

Linguistic Analysis of the Print Media Advertisements

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Abstract

This study aimed at analyzing different advertisements (product/non-product ads) to investigate the intentions and techniques of consumer product companies to reach more consumers and sell more products. Methods of Critical Discourse Analysis (CDA) appear as a useful approach for they offer excellent methods, not only for analyzing texts and images adequately, but also for putting them in analyzable relations to socio-cultural processes and changes. Thus, the results of the present study showed that when a private producer intends to persuade the viewer to buy a special product, s/he gives the power to the viewer. While the producer of the ad is the government, she tries to show her power. However, it could be understood from the results that the producers, generally tend to use their power and ideology to change people's behavior and thought.

Key Words: Media, CDA, Ideology

Introduction:

Advertising has a powerful effect on the lives of people. It is very difficult to ignore the fact that advertising plays a very important role in our choice of products. Advertising is used to communicate a message or provide information about different goods with the help of several different ways of media. It is used in order to persuade inform and influence the purchasing behavior of people. Advertisers use a lot of linguistic means in advertising texts because they want to make their advertisements persuasive and attractive for the buyers. According to Bakanuskas (2004). In advertisement a key element is its textual part. It affects the addressee to respond in a different way. Text is very important in every type of advertisements and it can be divided in to two parts slogans and the body text. According to Goddard (2003, p.127) a slogan is a very important phrase, which is fasten to a particular product during advertising campaign. Analysis of advertising texts has great importance from linguistic point of view. The Linguists show keen interest in language of advertisements because they want to know which type of linguistic devices are used in a particular language of advertising and how this particular language works in a different type of context. Today advertising has become a necessary part of our society. Advertisements can be found everywhere and at every place like along the streets on billboards, on television, in radio and in newspapers etc. Through these ads sponsors tries to catch the attention of people and deliver information regarding their particular products. From

the beginning of advertising it was used to promote different goods, events and even people. According to Cook (1996, p.182) we are not separate and superior from advertising because it is not some external curiosity, but something of which we are part and which is part of us. According to Goddard (2003, p: 17) texts that are used in advertisements do their best try to get our attention and force us to turn towards them. In order to increase the marketing of the product the copywriters have to make several important decisions: first selection of register is very important aspect, second what vocabulary to use and third the most important component of advertising is language, how to use language in a creative manner. This study aims to characterize the advertising language by analyzing the linguistic means that are used by copywriters in advertising texts in order to achieve their communicative purpose.

1.1 Statement of the problem

Now advertising has advanced beyond the use of simple techniques in order to introduce the products in market. Advertising started to change the structure and the use of language and the verbal, nonverbal communication. Different companies use the linguistic devices and nonverbal images as a convincing tool. Because of the use of persuasive techniques advertising has firmly established its roots in to social discourse by virtue of its wide diffusion throughout society. There are also studies which describe the picture of advertisement without paying any attention to language. Critical discourse analysis is much complex, It is very difficult to believe that one could completely study all the aspects of the entire problems it poses. The study however is not meant to hold all the aspects of this particular discourse. It focuses on the verbal, nonverbal and pictorial communication of the language of advertisement.

1.2 Research objectives

The objectives of the study are:

- 1) To analyze the language of advertisements used on print media.
- 2) To identify linguistic means that advertisers use for obtaining professional advantages.
- 3) To examine the effects of advertisements on audience from linguistic viewpoint.
- 4) To analyze the impact of advertisements on society.

1.3 Research Questions

This study will answer the following questions:

- (1) Which type of linguistic devices advertisers use to persuade the audience?
- (2) What is the impact of advertisement on society?
- (3) What are the characteristics of the language of advertisement?
- (4) How can we analyze the language of advertisement used on print media?

1.5 Significance of study

Language is a powerful tool for human beings to communicate with others effectively. It has a powerful influence that what kind of language a person uses in order to convey his message to other. It is absolutely right in case of advertising and marketing fields. The choices of language of convey specific message in order to influence, to convince or to persuade people is very important. Hence the use of right and effective language the weather in spoken from or in written it brings success. It is therefore all successful people use very selective vocabulary in order to get attention of their audience and achieve their targets. In the same way the kind of language used in advertisement as well as in leading journals and newspaper brought big success to companies.

