

A Critical Discourse Analysis of Language Used in Advertisements

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Abstract

The main purpose of research is to critically discourse and analyze the language and rhetorical terms used by advertising companies. Advertisements are the main part of our lives nowadays. Clario.co.& blog says an average person sees and hears almost 400 to 500 ads daily, and this is largely possible in advertising environment. If you are sitting at home in front of your TV or computer, even if you are working outdoors, advertisements are everywhere to convince you. The advertisements are also made with intelligence and such techniques convince people to buy their products. The advertisements that have been put to analyze are mostly shown on traditional channels such as TV, print media and radio. And it also comes through alternative channels such as online advertisements and social media access via our android phones. The present study falls into the realm of qualitative methodology. And basically, it focuses on the use of figurative language and hyperbole terms used in the ads. Most used rhetorical devices in the advertisements. The research will include the language terms, slogans and texts used by advertisers. The actual meaning of the terms are exaggerated to such an extent that people are convinced to buy.

Keywords: Language, Rhetorical Devices, Advertisements, Discourse Analysis

Introduction

Discourse analysis is a technique for analyzing connected speech or writing, and it extends descriptive linguistics beyond the confines of focusing on one basic sentence at a time (Macaulay, 2002). The discourse of advertisements consists of the advertisement's text, in addition to the setting in which the commercial is produced and read. These all come together to form the totality of the discourse. In today's world, it is practically difficult to escape being introduced to advertisements, as it appears to happen in many casual scenarios regardless if it is a sign on a bus going via latest TV commercials or the food containers at the supermarket. "Advertisements are marketing us something other than consumer items; they are marketing us ourselves by presenting us with a framework in which we and those goods are changeable," A woman named Judith Williamson. The objective of this research is to conduct

an analysis of advertising in the form of discourse despite the fact that the primary emphasis of discourse analysis is placed on language. It also investigates the setting where communication takes place (Tantri, Pratiwi, Solikhah, & Handayani, 2019). As a result, the partners in the conversation are the focus of this investigation. Specifically, the question of who is interacting with whom and why is being asked. The Latin verb "adventure," which literally translates "to turn towards," is where we get the English term "advertisement" (Goddard, 2011). Although it is not always simple to describe advertising in general, the idea of advertising can be categorized as either economic or non-economic. This research focuses on commercial advertising as the advertiser's intention is not only to transmit the idea of a product or service, but also to purchase the advertised good or service. This research investigates persuasive messages and the manner in which they are presented in various forms of advertising. When doing discourse analysis, it is important to consider both the society and the setting. This is because the analysis provides an opportunity to monitor the progression of social change in a society over time. In this study, society is analyzed in terms of temporal settings and the social shifts that could have taken place in Pakistan over the past sixty years. These shifts are hypothesized to have taken place. The changes in the position of women in society are being explored, and these changes can be seen reflected in the way gender roles are given in advertisements. This study uses a small sample of data as the foundation for comparing printed advertising in Pakistan that was published in 1956 with those that were published in 2014. Pakistani magazines were the source for all the printed advertisements studied for this research project. The primary means through which people communicate with one another and engage in other forms of socialization is through the utilization of linguistic systems. A language, in its most fundamental sense, is an important instrument for exerting influence over the people in our immediate environment. According to Oyedokun-Ali "the influence of what and how we communicate on others may be powerful." In a broad sense the activity of making people aware of a product or service and persuading them to purchase or make use of that product or service is what is meant to be referred to as advertising. The standard reference material for this investigation consists of television commercials; the paper focuses on the relationship between ideology and power. Because they are among the key marketing platforms in the modern world, commercials that are broadcast on television are an essential component of advertising. This is due to the fact that TV commercials have the potential to reach a sizable audience via a variety of different media outlets. Even though there are other kinds of advertisements, such as those that are printed in the media and those that are conveyed by electronic media, tv ads are the most effective at reaching huge audiences because of their access to mass audiences. Other kinds of advertisements, such as those that are printed in the media and those that are conveyed by electronic media. The general public is encouraged by these commercials to seek the services or items that are being sold to them through these advertisements, and these advertisements use persuasive methods and philosophies to accomplish this goal. This present study investigates these methods by looking at certain advertising for three different kinds of carbonated soft drinks that were published in Pakistani publications. Advertising campaigns are considered to be their own genre due to the fact they employ a wide variety of strategies to convince, inform, impact, warn, or even misguide, as well as manipulate the audience to

act in a certain way, such as to buy some commodity to make adjustments or minimize a particular style of living, or to cast a ballot for some political party (Tantri et al,2019).

