Ads and Language: A Collocational Study of TV Advertisement Slogans

* Saba Mariam, ** Haroon Shafique, *** Dr. Muhammad Waleed Butt

* PhD Scholar, University of Gujrat.
** PhD Scholar, University of Gujrat.
***Assistant Professor, Grand Asian University Sialkot, Punjab, Pakistan.

KEYWORDS	ABSTRACT
Marketing Language, Advertising Psychology, Collocation, Advertisement Slogans, Linguistic Influence, Language Manipulation	Advertisements are part and parcel of our daily life which attacks our personal life. These ads make up our minds and they are a type of glass that provides a strong grounding 'to like' any product or 'reject' it. In this study, the researcher tries to prove that ads slogans become a part of our language, and it passes from one generation to the other. To collect data, the researcher used a test. Participants were divided into three age groups keeping gender in view as well. Ninety (90) participants filled that test, and the researcher analyzed it by applying the overall statistics. The results of the study show that advertisements manipulate our language and become a fundamental part of it. It is the elementary source of phrase and sentence structure understanding for students.

Introduction

In the present age of technology, the media plays a very important role in any society. TV ads have become part of our daily life. It has become part and parcel of our life. Ads are everywhere around us on billboards, magazines, newspapers, radio, television, and on the internet. In this era, life seems incomplete without ads and commercials. According to Cook (1996, p.182), ads are not exterior phenomena, they belong to us and are part of us. It is a paid announcement of products, ideas and things to attract the audience's attention (American Heritage Dictionary). Basically, ads are for commercial purposes, and they manipulate people's liking and disliking. Lapsanska (2006) says ads influence us, whether we like them are not.

They are the selling tools by the producers to make things more attractive. It is the power of ads that we usually buy those things that we really do not need. It influences our life style and audience copy the given style. Instead of their selling power they influence our language. It has become a

part of our language. The field of advertising has become a science; many linguists are interested in the language of commercials. They want to know the relationship between ads text and individuals in a society (Lapsanska, 2006).

Leech (1972) divides commercials into four different types and "commercial advertisements" are one of them. These types of ads are for large populations and their basic aim is to influence people's mind for any given product. For example, the commercial of fizzy drinks, candies, beauty products etc.

- Do the Dew…Dew na kiya to phr kya jiya‐‐‐‐‐‐‐‐‐‐ ڈیو نہ کیا تو پھر کیا جیا
- Every Day…‐‐‐‐‐‐‐‐‐‐‐‐ تم میں ہے کچھ خاص..
- Macleans….Did you Maclean your teeth today? Twice a day………..Every day

The other type of advertisement is "prestige advertisement". In these types of ads, the company or producer is more

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important compared to products. For example,

- State Life…Aap k Muashi Mustaqbil ki Muhafiz

آپ کے معاشی مستقبل کی محافظ

"Trade Advertisement" is the third type of ads which is totally different from the commercial ads. As Vestergaard and Schroder (1985) state that these ads are for trade purposes and companies of equal ranks are the producer and audience of these types of ads. The last type of advertisement is known as "non- commercial ads". These commercials are from different associations or companies for public awareness. For example, different public service messages of Aids awareness, use of pure and clean water and so many.

- Smoking is injurious to health………………A public service message by Punjab Government
- USAID……Americi awaam ki tarf sy   امریکی عوام کی طرف سے

Ads can be divided based on medium through which they are presented, as radio, TV, magazines, newspapers and internet. Specified text structure is used in ads to make them more attractive and convincing. In TV ads "loaded language" is used (Leech, 1972). Loaded language is a type of language which has the power to change the will of people. Through the use of loaded language, a specific type of text is constructed (Leech 1972), that text is distributed into five parts as: Headlines, Body Copy, Signature Line and Slogan. Slogan is a word, phrase or a small sentence that can be memorized easily (Advanced Learners Dictionary, 2001). For example,