Literature Review

Language can be defined as a tool to communicate and express ideas feelings and experiences for humans. Different people have various beliefs about language. Basically there are five beliefs about language. First of all there is social perspective of language according to which language is central to human activities and it makes us human. Through language we express our feelings and intentions about any action. When people speak their particular accent show that they belong to a particular domain or area through one's speech it can be identified that utterance is produced in a certain stylistically identifiable format. People talk to each other in a particular context. People communicate with each other according to the social context because one would not talk to someone in a shopping mall in the same way as he would in an office. Language use shows speakers identities and intentions that what speakers want to say in a particular situations. Second assumption about language is language use enacts identity. Researcher is agreed with this assumption because according to this belief people present themselves as different type of person. Interpretations of different arguments and newspaper texts are according to the identity of the speaker and that are responsible for its content and context where it is produced. Therefore for effective communication you have to recognize these identities. Third assumption related to the use of language.

According to this belief language should be used actively and it is right because language is always doing something. Forth belief is related to language: use has power. The way people communicate with each other is very important aspect in an act of communication. Some people use such type of language which is considered more powerful while there are some others whose suggestions are considered more credible. Fifth assumption about language is: political perspective of language about this assumption there are different views of people some considered might be possible it is the result of the combination of these two assumptions that language use is social and has power. But there is not any way that language use could not be political Orwell(2004)stated in his essay that there are two points about language first point is: wrong and obnoxious ideas brings harm to our language and secondly due to that inefficient language immoral thoughts exist in our mind. Therefore language is a tool to communicate with others and for this purpose it is used according to the situation and the motive that we want it to serve.

Language used on Print media

There are different ways of communication including verbal and non-verbal. In order to communicate effectively with others people use these ways of communication. Development communication means to change or improve something. It is essential in order to transform the socio economic condition of people. In order to bring progress in communication of any country media especially print media play an important role. Print media benefits you to leave a profound effect on the minds of the people. It plays an important part to transfer of knowledge and to supply information about something to common people. print media play an important role in every field of life for example even after independence when the different policies were made by the government for the development and prosperity of the country it was the newspapers through which great importance was given to development themes. Through these newspapers common people become aware of those various government development programs. Print media is one of the long lived types of mass communication. Every type of printed material comes under the heading of print media such as newspapers weeklies, magazines and other printed forms of journals. Even after the advent of the most developed form of media, electronic media like Radio, television etc. The print media has not lost its spell. It was the first to be used as mass media for transmitting the information. The people who live far of places and don t have the facility of electronic media for those print media is one of the powerful media to transfer of complex information.

Nowadays Newspapers play a very significant part in our daily life. Through newspapers we get information about different goods events and actions. In newspapers we find a number of different types of ads, advertisers have to communicate well because they need to catch attention and persuade the Consumers to buy or use the product. According to Leech (1972) the language of advertising is loaded one. The main motive behind various advertisements is to persuade people to buy the product. According to David Ogilvy (1985, p: 7) Advertising is not a form of entertainment, while it is used to provide information. He states when I write an advertisement my try is to make it interesting for people that they buy the product.

Advertising Language

In advertising, the advertiser endeavors to achieve a link between the sender and the receiver. This link is in form of communication which Fletcher (1998) describes as bridging the gap between the sender and the receiver. He explains further that:

To buy a whole page in newspaper and leave it absolutely blank is not to advertise. There must in other words be message as well as medium. The main body of advertising is notable for its information and explanatory value. For the message of advertising to be effective and successful, the language must be right and the vocabulary must be appropriate to the consumer it is hoped to influence, so the advertising language must be translated into the consumer's language. Wright et al (1999) observes that:

A primary problem in advertising is translating information about the product for the language of the advertiser into the language of the consumer.

Since consumer's experience with a product is likely to be inversely related to advertising effectiveness, we expect to find newer products association with a high volume of advertising and with effective use of language. Wright (1999) quoting Blair says:

When man speaks, he is supposed. As a rational being, to have some end in view; whether to inform or to amuse or to persuade or in some way or the other to act upon his fellow creatures.

In his sight to audience psychology and analysis, George Campel (18th century) supports his view: In speaking, there is always an end proposal or some effect where the speaker intends to produce to the hearer.