Background of the Study

There is advertising everywhere, and as it becomes more prevalent, advertisers are always looking for new ways to make it even more prevalent. Consequently, there is no one on television which can be considered objective about advertisements. Either we loathe it or cannot stand it, or many of us feel both ways. According to the theory of mass media communication, the definition of the term "advertising" refers to a message that is either published or broadcast in the various forms of mass media. Its purpose is to disseminate information that will assist in convincing individuals to purchase or acknowledge particular items, services, or ideas. When we say that an identifiable sponsor foots the bill for advertising and that it is controlled, we imply that the sponsor determines when, where, and how advertisements are displayed. The advertising is impersonal and targets large demographics through various forms of mass media (Pasqua, 1990). When discussing globalization and consumer societies, it is important to note that the volume of advertising directed toward consumer societies is very close to their daily lives, particularly in large cities where the societies are concentrated. The advertisements give the commercial product a variety of different manifestations. For example, the product can take the form of advertisements everywhere along the road, roadside banners, and also in the media such as newspapers, radio and TV, and the internet, where it can be viewed by a very diverse group of people. After those necessary changes, occurred in the social and cultural landscape that directly resulted from the growth of advertisements and advertising systems in consumer societies.

Objectives of the Study

- To learn which kind of sign language is used in soft drink commercials.
- To learn about the theory of semiotics and what the symbols that appear in commercials for soft drinks mean.

Main Research Questions

1. What kinds of sign language are used in the commercials for soft drinks?
2. According to the theory of semiotic meaning, what are the symbols that appear in commercials for soft drinks?

Literature Review

Discourse Analysis

The term discourse analysis was first used by the sentence linguist Harris (1981) in his book entitled 'Discourse Analysis'. According to him, discourse analysis is a technique for analyzing connected speech or writing, and it extends descriptive linguistics beyond the confines of focusing on one basic sentence at a time (Macaulay, 2002). The discourse of

advertisements consists of the advertisement's text, in addition to the setting in which the commercial is produced and read. These all come together to form the totality of the discourse. According to Van Dijk (2008), contexts can be split down into a several number of unique types, and these types are often connected with specific discourse genres. Bloome & Carter (2013), criticize such a function-based definition of advertising for three reasons. To begin, there are some commercials whose primary purpose is not to promote the purchase of a product. Second, the purpose of persuasion can be accomplished through the use of any form of communication other than advertising. Thirdly, the genre of advertising may serve to carry out many different tasks in addition to the function of convincing people of anything. Because of these factors, Cook proposes a strategy known as the template method, in which advertising will be defined in terms of a few consistent characteristics or approaches. While some studies investigate themes of belief, power, sex, and identification through the lens of printed advertisements for a variety of items and products, such as beauty products, others investigate the same topics from the perspective of beauty product advertisements (Ahmad, Ahmad Ijaz, Batool, & Abid, 2015) In the meantime, academics have spoken about how difficult it is to develop a strong definition for discourse analysis that is both all-encompassing and accepted. The attempt to define discourse analysis can be simplified by referring to it as "the analysis of speech." Saying this is one approach to accomplish this. Theoretical and Practical Concerns Arising from the Study of Language and Literature Simply said, discourse is the act of putting words to use (Yule, & Gillian, 1983). Therefore, it should be no surprise that discourse analysis refers to the study of language in action. When we talk about language, we refer to the norms, preferences, and expectations related to the context of the language. The structure of language at a level higher than the sentence level is another way to think about discourse analysis. Sometimes the word "text" is substituted for the word "discourse." The focus of discourse analysis is not limited to the investigation of the grammatical features of language; rather, it takes into account the functions that language serves in many social and cultural settings in which it is employed. Therefore, discourse analysis investigates the connection between language use and the various settings in which it occurs. The issue at hand is essentially one of a sign, the image that appears, and the information provided to meaning, as well as how advertising can impact how people perceive things, how they interpret things, and how they behave. Whether the advertising expands the details regarding the product that is being supplied or, on the other hand, only expands about the misrepresenting of reality (Suwena, 2018). To put it another way, the advertising would incorporate and affect the societies with the ideas and ideology systematically incorporated in the advertising for modern people. Advertising is no longer simply pushing a product that is advertised in the media. Rather the advertisers are responsible for creating the system of the idea with particular values and standing on that system independently. The advertisement that was developed for the target population had a particular message. A message that was constructed using a variety of codes and directed toward the audience for comprehension. The code seems to be aimed at convincing people to purchase the product that is being sold. This is not an arbitrary code; rather it is a code that conveys a message that is already embedded within the advertisement. The semiology term "interpretation of the sign" is used to refer to the process of deciphering the signs that appear in advertisements aimed at the general public. These advertisements contain codes that convey a message to the general