- Daag to achy hoty hain

داغ تو اچھے ہوتے ہیں

- Dowlance liya to baat bani

ڈاولینس لیا تو بات بنی

- Sachi Yari, Sb py Bhari

سچی یاری، سب پے بھاری

- Rishto mai laey pyar ki Mithaas

رشتوں میں لائے پیار کی مٹھاس

Ad slogan is a "small memorable line" (Lapsanska, 2006). When these slogans are used consistently, they become a significant part of recognition, and that element of signification also becomes a part of language. This study tends to investigate the use of these slogans in a language, and how it influences the language. It focuses that how these ad collocations become a part of language. It also highlights the use of linguistic means in TV commercials and it influence on language

Hypothesis

- Whether or not ads slogan become a part of language
- Advertising may influence language and become its part.
- Ads slogan may become part of language as a collocation

Literature Review

Firth (1975) first introduced the term collocation. According to Leech (1972) collocation is the association of words in a syntagmatic order, which is a linear axis in language structure. For example,

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(X-axis) Syntagmatic Associations

Thick eyebrows

Benson, Benson and Ilson (1986) are also in the favor that collocations are the combination of words at syntagmatic line; it is syntagmatic meaning of the words which is expressed structurally. Collocation is the tendency of different lexical units to co-occur with each other (Halliday, McIntosh & Strevens, 1964; Backlund, 1973, 1976; Seaton, 1982; Crystal, 1985; Cruse, 1986; Zhang, 1993). As a man is known by the company he keeps, words are also known by the company it keeps (Palmer, 1976 & Firth, 1975). For example, Strong tea and hot coffee, here both have different lexical items, and they always occur with each other. Cruse (1986) defines collocation as the habitual co-occurrence of words and these words have different semantic expressions in different environments. For example,

- Chair of Philosophy
- Baby Chair
- Dentist Chair

"Chair" is the same word but have different meanings in the above three (3) examples, because they are sharing different lexical environment. Leech (1972) is also in the favor of Cruse's (1986) point of view that difference of lexical environment is also creating the difference of meaning. As he gave example of "Pretty" and "Handsome" which means "Good Looking", but they take different nouns in linear relation. As,

- Handsome boy
- Pretty girl

Semantic priming works behind a collocation (Hoey, 2005) which focuses on structural relation of the lexical units to create meaning. For example, in "foot the bill" it is only bill that we can foot. It will create different meanings by changing the word. According to Halliday and Hassan (1976), collocation is a type of lexical item which is realized by the lexical combination of words that habitually co-occur. McCarthy (1984) is also in support of lexical combinations of lexical unit in collocation. Collocations are lexical combinations, but they are well understood by the native speaker of that language (Sinclair, 1991). It is the native knowledge of the speaker that he/she knows the habitual co-occurrence of lexical units (Partington, 1998). According to Crystal (1995), every language has collocations, it is the native knowledge, and they are often predictable. For example, bombs explode, reject an appeal, argue heatedly and etc. like this, collocations exist in every language and they are different from one language to another. For example, in Urdu.

صبح و شام، آگ گرم، صاف ستھرا

Structure of Collocations

Lewis (1997) proposed a spectrum of collocations that have four (4) subdivisions of collocations.

- Unique Collocation
- Strong Collocation
- Weak Collocation
- Medium Strength Collocation

Howerth's (1996) collocation continuum is different from the previous one. He divided the continuum into two parts which are further divided into sub parts. Elaboration is given below,

- Free Combinations
- Restricted Combinations

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- o Adj + Noun
- o Adverb + Noun
- o Verb + Noun
- o Noun + Verb
- o Multiword Expressions

These different models express the possible combination of words in collocation. These structures vary from language to language. In this research, researchers try to explore the ads collocation in language.

Research Methodology

This research is of a quantitative paradigm. The percentages show the influence of slogans on language. Data is analyzed in tabular form. Data is also shown through graphs. These graphs highlight the data age and gender wise respectively.

Data Collection Tool

 A test is designed by the researcher to check the influence of ads slogans on language. In the test, twenty (20) phrases and sentences are used; in which 10 are TV ads slogans and the remaining 10 are distracters. "Commercial Consumer Advertisements" (Leech, 1972) have been selected for test. The rationale behind choosing only these types of ads is that they are for large public of every taste. Other ads are specific in their nature on the basis of their specified mark audience. Participants are asked to fill those blanks with the more suitable words.