Advertising in Pakistan:

Unlike the conventional discourse analysis, which merely looks at the forms and features of texts, critical discourse analysis delves deeper into that it seeks to reveal the ideological assumption of language use (Esposito, 2011). Van Dijk (1998) defines ideology as a system of ideas, beliefs, and values, which provides a limited view on the world. Ideology is rendered effective only when a majority of people deems it to be common sense (Gramsci, 1971 as cited in Esposito, 2011). Once things have become a common sense, shared by many people, we would tend to regard it as normal and therefore, would never tend to look at them critically. Texts and contexts are closely intertwined in the discourse. In the discourse of advertising, text refers to the language itself. Context, on the other hand, is the setting in which the language is used, such as substance or the physical material from the text, music and pictures, paralanguage, situation and context. CDA largely concerns language as social practice, it must consider the context of language use (Wodak, 2001). This is supported by Cook (2001), who asserts that a study of language should always take context into account. He goes on to argue that language without context is like a 'journey without destination' (p. 5). It could be said that the discourse of advertisements is inter-discursive and inter-textual in nature (Fairclough, 2001).

From the perspective of critical discourse analysis, Guy Cook (2001) argues that advertising is a discourse itself constituting the meaning of both the text (the ad itself) and the context in which people are responding to the ad. He argues that is important to examine the meanings of ads based on how audiences construct these meanings based on their semiotic knowledge of images/signs, genre knowledge, needs, desires and discourses applied to the ad. He describes the following components of context (p. 4):

RESEARCH METHODOLOGY

3.1 Research Type

This section will present the criteria and the method that have been chosen in order to conduct this study. Research type is exploratory. In this present study mixed method research will be used. Collected data will be first analyzed qualitatively and then quantitatively.

3.2 Population of the study

The population of the study will be Pakistani newspapers. These newspapers will be from Urdu and English sections. The researcher will collect data from these newspapers.

3.3 Sampling

For the research 16 advertisements will be randomly selected from renowned newspapers of Pakistan. The sample will be drawn in the form of printed ads from the selected newspapers. 16 printed ads from different types of newspapers will be selected

3.3.1 Kinds of sampling

The sample will be drawn from the selected newspapers through purposive sampling technique.

3.4 Data collection tools

Data will be collected through content analysis. The researcher will conduct a content analysis in order to confirm trends in the use of linguistic devices in the language of print advertisements. Furthermore the researcher will do overall observation of the data that will be collected through content analysis. Additionally through questionnaire the researcher will get the feedback from newspaper readers, in order to check the impact of the language of advertising on audience.

3.6 Research procedure

This study will focus on the language component of print advertising. It will explore the types of linguistic means and the frequency of their occurrence in advertising texts. The theoretical part will define the concept of advertising and its objectives and attempts to distinguish the most prominent linguistic devices as well as to explain their role in advertising. The practical part will deal with the corpus of arbitrarily selected printed ads from Pakistani newspapers. Newspapers will be selected from different sections two newspapers Dawn and the news from English section and other two will be Jang and express from Urdu section. The database of 50 printed ads will be created for the purpose of this study. The study will provide both qualitative and quantitative analysis. The linguistic analysis of all texts will be done by following Fairclough, s three dimensional model of CDA. The main focus will be on characterizing the linguistic devices used in advertising texts while also taking in to account the language levels such as morphological, syntactic, lexical, orthographical, phonological and semantic. Data will be collected through content analysis and questionnaire. Pictures of advertisements and the complete corpus of the analyzed texts can be found in the appendix.

Textual analysis of schools advertisement

The analysis of the schools is in this step, a few schools advertisements were taken from print media advertisements and the analysis was made on that. The advertisement of APS states, “I shall rise and Shine”;

A rhythm is found in the advertisement text.

In the advertisement of the Knowledge School,

“In truth I win “

Rhyme is found and when we analyze the semantic aspect then Personification s found in this advertisement.

Similarly in the advertisement of Hillside primary school

“We are learners”;

Personification is found.

On the other side in the advertisement of Sarkar Islamia High School

“Determined”

Metaphor is found

When we have analyzed the advertisement of Alpina Schools

“Learning is the greatest conquest”;

Hyperbole is found.