public. The theory of semiology (Rifai, 2010) is used for approaching the sign that appears in advertising, especially for soft drinks commercial advertisements. Ferdinand de Saussure, as well-known as the father of modern Linguistics, is looking forward to science that studies the life of signs within societies; he called it Semiology from the Greek Simeon "sign". This is a general approach to the study of signs in every culture as a sort of language. As quoted in the book *Course in General Linguistic*, "Language is a system of signs which express ideas. Hence it is like writing, the deaf and dumb alphabet, symbolic rites, etiquette, military signal and so on, except that it is the most important of such systems. One may view this science which studies the life of signs in the framework of social life. We shall call it semiology (from the Greek Simeon, 'sign'). It will teach us what signs consist of the law which they govern (De Saussure, 2011). Ferdinand de Saussure came up with the idea of a dualistic sign in which he related the signifier, which is the form of the word or phrase that is pronounced to the signified, which is the mental concept. In addition, it is essential to keep in mind that in accordance with Saussure, the sign is entirely arbitrary, and there is no essential relationship between the sign and its meaning (Shaozu, Tianhui, Ning, & Yulan, 1991). The other semioticians that developed the theory of sign (Albar, 2018). Perhaps the philosophical school of thought known as pragmatism can trace its roots back to him. He opted to use the term semiotic and defined the object sign into three types.

1. Icon is the connection between sign and object because of its similarities. For example, pictures and maps.
2. Index is the connection between sign and object because of cause and effect. For example, smoke caused by a fire.
3. Symbol is the connection between sign and object because of the agreement or convention in societies. For example, flags, traffic signals and linguistic signs (Verhaert, 2001).

Discourse Analysis in Advertisements

The critical examination of different perspectives on advertising is the focus of this study. This conversation will attempt to make sense of an advertisement from the perspective of its linguistic construction, meaning, and textuality. This discussion aims to try to make sense of an advertisement. The debate's findings suggest that for the spotted advertisement to be properly categorized as a text, an elliptical operation had to be utilized in its investigation. The meaning of the advertisement and the advertiser's aims can be deduced as soon as the elliptical phrases and sentences of the advertisement have been determined. Suppose the facts of the messages being sent by the advertisement are not explained. In that case, ambiguities will still persist, which will impair the readers' or potential buyers' ability to understand and respond to the commercial. Conversely, the advertisement is a very intriguing topic that can be discussed and makes for good material for discourse analysis.

Critical Discourse Analysis

A methodology enables a thorough analysis of what is intended when language is used to understand and analyze something. Within the field of critical discourse analysis, there has

been a proliferation of words, which is a reflection of the numerous influences that have contributed to the development of the approach. A group of academics in the early 1990s, including Theo van Leeuwen, Gunther Kress, Teun van Dijk, and Norman Fairclough, came up with the concept of CDA, a form of interdisciplinary research (Wodak & Fairclough, 2013). At that time, theories and methods of critical discourse analysis were formulated to differentiate this paradigm from other theories and methodologies in Discourse Analysis. Later on, the term was known under many designations. While, according to their fields of research or areas of study, some scholars prefer the concept of Critical Linguistics, others choose to use the label Critical Discourse Studies CDS. It follows from this to argue that CDA is an interdisciplinary approach that, as stated by Amoussou & Allagbe (2018), can be used by professionals from various backgrounds such as historians, business institutions, lawyers, politicians, etc. To investigate social problems relating to their work. Since the last decade or so, there has been a resurgence of the application of the theory of CDA to a range of studies (Koussouhon & Dossoumou, 2015). Even while these research works present the reader with insightful and relevant findings, it appears that many of them do not adhere to the fundamental ideas that form the basis of the critical approach that they intend to employ. This investigation intends to make it clear that a systematic application of certain theories like Systemic Functional Linguistics to a text or discourse is not adequate to claim the tough perspective of studying the text or discourse. In this sense, the phrase "critical stance" refers to an approach to studying a text or discourse that takes an analytical rather than an interpretive approach. As Wodak & Meyer (2009) put it, "salient principles" that are "constitutive of all approaches in CDA" can be found. Therefore, the purpose of this work is to clarify what it means to claim that one is engaging in critical discourse analysis.