In the test, 10 TV ads slogans of 1980s and 1990s have been used by the researchers. Ads are selected randomly from the specified category. Pakistani TV commercials have been downloaded from the site of YouTube www.youtube.come. After this, researcher has transcribed the ads text and identified the slogan for further study. These slogans are in Urdu language, but only few have words of English in it. The test is in Urdu and 25 minutes were given to the participants to fill those twenty (20) blanks.

Research Sample

90 members of different age groups and genders have been selected. Based on age, participants are divided into three (3) categories, less than 15 years, 15 to 30 and 30 to 45 years. In the first category, the school going girls and boys are included, university students in the second category and university teachers in the third category. Thirty participants have been selected randomly from these different categories. In selected participants, fifteen are males and fifteen are females.

Theoretical Framework

Leech has set four principles of any type of ads or commercials (1972) which are attention value, readability, memorability and selling power.

Attention Value

In ads, a specific type of language and style is used to divert people's attention towards a specific product. It is the capacity of the ad to capture the attention of the target audience.

Readability

While watching TV commercials, written and spoken both types of texts are crucial. Written text of ads should be simple and in attractive style. It is readable by the audience.

Memorability

It is the most important feature of commercial material that it is learnt easily. It is directly related to readability. The audience read the slogan line, memorized it and started using it in their daily language. As Lapsanska (2006) states that it becomes part of language, and they are mostly collocations.

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Selling Power

This is the last but basic element of ads. Producers of the goods paid TV commercials to increase the selling power of the product. It is the only thing which is beneficial for both the ad creators and the producers.
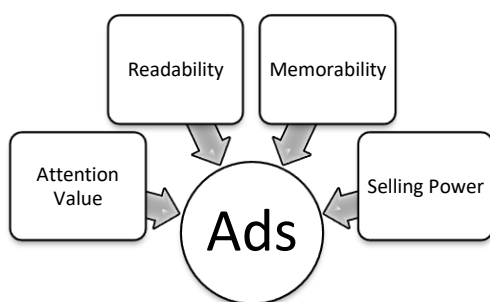

Figure 1 Basic Principles of Ads

Researchers use this model for the analysis of collocational linguistics expressions. It highlights the use of ads language in our daily life. It tries to investigate the role of commercial (ads) material in the language. This study focuses on the role of slogan collations in our day to language based on gender (male, female) and based on different age group.

Data Analysis

Data is divided into three categories based on age group. Data is examined based on age and keeping gender in view as well. These categories are given below.

1. Less than 15 years (15 males, 15 Females)
2. 15 to 30 years (15 males, 15 Females)
3. 30 to 45 years (15 males, 15 Females)

Data is analyzed quantitatively by applying overall statistics. In the analysis of data all the questions are dealt with collectively. Data is presented below one by

one based on its allotment. In first category 75% blanks are filled correct by female participants. On the other hand, male participants are 55% correct while filling the blanks. The overall calculation is 65% of this category.

In this distribution the last 3 blanks are attempted incorrectly by both the groups.

Category	Percentage	Average
Male	55%	
Female	75%	65%
Age: less than 15 years		

Table 1 Tabular representation of Data of first category

In the second category, female participants are better as compared to males by comparing their calculations of the test. Females get 55% scores and males scored 45% in the same situation. The average score of this article is less as compared to the first category (less than 15 years). The average score of the second category is 50%, which is automatically less than the first one. The whole data is given below in a tabular form.

Table 2 Tabular representation of Data of first category

Category	Percentage	Average
Male	45%	
Female	55%	50%
Age: 15 to 30 years		

The last circulation is based on the senior age level, in which the average figure is 75%. In overall 75% grade, males are 85% correct while filling the blanks. On the other

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hand, and females fill the blanks which are 65% correct. This data resembles the first age group. The below given table highlights the data in a better way.

