



VEDA'S

JOURNAL OF ENGLISH LANGUAGE AND LITERATURE (JOELL)

An International Peer Reviewed (Refereed) Journal

Impact Factor (SJIF) 6.12

<http://www.joell.in>

Vol.9

Spl. Issue 1

2022

NATIONAL SEMINAR



ENGLISH LANGUAGE: AN ICON FOR ADVERTISEMENTS AND CINEMA

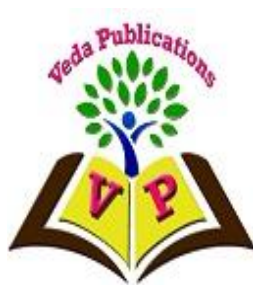
Dr. N. Vimala Devi

(HOD of English, JMJ College For Women ,Tenali.)

Email: vimal.chowdary@gmail.com

DOI: <https://doi.org/10.54513/JOELL.2022.v9spli1.04>

ABSTRACT



In the present modern society advertising is with us everywhere, which is fast gaining significance and helping to establish a new global culture that spreads across national boundaries. Advertising is rampant now a days. It's a known fact that the purpose and importance of advertising is felt around the globe. It has spread even to the remote areas. The coin of advertising is both positive and negative. Advertising is the sales and promotion of goods, ideas and images through impersonal media. The language used in advertisements is not for the uneducated as it is full of Rhetorical figures and Incongruity. The language used in advertisements make linguistics to frown seriously as it is highly persuasive, full of deviations, ambiguities, euphemisms and with ungrammatical structures. Though it violating the rules of language, one of the best ways is the language used in advertisements can be eye-catching, memorable and expresses new ideas, new creations in new ways. It has spread even to the remote areas. Awe inspiring advertisement is witnessed by the world. The positive aspects give immense delight to us and negative features make us think and critique. Sometimes the impact of the advertising on the people is beyond expectations.

Keywords: Advertising, English, Language, Globalization.

Author(s) retain the copyright of this article

Copyright© 2022 VEDAPublications

Author(s) agree that this article remains permanently open access under the terms of the Creative Commons Attribution License 4.0 International License



Advertising is a prevalent phenomenon nowadays that has gained the attention and interest of a large number of individuals in different societies around the globe. Critics and writers have usually treated the idea of cinema and literature from one point of view, considering the influence of literature on cinema. Critics usually compare cinematographic work to literature, assessing the degree to which a movie is faithful to a text or novel. The paper attempts to shed light on the dynamic and mutual relation that ties language to advertisements and cinema.

In the present modern society advertising is with us everywhere, which is fast gaining significance and helping to establish a new global culture that spreads across national boundaries. Advertising is rampant nowadays. It's a known fact that the purpose and importance of advertising is felt around the globe. It has spread even to the remote areas. The coin of advertising is both positive and negative. Advertising is the sales and promotion of goods, ideas and images through impersonal media. The language used in advertisements is not for the uneducated as it is full of Rhetorical figures and Incongruity. The language used in advertisements make linguistics to frown seriously as it is highly persuasive, full of deviations, ambiguities, euphemisms and with ungrammatical structures. Though it violating the rules of language, one of the best ways is

the language used in advertisements can be eye-catching, memorable and expresses new ideas, new creations in new ways. It has spread even to the remote areas. Awe inspiring advertisement is witnessed by the world. The positive aspects give immense delight to us and negative features make us think and critique. Sometimes the impact of the advertising on the people is beyond expectations.

The question of the relationship between language and film remains an open and active one. We can never fully understand or explain the impact of the new medium of film on its early viewers and commentators: We look back from the perspectives of those who have grown up in a film age and, most recently, in a digital age. Cinema and language are connected to each other but still they are different in their own ways. It has always been one of the most fascinating forms of knowledge which has made great impact on human psyche.

