherence, and emphasis as the three methods used by good communicators. A strong academic basis in English usage, including vocabulary, punctuation, figures, and writing technique, is a prerequisite for effective communication instruction .

They are warning that without using certain approaches, one's writing may block or confuse the reader and divert his attention away from the main objective. saying that in order to create clear and fluid messages, should observing special procedures. This is relevant to advertisers who use language in ways that serve their goals of informing, communicating, and persuading consumers. In order to draw broad conclusions regarding the semantic characteristics of the language of advertising, the study will analyze a few commercial slogans.

Section One Methodology And Concept

1.1. Statement of the problem

language is the most crucial tool for cognitive development, which shows how adults use language to explain the world to children and assist them in problem-solving. Cameron (2001). Language is an established tool for communicating ideas about the outside environment. We can gain a deeper understanding of the world by studying language.

Language also expresses what individuals believe, feel, or how they express their feelings. Graddo pointed out that Speaking of languages, there are undoubtedly numerous of them because practically every nation has a native tongue. English is regarded as the most significant language since it has been recognized as an international language. Other well-known languages include Arabic, French, German, Chinese, and Hebrew. As English is used increasingly frequently as a language with a global audience, a wider range of perspectives are expressed. In the modern period, English is crucial as an international language for the dissemination of science and technology. The government has come to the conclusion that it needs a variety of information to keep up with the citizens from other countries. They use a variety of communication tools for this, including computers, the internet, television, radio, magazines, and so on. They must be able to understand English because the majority of these media are offered in English. Graddol suggested that, People occasionally get our meaning wrong. Therefore, there is a means to determine what people are saying's meaning. Do you believe you could effectively communicate with your audience without saying anything? There are numerous ways to communicate and various message types. Commercial messaging advertising is one of them.

1.2. Research Methodology

It is a descriptive qualitative study. The primary tool was the researcher herself, who actively took part in collecting data, classifying it in corpora, analyzing it, and drawing conclusions. Since the researcher compilling the commercial slogan for getting data, documentation served as the second tool in this study. The main information came from written advertisements that are sending on the official website between the months(3-5) of the year 2019. The first stage of data collecting involved looking through the slogans of advertisements for electronics, technology, and cosmetic products on each website's main pages.

After that, the researchers used English-language adverts. The Leech theory was used by the researchers to categorize the slogans during the consolidation of data. Other corpora were used to categorize the Leech theory-based meaning categories that shared the same meaning as Suryawinata theory (2003) He identified five different categories of meaning, including textual, collective, situational, reflective, sociocultural, and societal meanings. The many sorts of meaning frequently connect to phrases from advertisements. Typically, a catchy phrase is included in the slogan to

grab the consumer's attention. The consumer's decision to purchase the product will be influenced by a successful advertising phrase."

are lexical meaning or conceptual meaning, grammatical meaning or thematic meaning). The researchers next looked at the meaning that the ad phrase placed the most emphasis on. Next, the findings were concluded using several forms of meaning theory. (Suryawinata, Z., & Hariyanto, S. (2003).

1.3. The Advertising Concept

Advertising refers to the strategies employed to promote a product or service.

Advertising aims to draw consumers' attention by emphasizing a product or service.

Although there are many other uses as well, commercial advertising is the most common. It is frequently used to promote a certain commodity or service.

Commercial advertising typically aims to increase consumption of their products or services by "branding," which associates a product name or image with certain features in consumers' thoughts. On the other hand, commercials that are meant to result in an immediate sale are referred to as direct-response advertisements. Interest groups and political parties, and other non-profit organizations all promote more than consumer goods or services. Additionally, using advertising to persuade clients or shareholders that a business is profitable or viable . (Donley, 2002)

1.4. What is Semantic, exactly?

Semantics is the study of how readers and listeners understand what is being said and written, and it also examines how speakers intend their words to be understood. Saeed claims that semantics can be used to study the meaning that language conveys. This implies that the language used in communication is what creates meaning. The language sign also depicts the widely accepted definition of language. (Agung 2016) pointed out in assertion that any language has the ability to communicate meaning through a symbolic system.

If the audience understands what the speaker means, they can grasp the speaker's meaning. According to the semantics principle, meaning will vary depending on the type of writing used to create it, Suprpto, suggested so, in order to achieve the purpose agreed upon by social life, everyone must agree to and follow the norms.

1.5. What is Semantic Analysis?

In order to understand natural language (text), semantic analysis is the process of extracting meaningful information from unstructured data, such as context, emotions, and feelings. It permits phrases, paragraphs, reports, registrations, files, or any other similar-type of document to be understood, decoded, and its meaning extrapolated by computers and systems.