Features of Critical Discourse

In this section, we will be focusing on the fundamental principles that define critical discourse analysis. In this regard, it will begin by drawing attention to the key distinctions between critical discourse analysis and the various other types of discourse analysis. Following that, a focus will be placed on the fundamental presumptions that underpin critical discourse analysis. The terms "critical discourse analysis" and "discourse analysis" do not refer to the same thing. As one may imagine from the names given to these two concepts, "discourse analysis" and "critical discourse analysis" are not synonymous terms. The term "discourse analysis" refers to a group of inter-disciplinary methods that can be applied to the investigation of a wide variety of social fields through the use of a variety of research methods (Gralewski, 2011). This indicates that discourse analysis is applicable to all fields of inquiry, provided that a suitable method of analysis is utilized. On the other hand, critical discourse analysis is a methodology that enables a vigorous assessment of what is meant when language is used to explain. There is a rapid increase of terms within critical discourse analysis, which reflects the various influences in the methodology development.

Research Methodology

The methodology used in this research is descriptive. Moreover, a qualitative analysis combining textual analysis is the approach that is utilized in this study. We use these methods

to describe and interpret the sign that appears in soft drink advertisements.

Data Collecting Technique

In this study, the data collection strategy is analyzing and observing the language and symbolic element that exists in soft drink advertisements. Aside from that, we employ additional resources in the data collection process, such as documents from textbooks, magazines, and the internet. There is great significance in the pictorial and linguistic aspects of soft drink commercials in order to interpret the data. To begin, we employ Pierce's theory to examine the object of sign in soft drink commercials using the icon, index, and symbol sight. Then by analyzing the codes that occurred in the advertisements to determine whether they are hermeneutic code, semantics code, symbols code, or narrative code. Finally, the writer deduces the meaning of the soft drink advertisements by examining their connotation and denotation.

Data collection Tools

A qualitative approach was used in this research. The main objective is to understand the slogan deeply to make a form of theory. Therefore, discourse analysis is one way to engage more deeply about the meanings of words or texts. People frequently frame it in opposition to quantitative research, which uses numerical data to recognize large-scale trends and uses quantitative techniques to evaluate causal and comparative relationships between variables. People often frame it in opposition to qualitative research because quantitative research uses numerical data to determine large-scale trends. In the field of sociology, quantitative research often focuses on macro-level trends and phenomena, whereas qualitative research typically focuses on the micro-level of social interaction. Many factors are shaping modern society. Advertising has played an important part in the process of creating the world and its culture as we know it. Because advertising is so prevalent in our surroundings, we are probably no longer aware of the impact of the countless advertisements we are exposed to daily. The advancement of society and technology resulted in a huge increase in the number of opportunities open to everyone. Advertisements are made after the product is ready to be sold by the companies. In advertisements, there is always something to sell, and advertisements are made to draw attention or to announce details about the product. Everything is made attractive and appealing in the product so it can be sold easily and gives business to the company. We live in a world full of advertisements.

Qualitative Research Methods

In qualitative research, the researcher had an important role in collecting the desired data; the researcher himself collected the data of the present research. Here the researcher is the instrument for collecting and analyzing research data. Based on the research data, this study is categorized as qualitative research because the data is in the form of written text. Qualitative is an approach used to analyze the data. This research design uses discourse analysis. It is because the data is in the form of slogan text/words of advertisements on

television. As Nurbakti (2016) said, "discourse analysis itself studies linguistic units to examine the relationship between words and their meanings." Another source stated that discourse analysis is a broad term for the study of how language is used in texts and contexts, also called discourse studies. That's why this research used a discourse analysis design.