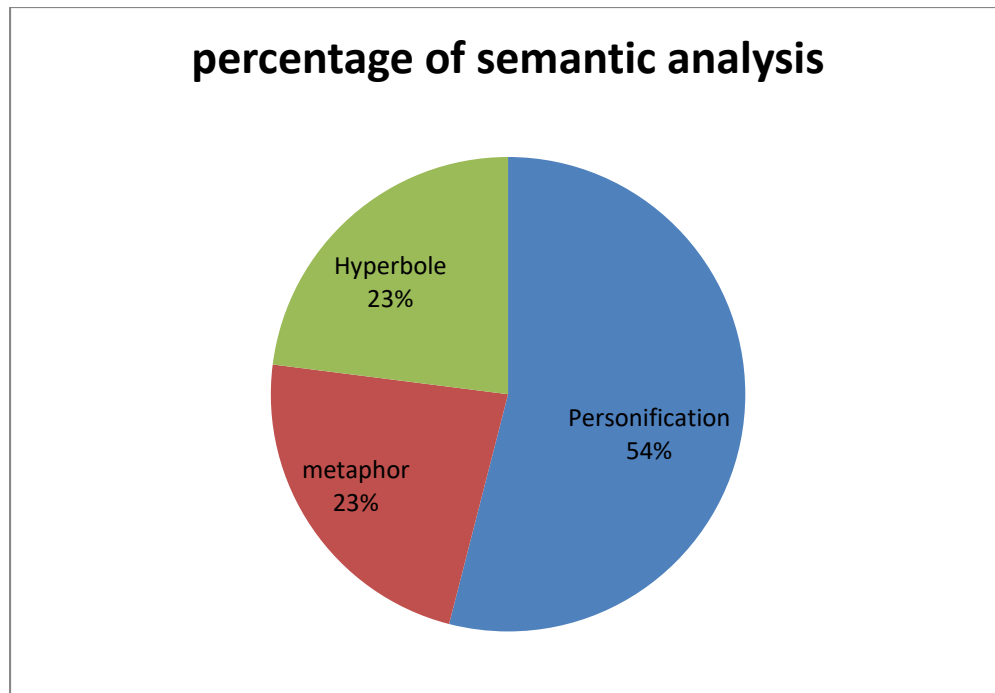
Similarly in the advertisement of Kips school

“Let’s light a fire for learning”

Hyperbole is found.

In the Pie Char 4.1 it is summarized that the data that we have collected contained 54% personification, 23% hyperbola and 23% metaphor.

PIE CHART 4.1



Interpretive analysis schools advertisement

In the interpretive analysis of school advertisement we will first discuss the advertisement of the knowledge school, i.e.

“In truth I win”

Verb phrase is used with Ellipsis.

On the other side in the advertisement of Allied school

“Growing together”;

Verb phrase is used with Imperative in syntactic level.

Similarly in the advertisement of APS

I shall rise and shine;

Noun phrase is used with Declarative syntactic level, this noun phrase because the focus is on “I”.

While in the advertisement of Bloomfield hall

“Towards academic excellence”

Adjective Phrase is used with the Ellipsis in syntactic level.

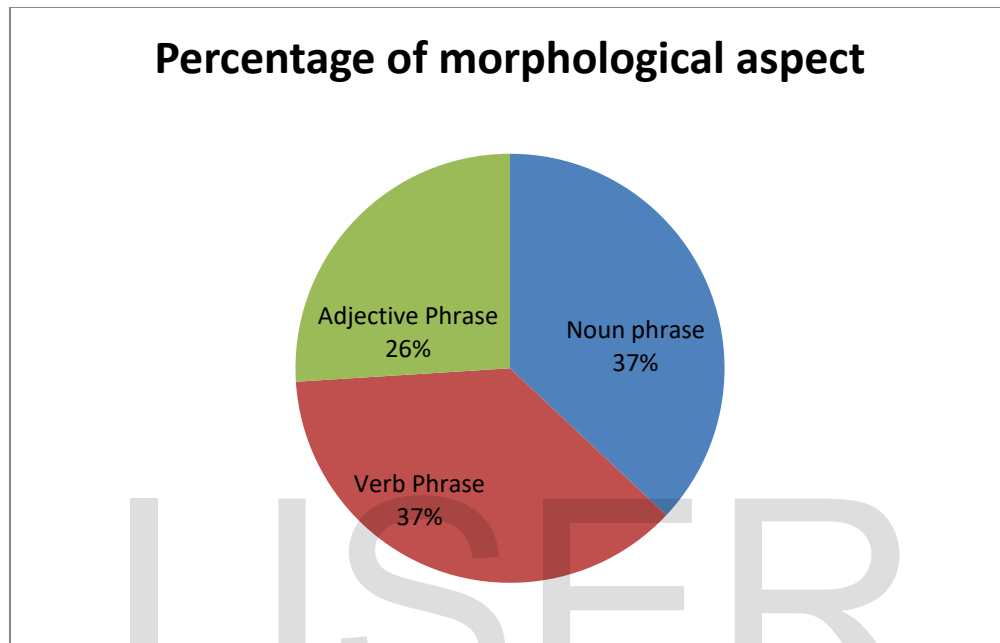
In the advertisement of Hillside primary school