Cinema is the art of showing life of humans and the respective happenings in life and it reflects the actual happenings in an idealized form, the standards of social thought and morality. Cinema or movie is the most remarkable, illuminating and fascinating discovery of science and technology. The tone of language changes with the stages of society. Life style and incidents are portrayed and given a clear view by means of perfect moulding in the mode of films. All the credit goes to the



American scientist Thomas Alva Edison. Language and Cinema seems like the two sides of a coin. Cinema is also used in response to poetry.. Poetry as the art of utterance and cinema the art of showing, both whole on their own, don't easily make a good couple. Cinema and language meet head on, not unified as in conventional film, but remaining distinct and dancing, stepping on toes, wooing each other with a charms of mouth, eye and mind. There are some best adaptations of literary works that have ever happened in the Indian film industry. For example, Hindi language film industry, Bollywood which routinely picks up movies and novels from around the world and copies them and sometimes doing adaptations that are better than the originals they are based on.

Advertisements are not only an ' ideal tool ' for reaching people but also a device of attaining and maintaining contacts with persons. The cultural content of advertising, its language and its connection with gender issues are deeply rooted in our society and in the present day, the universal presence of advertising is increasingly influencing the daily life of people. According to Nicosia, advertisers should not only inform their audiences about the product, but also stimulate ideas among them as well as develop their curiosity and interests through creating new meanings from the advertised commodity. Surveys state that consumers come to identify themselves with the merits and significance of

the advertised product in their everyday life through images, verbal language or symbols. Due to the force of globalization and consequent media revolution, the meta-theoretical lens through which patriarchal Indian society traditionally viewed its social world seems to be transforming. Advertisements too create an environment in India. Just as it is difficult to be healthy in a toxic physical environment, if we are breathing poisoned air or drinking polluted water, it is difficult to be healthy in a "toxic cultural environment" that surrounds us with unhealthy images and constantly sacrifices our health and well being for the sake of profit. They sell more than products because they sell values, images, and concepts of love, sexuality, success, besides telling us who we are and who we should be. In all kinds of advertising , women's bodies refer to "things" and "objects".

Advertising has become a part of present day life. From everywhere around us, advertisements of diverse type attack our privacy. In spite of it, there is an attractive power, which is able to manipulate the consumer, an invisible voice of advertisement advocates, encourages, asks, announces, and deeply embeds into people's minds. "Advertising is telling and selling". It comes from the Latin word "Adverto", which means to turn round. An advertiser intends to spread his ideas about his products and hence designs it to influence the purchasing power and thought



patterns of the audience. For an advertiser, the human minds are his work fields, his ideas, styles are his tools, and he operates from a remote distance. It is nearly impossible to go through a day without being bombarded with advertisements unless we live in the deepest and remotest part of the world! In last decades the market glut of advertising caused the increased intention and interest in linguistic aspect of advertising. Advertising has become a science. People have begun to describe, analyze the linguistic means and evaluate the language to find out the principles so as to create new kinds of relationship between elements of language and improve the techniques, with the aim to be unique and maximize the effect at full blast. Therefore, media largely reflects the lifestyles, socialization patterns, participation levels, cultural boundaries, political manoeuvrings, religious manifestations, educational standards, social hierarchy, and of course society images of any given society. During the phases of economic liberalization, the overall scenario of media in India has changed tremendously. The images of the various sections of society, which are constantly beamed on television through advertisements, tend to have a deep influence upon the perception of society towards the role and identity of women. Ultimately, products are related to people's personal happiness, and social success, consequently, commodities are

not only satisfiers of needs but are also communicators of meaning.

In this age of opening up of our economy to global market forces which thrives on the logic of what sells best and what sells quickest, it is no wonder that women and young girls have become the most important target for media and for the advertisement industry in particular. As Sheelan says " advertising can have effects on consumers, but only if consumers, but only if consumers choose to look at advertisements" The function of language in advertising is to express feelings, offer advice, inform and persuade, describe or create. Advertising language can either follow "a prescribed path of advertising clichés" or have the freedom to "deviate from it and from the rules of the language itself". Language is laden with socio cultural senses and interpretations. It is far from having a passive function in society, such as just reflecting the social life as it is. Language is not " a transparent carrier of meanings " ,rather it is " a medium which imposes its own constraints on the meaning which is constructed ". Generally, written language tends to be more formal than spoken language. This brings me to another peculiarity of print advertising language where " the language used in the advertisements involves a mixture of spoken and written patterns of language " . Within advertisements, we can find language that is clearly written to be read and



not spoken, like logos. At the same time, we also patterns that are typical of spoken language and that are intended to represent spoken language. Whether language reflects or shapes ideas and thoughts in society is a complex issue to explore. Yet, the importance of language is clearly not simply a mirror that reflects reality. Rather it functions to impose structure on our perceptions of the world.