Figurative Language used in Advertisements

Several kinds of figurative speech terms are used in the language of slogans or advertisements. There are almost ten figurative speech terms analyzed, such as:

- | | |
|--------------------|--------------|
| 1. Alliteration | 6. Anaphora |
| 2. Assonance | 7. Euphemism |
| 3. Metonymy | 8. Paradox |
| 4. Oxymoron | 9. Hyperbole |
| 5. Personification | 10. Simile |

Analyzing at the Text Level

The evaluative discourse analysis of language cast in advertisements of soft drinks is conducted by adopting Fairclough's (1995) famous three-dimensional technique or model for the cosmic analysis of an advertisement. According to a famous philosopher Van Dijk (2008), "Critical discourse analysis (C.D.A) is discourse analysis research that mainly studies the way social power, dominance and is resisted by text and talk in the social and political context". A three-way or dimensional model of Fairclough's (1992) was used for the research.

Discursive practice is divided into the following dimensions:

- ✓ Consumer of the text
- ✓ Distributor of the text.
- ✓ This dimension revolves around discourse as a social practice.

The textual analysis answers how language patterns in the advertisements are arranged by analyzing the linguistic characteristics such as syntax, and rhetorical devices and vocabulary. Many strategies are used by advertisers in their discourse to get complete. These research analysis slogans of 30 soft drinks advertisements, 10 soft drinks magazine advertisements are included in the research paper.

Datum 1:

Fanta



(Figure :1The refreshing drink)

The information presented earlier is an example of commissure data. In this particular datum, the speaker makes a declaration in which they give the reader a commitment to some future activity. The statement promised the readers that they would feel refreshed if they drank the product. The utterance demonstrates that the indicator of commissure has positive prospects. The meaning of the word "refreshing" is that the beverage will meet all of the needs of the body, and will refresh the body. It does not matter how tired you are because drinking this beverage will guarantee that you will both refresh and get energy. It also demonstrates that the beverage has the authentic flavor of orange juice. In order to win the trust and attention of consumers who do not often consume beverages with artificial flavors, the artificially flavored drink in question was designed to look like the real thing.

Datum 2:



(Figure :2 A clear refreshing lemon lime Dew)

The deontic conduct of a form that may be discovered in the data presented earlier was reflective of the whole. The factual information about the product is provided by the speaker in the slogan. The speaker explains to the reader how awesome the product is and how fun it is to use natural ingredients. This slogan could be considered an example of acting in a representative capacity. It tells the reader that the product has an energizing and refreshing lemon flavor and that if they drink it during the hot summer, they will feel more refreshed.

Datum 3:



(Figure:3 Vitalizes Body and Mind)

The slogan that was shown earlier is an example of the commissure type. Speech acts that are considered to be permissive are those in which the speaker utilizes the act of speaking to commit themselves to some future activities. Because the speaker of the phrase makes a promise to the reader about their product, stating that if the reader purchases the product, it will vitalize both their body and their intellect. It is possible to observe the sense of promise contained in this slogan by looking at the slogans used for the commercials.

Datum 4:



(Figure:4 Holidays are coming)

The information presented here can be classified as declarative. Declarative speech is a type of communication that, through its utterance, changes the situation. In order to properly perform a proclamation, the speaker must have a special institutional function; in a specified context. With the remark that the holiday with the families is more pleasant with the introduction of the goods, the speaker impacts the listener. The producer's anticipation is reflected in the slogan. The speaker hopes consumers trust that using their service will make their holiday more delightful. The slogan's phrase aims to give people a positive image of the product and encourages them to purchase.

Datum 5:



(Figure:5 Taste the real fruit)

Because the phrases used in slogans fit the appearance of the soft drink bottle, the data above might be classified as representative. The image of oranges and the actual peeling of oranges around the bottle symbolize the soft drink's natural taste and nutritional values. The phrase "TASTE THE REAL FRUIT" communicates the producer's message that we are offering all of the goodness of oranges in our soft drink and that this bottle contains the same product described in the tagline.