“We are learners”

Noun phrase is used with Declarative syntactic level.

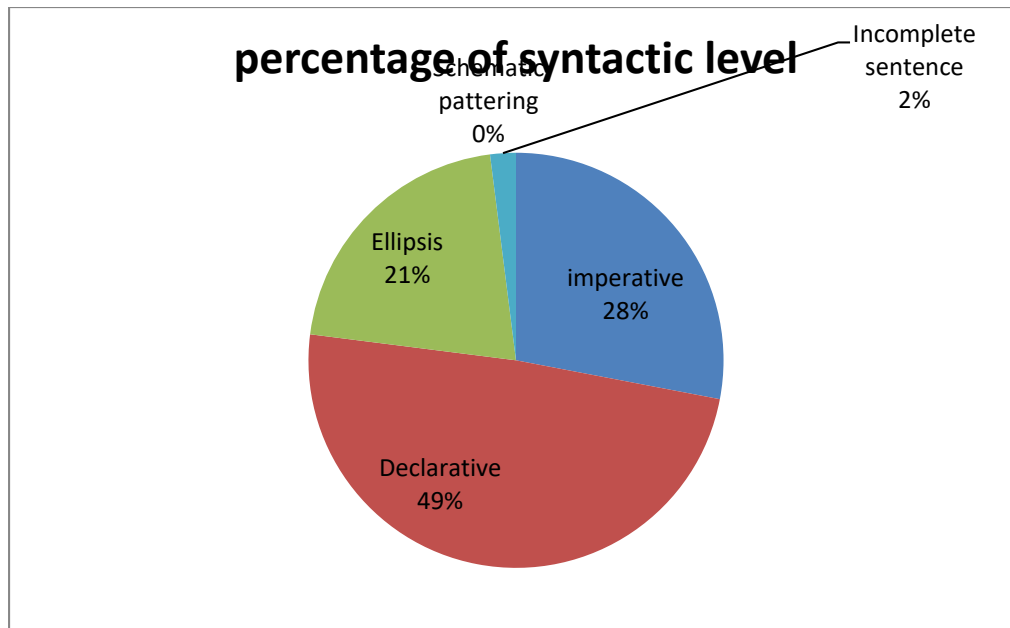
The Pie Chart 4.2 is concerned the percentage of morphological level shows that in the advertisement of schools there is 26% adjective phrase and 37% verb phrase and noun phrase each were used.

PIE CHART 4.2



Similarly in chart No. 4.3, there is 2% incomplete sentences, 28% imperative, 21% ellipsis and 49% declarative.

PIE CHART 4.3



Contextual Discourse Analysis of school advertisement

In the contextual discourse analysis of Kips school

“Let’s light a fire for learning”;

Results have found that fire is a code switching technique as this word is different from the rest. Below is the table showing all the advertisements that were selected for the purpose of analysis in the category of schools.

Table No. 4.1

Category	Organizational name	Language	Phonological aspect	morphological aspect/ syntactic level	Semantic analysis	Code switching and code mixing
Schools	Beacon house	Seek the light		Verb phrase/ Imperative	metaphor	
	Smart school	Learning is fun		Noun phrase		
	Allied school	Growing together		Verb phrase / Imperative		
	APS	I shall rise and shine	Rhyme	Noun phrase / Declarative	Personification	
	Bloomfield hall	Towards academic excellence		Adjective Phrase/ Ellipsis		
	Hillside primary school	We are learners		Noun phrase/ Declarative	Personification	
	Paak Grammar School	Knowledge is light		Noun phrase		
	BEFA	Better Education For All		Adjective Phrase / Declarative		
	Hafiz Education Movement	We make Brains		Noun phrase/ Declarative	Personification	
	Broadway School	Learn with Believe		Verb phrase/ Imperative		
	Sarkar Islamia High School	Determined		Adjective Phrase/ Ellipsis	metaphor	
	Pakistan International School	Excellence in education		Adjective Phrase/ Declarative		
	The city school	I am to learn		Verb phrase/ Incomplete sentence	Personification	
	The knowledge school	In truth I win	Rhyme	Verb phrase/ Ellipsis	Personification	
	Alpina Schools	Learning is the greatest conquest		Noun Phrase / Declarative	Hyperbole	
Kips school	Let's light a fire for learning		Verb phrase/ Imperative	hyperbole	Code switching	