Language seems to play both roles in society. It holds the key to challenging and changing male hegemony. The role of images in advertising is to display a human context which derives meanings from the product, and it is for such a reason that the majority, if not all advertisements, contain images of persons, especially young people. Language, gender and society are closely interwoven terms. Instead of gender being viewed as an essential characteristic of an individual's psyche, it is understood as a thoroughly social construct, one that is produced by language and discourse. Language, a product of society, is considered to play a significant role in human interaction, the human being, language and society are an interwoven texture. Language has an impact on how we view the world, it therefore "affects the material conditions of women's lives. Consequently, language "rather than simply reflecting society, actually brings about and shapes changes in the way we see and think, it is common knowledge that language in general

reflects and reinforces men's power and authority, and at the same time maintains negative images about women. Concerning language, women and men may adopt different characteristics when speaking to each other, and many factors such as power and social status play a significant role in defining the choice of language as well as intensifying these differences. These differences at the level of the linguistic form take place in the speech system of almost all societies, in developing and under developed countries, alike both in tradition and modern societies.

Finally the language and discourse of advertising remain crucial to understanding the objective of advertising as well as the social and cultural dimensions used to achieve and influence audiences. However, the role of the language of gender is very important to clarify the language used in advertising and the impact it has on women and men.

Advertising texts are of great value for the analysis from linguistic, sociological, sociolinguistic, psychological, ethnologic and last but not least marketing point of view. Linguists are interested in language used in the advertisement, and marketing experts are interested in finding the tricks on how to make advertising more effective. English enables the creators of advertisements to use word puns, figurative language and to mix individual styles and types of texts. Advertising unifies language,



pictures, music: it contains information, invokes emotions and imaginations. Above all, it has a social and practical aim. As a genre, it seems much diversified. Various aspects and forms of advertising discourse can be seen as a part of the study. There are many forms such as television, billboards, radio, mobile phones, etc., These are traditional forms of advertising. The latest trend is internet advertising, various sponsored links, paid advertising on specific websites and social networking advertising are a few to mention. Advertising can sometimes give a negative impact and may turn dangerous.

Today every Indian youth is straddling tradition and modernity all the time. While it is fairly western in its outlook towards life, it is firmly rooted in Indianness in the heart. Also, Indians have a way of "indianizing" all things western. The strategic thought behind the concept is that when Indians see anything international, they give it a 'desi' twist. The same is true of Indian ads also., which is in for some exciting and creative times as a wave of new thinking is blowing over the industry. Indian brands are now on a global playing field. India's economic growth is having a positive impact on world economy and the advertising business. The major as well as preferred language used previously in advertising was English, the importance of which has still not diminished: rather, the advent of the internet and globalization has only strengthened it. However,

very slowly but steadily, Hindi has become the new power language. It no longer considers English as its archrival. Globalization has changed the equation and chemistry between the two languages. It is perhaps the "Buy One - Get One Free" syndrome that the two languages enjoy in India. In fact, English and Hindi have come closer and they deliver 'just perfect' when they work in tandem. Right from Dabur's 'Banaye Ander Se Strong' to Coke's 'life Ho To Aisi', it is this 'winning blend' which has become a new mantra in social acceptance, prestige and success.

REFERENCES

- Bhatia, Tej.1987. English in advertising: Multiple mixing and media. *orld WEnglishes* 6/1:33-48
- Bhatia, Tej.2001. *Language mixing in global advertising. The Three Circles of English*, ed. By Edwin Thumboo: 195-215. Singapore: UniPress
- Geis, Michael. 1982. *The Language of Television Advertising*. London: Academic Press
- Leech, Geoffrey N. (1972), *English in Advertising. A Linguistic Study of Advertising in Great Britain*. London: Longman.
- Leiss,W. (1997), *Social Communication in Advertising*. London and New York: Routledge.