Summary

The researcher analyzed those techniques which advertisers used in the advertisements, such as using nouns in place of verbs, a few scientific evidence, emotional words, attractive slogans, color schemes, natural products, code-switching, celebrity endorsement, disjunctive tone and pattern. The study tells how advertisers made their strong relationship with customers by changing their thoughts and power of decision making. It may be figured out by analyzing these advertisements of all soft drink advertisers who use various linguistic methods and devices. The study explains the role of advertisements and how it affects people. It also guides people not to be convinced by watching attractive slogans and catchy lines. The language used in advertisements builds confidence and trust in the company and people should be aware of it. The study also exposes the false image of the product, but in reality, there is a lot of difference in our expectations vs reality. The purpose of this research is to provide data analysis and consultation on advertisement discourse, and the primitive purpose of advertisement is exposure to the products.

Findings

Findings of the research revealed that people trust what they see around them, and advertisements in the media are repeated so that they compel people to use their product. The advertising parties advertise their products and attract people via small or partial sympathies and realities. The advertisement of various ads caught peoples' minds to use such products without knowing the benefits or side effects. The people just have blind faith in the ads in print media, vlogs, blogs or print media. By analyzing the data published in the last five years in print media, people were asked about the products used and how they started using them. Most people replied that they use various products on TV, the news appears, and media ads

which clearly reflects the impact of advertisement on media. Various figurative terms under Alliteration, Anaphora, Assonance, Euphemism, Metonymy, Paradox, Oxymoron, Hyperbole, Personification and Simile were commonly used in various advertisement ads to attract people. Various examples of using such figurative languages are used in advertisements to attract people. The research analyzed those techniques which advertisers used in the advertisements such as using nouns in place of verbs, a few scientific evidence, emotional words, attractive slogans, color schemes, natural products, code switching, celebrity endorsement, disjunctive tone and pattern. The study tells how advertisers made their strong relationship with customers by changing their thoughts and power of decision making.

Conclusion

The analysis of soft drinks advertisements uses a variety of linguistic devices. The main objective of this study is to investigate the language of soft drinks adverts throughout the time. In this study, the researcher tries to find out whether there is an evolution in the manner of advertising and, if so, to what extent. The present research has been divided into two parts. The first part of the research deals with the theoretical base and description that is necessary to work within the practical part. The practical part of the research depicts the printed soft drinks advertisements from a linguistic approach in all levels of text and semiotic analysis. Similarly, It is the study of speech actions that focuses on how statements are performed by both parties in the conversation. Effective verbal and nonverbal communication is critical to the transmission of mental concepts. An illocutionary act is a form of speech that emphasizes the speaker's intention while they are speaking. An order, an apology, a pronouncement and a suggestion are all examples of things a speaker may use this phrase to convey to the audience. As a result, the audience can decipher what the speaker is trying to communicate. As the objective of this investigation, the sort of illocutionary acts that are found in the slogans of advertisements for soft drinks that appear in magazines is the primary emphasis of this research. The notion of several sorts of illocutionary acts that Yule developed is applied here in order to research illocutionary act types (1996). He categorizes illocutionary acts as expressive, declaratory, representational, directive, and commissive forms of speech. The illocutionary acts were discovered across all of the slogans used in the magazine advertisements for soft drinks. The style of illocution known as representative is the one that is utilized most frequently in the slogans for advertisements for soft drinks. Other varieties of illocution include expressive, declarative, representational, directive, and commissive. The phrases that are used in advertisements for soft drinks state the fact that there are statistics found that are typical of the product that is being advertised. In this study, various illocutionary devices that are utilized in the advertising slogans for soft drinks that appear in magazines were evaluated. There are many illocutionary kinds employed in slogans, but also other kinds of items. The author of this work has high hopes that it will contribute to the area of linguistics as a whole and serve as a reference for future researchers who wish to learn more about illocutionary acts or related topics. In addition, it is intended that the next writers will analyze another advertising phrase from a different point of view. From the final result, we make some suggestions for people who want to analyze soft drink advertisements and

semiotic theory in general: In commercials, the soft drink industry uses many forms of manipulation. The modification is a part of the structure or the system that makes the posters in the advertisements. Therefore, the reader needs to have an understanding of the advertisements for soft drinks, as well as their manipulation system and structure. The objectives of the advertising campaigns for the soft drink ought to be clearer to the target market or customers of the soft drink.

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