5.1 Summary of Data findings obtained through analysis

In the previous chapter we have made the analysis of the advertisements that were selected for our research results have found that these six categories have different types of semantic and textual properties. To be more clear about our findings results have been discussed here.

5.1.1 Textual Analysis

Text is a structured unit consisting of smaller units. It is “a stretch of language which makes coherent sense in the context of its units. It may be spoken or written; it may be as long as a book or as short as a cry for help.” (Quirk et al. 1990). Advertising, if we mean the verbal one, is a type of text. We can find advertising texts in printed materials or, in spoken form, broadcasted by radio or TV. In printed advertising, the text may serve only for catching the reader’s attention, provide information about the product or serve as an anchorage (the link between the image and its context; some guidance to the reader) for the image.

Textual analysis has found that majority of the advertisements have Rhyme and Rhythm used in their slogans, the reason to use these is to give the slogan an attraction so that the customer may remind the slogan often.

5.1.2 Interpretive Analysis

Advertising language often uses the techniques similar to those in poetic texts. The advantage of so-called mnemonic devices (rhyme, rhythm, alliteration and assonance) is the technical effect. It guarantees that the receiver of the advertisement better remembers the text and recalls it at the right moment.

Under interpretive analysis two types categories have been discussed i.e. morphological level and syntactic level.

Interpretive analysis of this study showed that three kinds of phases could be present in morphological aspect i.e. noun phrase, adjective phrase and verb phrase. Results have found that the cosmetic advertisements were more noun phrased and the banks and malls categories had more verb and adjective phrased advertisements. When we discuss about the syntactical level of advertisement then most of the advertisements were ellipsis and declarative.

5.1.3 Contextual Discourse Analysis

Discourse analysis has been exploited in these last few decades being more important because of a series of changes that have encouraged its interest (Jaworski & Coupland, 1999, p. 3-6). Although discourse analysis is one of the main subjects of applied linguistics, other disciplines have contributed to the development of its theory and practice these years, such as psychology, sociology, etc. (Davies & Elder, 2004). This discipline studies how sentences are combined with each other to form texts – discourses– and describes the language in use – authentic written and spoken language in context– within them, or as Davies & Elder (2001) state it provides “patterning’s of language in use and the circumstances (participants, situations, purposes, outcomes) with which are typically associated.” Therefore, discourse analysis involves both text and context. Language does not occur alone, it does in context, and as discourse

analysis studies language, it is an important aspect to be considered (Cook, 1992). As a consequence, as Brown & Yule (1983) claim “the discourse analyst has to take into account the context in which a piece of discourse appears”.

In Contextual discourse analysis we have taken just two sub categories i.e. code mixing and code switching, results have found that there were few advertisements where this kind of activity is seen.

5.1.4 Semantics Analysis

Each linguistic expression has its literal meaning. Literal meaning **denotes** what it means according to common or dictionary usage (or more exactly, what “the reader is most likely to assign to a word or phrase if he or she knows nothing about the context in which it is to be used.”). The same linguistic expression, however, may have also its figurative meaning. It **connotes** additional layers of meaning and evokes associations; for example, the word ‘professional’ has connotations of skill and excellence. It is not possible to give an exhaustive account of the connotations of the expression, because connotative meanings, which have been evoked in an individual, depend on people’s entire previous experiences and on conventions of community. Therefore, the connotations of the same expression will differ slightly from person to person. Furthermore, the same denotations can have different connotations in different context. Vestergaard and Schroder (Vestergaard and Schroder 1985) believe that in advertising language, the most frequent word for ‘acquisition of product’ is ‘get’, and not ‘buy’, because ‘buy’ has some unpleasant connotations, like ‘money’ and the parting with it. For people, associations are very powerful, so the advertisers pay attention to this aspect of language. They play with colours, because colours may have various positive or negative connotations: innocence / snow / ice / race, and others for white; passion / blood / stop signal / fire for red; etc. They must be careful about the target group, because each culture may have different connotations to the same expressions: in Chinese and Indian tradition, white is the color of mourning, death, and ghosts. In India, white also stands for peace and purity. Red color in Eastern European countries may have slightly negative connotation in relation to the identification of communism with "socialist" red.