Table 3 Tabular representation of Data of first category

Category	Percentage	Average
Male	85%	
Female	65%	75%
Age: 30 to 45 years		

Data is presented one by one in the above section in detail. That data is presented in a main table that is given here.

Table 4 Collective Representation of the whole data

| Sr No.	Age	Gender		Average (%)
		Male	Female	
1	Less than 15	55%	75%	65
2	15-30	45%	55%	50
3	30-45	85%	65%	75

In this section the whole department shows the different levels of data collection at different stages. In data analysis there are basically three categories, and their core distribution is age and further divided into another category that is gender. Data is presented in percentages (%) which shows the strength of data in mathematical notion.

Data Discussion

Data discussion is the most central segment of the study which proves the acceptance or rejection of the proposed hypothesis or research questions. It is already mentioned in the above section that data is collected from 90 participants who belong to three (3) different age groups. It is also cleared that data is serene from both the gender, male and female. The rationale behind choosing the people from three different generations is that, this research tends to investigate the use of ad slogans as a part of language and it also focuses that it really becomes a part of our language and travels from one generation to the other. This is the study of past ads slogans with reference to time axis as past and future generation of that era. The first and younger and the second and middle category of study is future, and the last category lies at the past axis to time.

Ads of 1980s and 1990s have been selected to check the role of these collocations to the young generation that it really passes from one generation to another or not. The data shows that both male and female members of the study are aware of these collocations. The average study is 65%, which is more than satisfactory. This section reveals the truth that these collocations are part of our language, and our youth is using it. The given graph highlights the data in an enhanced way such as.
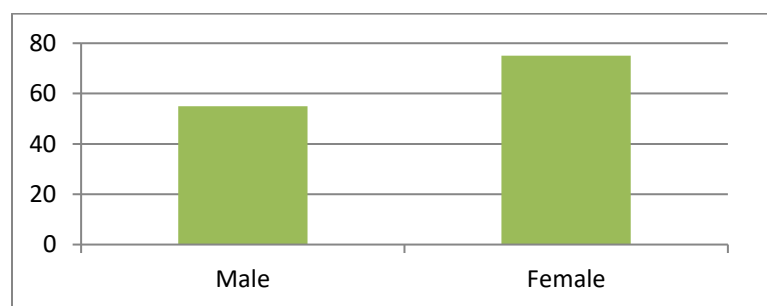
Figure 2 Graphical representation of data

In this research, the measuring tool is divided into three steps. The measuring scale consists of 0 to 100 and they are equally distributed into three sub parts of 33 each. 33% is a satisfactory figure; it is the benchmark of data interpretation. Any figure

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less than 33% is poor and unsatisfactory and above 33% is a positive aspect of the data. The above graph is showing that females are better in learning ads collocation and use them in their daily day to day language. The overall percentage of both the classes is more than satisfactory, that is 65%. This shows that the first category is favoring the given hypothesis that ads slogans become a part of our language, and it passes from one generation to the other.

The medium distributional category is also satisfactory, which is 50% in average. In this section females again score more scores 55% more than males which are 45%. This data shows that female is again good in ads collation as they are in first section. But the difference between male and female is only 10% which is least. This is a difference of only fractions.
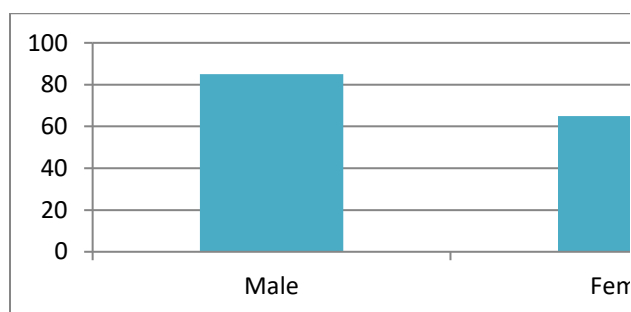

Figure 3 Graphical representation of data

Graph shows the figurative data clearly. This highlights the male and female responses of the test which is quite similar. Division of gender in collecting data is basically to check the effect of time span on learning these collocations. It also shows the transformation of these types of constructions with the passage of time to the new generation. Data shows that the present young generation is more equipped in this sense with the average of 65% as compare to this one which is only 50%. But the point of satisfaction is that the results are more than reasonable.