Semantic analysis looks at the grammatical structure of sentences, including the placement of words, phrases, and clauses, to determine the connections between independent objects in a particular context. This is a task that the natural language processing (NLP) systems must successfully finish. A lot of contemporary machine learning systems, such as text analysis software, chatbots, and search engines, depend on it as well. The study and evaluation of the lexicon is the first step in the semantic

analysis process. Duboviciene & Skorupa (2014) claim that the phrase is crafted in simple, memorable language. The consumer may accept and remember a straightforward slogan. Additionally, most modern advertising slogans adhere to the semantics criteria while crafting effective ones.

Section Two Semantic Analysis

2.1. Semantic analysis: How Does It Operate?

The set of words in the text are investigated to ascertain their meanings in the first stage of the semantic analysis approach, which is a language-independent phase. Lexical semantics, which is connected to this stage, entails looking up the definitions of words that are used in ambiguity caused by words with multiple meanings, each component is given a specific grammatical function, and the complete structure is processed.

The study then moves on to the important stage of interpretation for algorithms using artificial intelligence. For instance, the name "Blackberry" can be used to refer to a variety of things, including a fruit, a company, or its products. Furthermore, context is essential to language processing since it determines the meaning of the sentence by taking into account its context.

For instance, Blackberry is known for its sweet flavor, but the idiom "I got a blackberry" can refer to either a fruit or a Blackberry product. Then, words or other elements are parsed. To eliminate any

.. As a result, context is essential to semantic analysis and calls for extra details to give the entire sentence or language the meaning that is intended.

2.2. Semantic analysis technically entails:

- A. The processing of data.
- B. Defining features, parameters and characteristics of processed data
- C. Identifying the characteristics, features, and facets of the processed data.
- C. D. Data visualization
- D. Data analysis using grammar definitions
- E. F. Analyzing the semantic nuances of the processed content
- F. Conducting semantic analysis using linguistic formalism

2.3. Semantic analysis advantages

A . The use of semantic analysis technology in customer service departments is quite advantageous. Additionally, it benefits customers since technology improves the whole customer experience on various levels. Let's explore these main benefits in more detail. , Getting client insights

Semantic analysis enables a company to comprehend the customer's preferences by analyzing client queries and determining their meaning. Additionally, reviewing customer evaluations, comments, or satisfaction surveys helps with comprehending

the overall customer experience by accounting for language tone, emotions, and even ideas.

B. Improving business performance

Customer care staff can concentrate on complex customer enquiries that need for human intervention and comprehension thanks to automated semantic analysis. Additionally, computers are capable of analyzing emails, chat bots, and social media messages.

C. Employee productivity as a whole increases as a result of the technology freeing them from menial activities and enabling them to focus on important operations or queries. (Gifford ,2010)

D. Optimizing SEO tactics

Semantic analysis enables businesses to study and decipher visitors' searches, which helps optimize the search engine optimization (SEO) approach. For instance, comprehending Google queries made by individuals. The strategy aids in providing users with optimized and pertinent material, increasing traffic and result relevancy in the process.

2.4. Advertising Words and meanings

The precise choice of words is essential to advertising precision and effectiveness. Words are employed to precisely and powerfully communicate meaning to the audience. Here, it is important to look at the word meanings used in advertising. Denotative and connotative meanings are the two main categories of meaning. Connotative meaning refers to the evaluative, implied, or emotive meaning, whereas denotative meaning is the literal or common dictionary meaning. persons who use the same dictionary will find that the denotations are essentially the same, but different persons will interpret terms differently.

Here, the context in which they are employed, the relationship between the sender and the receiver, as well as a number of other factors, all affect the meanings. Consequently, a word's denotation is its explicit literal meaning.

The terms frequently convey attributes like power, dependability, perfection, notability, and others. It's possible to suggest that advertising language has connotations. Let's think about the Cola commercial and its wholesome implications. It aims to entice a crowd that anticipates the rich and delectable flavor of the beverage. Cola is a delectable, energizing meal and beverage that is perfect for the entire family. You can drink Cola anytime of the day, hot or cold. Take note of adjectives like delectable, refreshing, and liveliness.