Semantic analysis of the advertisement found that most of advertisements had personification in them.

5.2 Interpretation of Research Questions

5.2.1 Research Question 1

What are the descriptive features of the language of advertisements used on print media?

Descriptive language in advertising is most frequently found in product descriptions. However, the descriptive function of advertising texts is only fulfilled in very few cases. Narrative elements are essential to so-called testimonial ads where pseudo-users report on their experience of using the product. Advertising language takes on an expressive function when the sender of the message, i.e. the company advertising its products or services, makes statements about their history, philosophy and visions. Most of the advertisements are noun phrase i.e. the emphasis is on the noun.

5.2.2 Research Question 2

What is the impact of advertisements on society?

Every time you switch on the TV and you will see some products being pushed on you with some assurance. This is advertising. Your mind is being sold to these advertisers. Advertising is the promotion of product or services. This gives companies a way to expose their products to people and hence maximize their sales. Without advertisement not a single firm or company can grow in this world of competition.

5.2.3 Research Question 3

How can we interpret the language used in advertisements in perspective of producer and consumer in society?

The field of advertising is extremely broad and diverse. In general terms, of course, an advertisement is simply a public notice meant to convey information and invite patronage or some other response. As that suggests, advertising has two basic purposes: to inform and to persuade, and — while these purposes are distinguishable — both very often are simultaneously present. Advertising is not the same as marketing (the complex of commercial functions involved in transferring goods from producers and consumers) or public relations (the systematic effort to create a favorable public impression or image' of some person, group, or entity). In many cases, though, it is a technique or instrument employed by one or both of these.

5.2.4 Research Question 4

How can we identify the co-text and context of the advertisements discourse?

To persuade people to buy the product is the main purpose of the advertising. Among such great competition, the producer wants to demonstrate the uniqueness of his product. He wants to differentiate it from the rest. He is trying to find new techniques of advertisement. Also, the advertisement texts must be more attractive and more unexpected. They must catch the attention of the audience and then identify the product. Copywriters create uncommon, surprising, interesting texts with catchy slogans or phrases. The reader or listener must give it some thought and the result is manipulation with him in order to buy the product. Leech sets following principles of advertising texts: Attention value, Readability (by means of simple, personal, and colloquial style), Memorability (most important in the process of advertising is to remember the name of the product) and Selling power (Leech 1972: 27). The last principle is crucial. David Ogilvy (Ogilvy 1985: 7) in his book says:

“I do not regard advertising as entertainment or an art form, but as a medium of information. When I write an advertisement, I don't want you to tell me that you find it 'creative'. I want you to find it so interesting that you *buy the product*.” We may identify the advertising as a type of discourse, because “it can tell us a good deal about our own society and our own psychology (...) Discourse is text and context together.” (Cook 1996). We could analyze the whole discourse of advertising, it means “the interaction of all elements that participate in advertising discourse: participants, function, substance, pictures, music, a society, paralanguage, language, a situation, other advertising and other discourse.” Although such analysis would be complete, it would be very difficult to elaborate it in such limited space. For

that reason, in this work we have analyzed the language of advertising from the linguistic, especially phonological, syntactic and semantic point of view. We will provide examples and describe the most commonly used linguistic devices and figures of speech in advertising printed text.

5.3 Implications of Research

The research can be used by the advertising agencies that how they can make their advertisement more effective and meaningful for the customers.

1. The importance of semantics and code switching for making advertisement more attractive.
2. This research is also helpful for the companies that which aspect is more important and more adoptable when making advertisements.
3. It is good contribution to literate society .people start to speak such words for example; package, load, battery etc. even they can understand the meaning of these words.
4. Sometimes things are being ignored. This study will help to capture the attention of the people towards immoral and unethical issues which are being explored through advertisements. For example in these days in cosmetics advertisements women naked bodies.

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