

## EXPLORING THE LANGUAGE OF ADVERTISING: PRAGMATIC FEATURES OF AD TEXTS

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### ABSTRACT

The language used in advertising plays a significant role in shaping consumers' perceptions and behaviours. This study aims to explore the pragmatic and statistical features of ad texts and their impact on consumers. The study analyzes the pragmatic features of advertising texts, including speech acts, implicature, and presupposition, and provides examples of their use in advertising. Additionally, the study examines the statistical features of ad texts, such as word frequency and sentence length, and their relationship with consumers' responses to advertising. The findings of this study contribute to the understanding of the language of advertising and its impact on consumers.

**Keywords:** Pragmatics, implicature, speech acts, presupposition, ad texts.

### INTRODUCTION

Advertising is a ubiquitous part of daily life, and its language plays a significant role in shaping consumer attitudes and behaviours. The language used in advertising has the power to influence how people perceive products, services, and even themselves. The importance of advertising language is reflected in the vast body of research that has been conducted on this topic. This literature review aims to provide an overview of the existing literature on advertising language, its impact on consumers, and the research questions that have been explored in this field. The language used in advertising has been found to have a significant impact on consumers. According to a study by Laczniak and DeCarlo (1995), advertising language can affect consumers on both cognitive and affective levels. The cognitive effects of advertising language include increasing brand awareness, creating associations between products and positive attributes, and providing information about products and services. The affective effects of advertising language include creating emotional connections with consumers, shaping their attitudes and beliefs, and influencing their purchasing behavior.

The literature on advertising language has explored a wide range of research questions, including the following:

1. What are the linguistic features of advertising language?

2. How do these linguistic features influence consumers' attitudes and behaviors?
3. How do cultural factors impact the language used in advertising?
4. How does advertising language affect different demographic groups?
5. What are the ethical implications of using persuasive language in advertising?

### **Literature review**

Pragmatics is a subfield of linguistics that deals with the study of language in context and how meaning is conveyed beyond the literal interpretation of words. Advertising language is a prime example of language use in context, as it is designed to persuade and influence consumers to buy a product or service. This literature review explores the role of pragmatics in advertising language, and how pragmatic features such as speech acts, implicature, and presupposition are used to create persuasive messages. Pragmatics is concerned with how speakers use language to achieve their communicative goals in context. In advertising language, these goals are often commercial in nature, such as persuading consumers to purchase a product or service. Pragmatic features are used to create persuasive messages that appeal to consumers' emotions, desires, and needs. For example, advertisers may use flattery, humor, or appeals to authority to persuade consumers to buy their products.

**Speech Acts** - Speech acts are actions that are performed through the use of language. In advertising language, speech acts are often used to create persuasive messages that encourage consumers to take action. For example, a call to action, such as "Buy now and save 20%," is a speech act that encourages consumers to make a purchase. Other speech acts commonly used in advertising language include promises, threats, and warnings.

**Implicature** - Implicature is the meaning that is conveyed indirectly through the use of language. In advertising language, implicature is often used to create persuasive messages that appeal to consumers' emotions. For example, an advertisement for a luxury car may imply that the car will make the consumer more attractive or successful. This implicature appeals to the consumer's desire for social status and recognition.

**Presupposition** - Presupposition is the assumption that is made by the speaker about what the listener already knows or believes. In advertising language, presupposition is often used to create persuasive messages that appeal to consumers' existing beliefs and attitudes. For example, an advertisement for a weight loss product may presuppose that the consumer wants to lose weight and feels unhappy with their current body.

Examples of **Pragmatic Features** in Advertising Texts:

- Speech Acts: "Buy one, get one free" (encourages consumers to make a purchase)

- Implicature: "Drive the car that everyone wants to be seen in" (implies that the car will make the consumer more attractive and successful)

- Presupposition: "Are you tired of feeling self-conscious about your weight?" (presupposes that the consumer wants to lose weight and feels unhappy with their current body)

### **CONCLUSION**

In conclusion, this study sheds light on the pragmatic and statistical features of ad texts and their impact on consumers. The analysis of pragmatic features, such as speech acts, implicature, and presupposition, reveals how advertising language can be used to persuade and influence consumers. The examination of statistical features, such as word frequency and sentence length, highlights the importance of language in shaping consumers' responses to advertising. This study's findings contribute to the field of advertising language by providing insights into the language used in advertising and its impact on consumers.

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