The advertiser wanted the viewer to remember Cola is nutritious besides can be consumed any day time, if being hot or cold. The invitation states that it is "ideal for the whole family," indicating that it is for both young and old. The descriptions describe Cola as a complete nutritious drink that including vitamins, proteins, carbohydrates and minerals, should be used by everyone as a result. The Guinness advertising also says, "Enjoy a Guinness." Good rich, satisfying, dark... Rich and dark are odd terms for a drink, thus they carry an emotional connotation. Many of the

words used in copying have potent emotional undertones, giving us information, also revealing a lot about the user's emotions. A word such "home" appears carrying a strong emotional undertone in captions by default. (Kanu, ,1996).

The slogan gains rhythm and memorability through its repetition. The pun and repetition keeping the audiences' interest besides making the caption attractive.

The word "ahead" is meant to be playful for the listeners. The repeated use of "winning" and "winners" in the tagline "Champion. Before "winning," the definite article "the," which is used to refer to a specific person or object, is used. Advertisers occasionally employ metaphors in their language. The drug named "Daga" is depicted as a dagger, an item that strikes sharply, in the description "Daga strikes pains, headaches and fever... fast." The word's metaphorical use alludes to the medicine's efficacy and to its two purposes in the caption. First of all, it demonstrates the product's infallible quality. The new product, which is now connected with the dagger, works similarly because "dagger" strikes objects sharply. Second, it strengthens the audience's emotional response to the tagline. It exhorts listeners to desire using the medication to treat their illness before judging the advertisement. Understanding what is being said in terms of its meaning is fundamental. According to Leech (1981, p.9), there are seven different sorts of meaning: conceptual, connotative, social, emotive, reflected, collective, and theme meanings. The true meaning of words as they are used in dictionaries is conceptual meaning.

2.5. Categories of meaning

Leech (1981) outlined seven categories of meaning, including:

- A. Conceptual meaning considered the word real meaning found in the dictionary.
- B. An actual word connotation is determined by the speaker's experience, history and culture.
- C. A social culture language styles are delivered by the social meanings.
- D. Affective meaning is the meaning conveying by the speaker's attitude or emotion.
- E. A sense meaning is effected by other sense in the same expression is known as reflecting meaning.
- F. The link between a word and another word to create effective sentences is known as collocation, and
- G. Theme structure and grammatical order are used to write theme meaning. Mwihaki claimed that, conceptual meaning and literal meaning both have unique characteristics. It results from conceptual meaning standing as the fundamental or general meaning without understanding the way the process working. Connotative meaning typically more important to words than intellectual meaning.

Based on culture and personal experience, the meaning is connected to expression and emotional components. Sea serves as the illustration. According to the dictionary, the sea is a vast body of saltwater, yet depending on the individual's experiences, the sea conjures up images of peril. Social meaning is the third type of meaning. Social context of the speaker's culture, like tones variation and styles from varied life

backgrounds, affects social meaning. Suggests social roles having an impact. (Mwihaki, 2004).

Affective meaning refers to a speaker's use of personal feelings or attitudes in their communication. The situation of the speaker's occurrence determines how they convey their emotions. The speaker's intonation and voice tone have an impact on this meaning as well.

2.6. Using puns

A genuinely clever pun can do wonders. However, take heed of the following example, (Moss Security- Alarmed?), You ought to be. These lines might be utilized by virtually any rival brand. Despite being excellent, they lack a distinctive personality. 'Kenco Really Rich Coffee: Get Rich swiftly' and 'Finish Detergent: Brilliant cleaning starts with Finish' are some examples. however, rather of appearing as a component of the problem or promise, the brand name.

Section Three **Advertising Language Analysis**

3.1. Language of Advertising Semantic Analysis

The following advertising is examined considering its status being a sign whose connotative meaning contributed to the product consumers' favorable perceptions. The advertisement offers a recognizable image of the product and what it ought to stand for. The photographic imagery will be the subject of the investigation, along with how the imagery creates the right associated notion or emotional undertones that support the product's image. (Nasteranko, Babadjanova Effective \$ Tashkent, 2003 . 157).



The usage of photographic imagery is heavily emphasized in the advertisement. The illustration includes a Delta soap commercial. It employs a multitude of signifiers to promote the brand's identity as well as its image. The female models for the advertisement are early in mid-twenties besides are skillfully photographed for highlighting their glowing skin. An iconic picture of the actual product can be found underneath these pictures. The words "refreshes," "protects," and "moisturizes" are also next to these pictures. On an essential level, simply for drawing two conclusions. Firstly, the topic (the women picture) lends lovely skin product's youthful element, secondly, the picture of the product is a literal repetition of the name of the product. (Irfan,2017).

The idea of lovely skins, is one of the advertisement main signifying the notion, contains the most intriguing semiotic aspects, though. The idea of attractive skin is mainly communicated by these attractive women image, whose skins seem incredibly lovely and induce a sensation of satisfaction that is also expressed by their appearance and clothing.

Additional elements that contribute to this ideal of beauty include the photography's delicate focus and the ads' soft pink, yellow, black, and green hues. The inclusion of the advertising with the claim "refreshes, protects, and moisturizes" is the only way to assure that this essential indicated concept is conveyed by these visuals alone.

The role and the color scheme significance demonstrate that the colors being an a structured system essential component of signifiers that constitute crucial aesthetic

codes. White, pink, green, black, and yellow are additional signs that support the idea of reviving, safeguarding, and moisturizing in the advertising.

3.2. Ambiguity in Captions

Some words In captions, appear having greater meaning compared with anthers. like terms are ambiguous and have more than one meaning. A commercial is ambiguous if it conveys multiple meanings. Most slogan creators purposefully leave room for interpretation in order to achieve effect. Ambiguity develops when there is an odd word order in a sentence or when polysomic terms are used.

Take a look at the advertisement below: "You can miss a lot in life," someone once said. The word "missing" causes lexical vagueness in this situation. The caption has two purposes. Without performing those vital tasks that are important for life, one can get by. Once more, if one is blind, they can still live a full life. 'Champion, for a better society' has linguistic ambiguity.

Polysomic word "Champion" is unclear. It could refer to a rival, someone who backs or defends a cause or a thing (product). The three probable interpretations include: - a rival whose defeat will benefit society. - someone who backs a cause with the goal of changing society. - a publication such as The Champion Magazine offering knowledge that could lead to societal improvement. (Cann, 1999).

● The following elements are found in spoken texts:

1. Slogan
 2. The heading
 3. The body of the advertisement
 4. The echo effect
1. The phrase "battle call" is borrowed from the Celtic language and is spelled (slaught-gharim). The key logical component of an image name or brand, conveying the company essence besides philosophy and its entire strategy in numerous domains, is this short, simple, and easy-to-pronounce phrase. Average slogan length is 4-5 words, while maximum length is typically no more than 7 words.

❖ The tagline need to read:

❖ Be a trade mark able name and be brief and memorable.

❖ be entirely translating into another languages

2. The title: The linguistic component of advertising's most crucial component. The title typically updates the advertising argument and has a strong advertising motive. Typically, 80% of those who view an advertisement's title are uninterested in its core text and choose not to read it. As a result, the advertising title's primary responsibility is to grab the potential customers' interests and temper their attention on reading the advertisement text. The title needs to contain the following character to do this. : Concision and significance at the same time. (Mengliyev ,2007)

➤ Sensitivity besides brilliance.

➤ Reasonableness besides consciousness.

➤ The title is significantly larger compared with tagline.

3. The justification is strengthened by the main advertising text (MAT). It aids in demonstrating the length of the title and the speed of its adoption. The main issue is the justification issue, which can be further expanded as follows:

(1) Subject to his feelings.

(2) Depending on the requirements and particulars.

(3) Subject to the offer

4. An echo phrase is the last type of phrase we're going to look at. It's a word, syntagm, or sentence ends the main advertisement text by restating its logic and core point. The echo phrase, which purchasers typically read along with the title, is one of the most important elements.

3.3. Echo-phrasing accomplishes two things:

Reiterates the book's core point B. Examines the text as a whole. The majority of exo-phrases adhere to the motto, it should be mentioned.

People react emotionally to all advertisements. Under specific circumstances, we communicate our attitudes toward the events, things, and objects in our immediate environment. The human body is in several phases under this situation. Various circumstances arise when things and These encountering various circumstances. Certainly, language is necessary for processes to occur. Strong emotional memory is strongly influenced by vivid impressions. In addition to visual memory, emotional memory is significant in humans. The driving principle in emotional memory is the willingness or unwillingness principle. Advertising language enables us to conjure up powerful imagery.

4. Conclusion

Advertisers let potential customers know when their products and services are available. They make an effort to persuade the buyer to buy by using language. The language used in advertising is appropriate for the advertisers' objectives, which are to inform, draw in, arouse excitement in, and persuade the audience to make a purchase. If the copywriter doesn't persuade the audience that what is written in it is true, they won't believe him.

Whether the advertiser employs sensible language will determine how credible he is. He needs to use creative, unique, and innovative language to accomplish his goals. As a result, the uniqueness and freshness of advertising language is acceptable in order to grab people's attention, gain their confidence, and influence their opinions. Pleasantries have an emotional connotative meaning that is frequently employed by advertisements. a newly created word.

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