The last and most important category of data collection is participants of 45 years age. This is the actual target, and we can say prime audience. This audience listened to these ads, slogans and commercials when they were young. They are the direct victims of these slogan collocations. Analysis of the data of this portion demonstrates very interesting things about gender. Here, results are totally opposite compared to the first two categories. It shows that male contributors are good in memorizing these slogans and they score 85%, on the hand females get 65%. Here the difference is also great as it is given below.
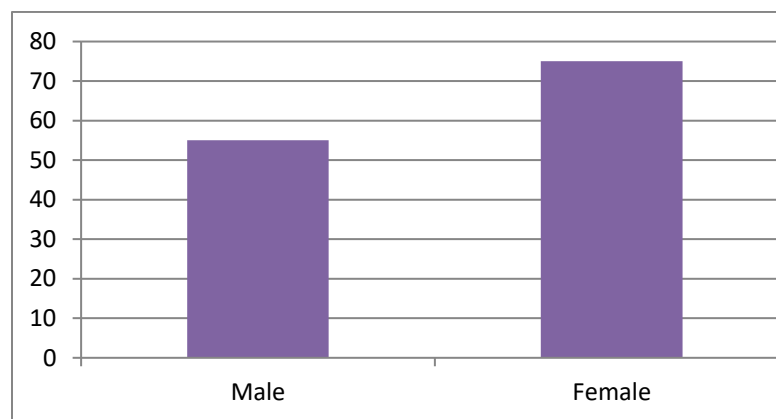

Figure 4 Graphical representation of data

Data analysis confirms another very interesting fact that TV ads, phrases and collections are very popular at the people of every age. While analyzing data, another important point is the use of synonyms in the last blank. The last phrase is taken from the commercial of Lawn (a product of Sitara lawn).

- Daikha main ny _____pyara

میں نے _____ پیارا دیکھا

The correct word of this line is "Sapna" (dream), but it filled by the other word "Khwab" (dream). The word Khwab is

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the synonym of "sapna". More than 90% of the members of the study use the same word to fill the blank. This is really very appealing that participants know the basic structure or theme of the phrase. They all know the collocation of the word "daikh" (see) that it must be dream, but they make mistake while choosing the more literary work. Overall combined data given below illustrate the fact of the study as.
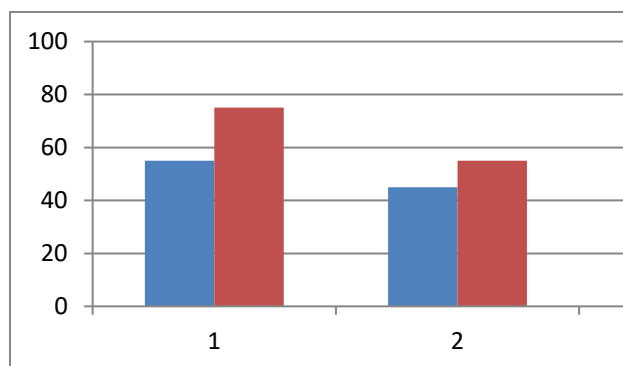

Figure 5 Combine results of all the categories

Data illustrates the truth that the scores are very reasonable, which are in favor of proposed hypothesis. The data discussion proves that proposed hypotheses really work in our daily language. Study highlights that sooner or later TV ads slogans become a crucial part of language.

Table 5 Average scores of all the groups

Sr No.	Age	Average (%)
1	Less than 15	65
2	15-30	50
3	30-45	75

Average result of all the groups reveals that the influence of collocations on language is higher in the last category (30 t0 45 years). It is shown in figure 5.5 that the last portion scored high results; the first category is at the second level by getting 65

% result. The medium category (15 to 30) is in between both the higher and lower category. But the overall results are more than satisfactory as they start at 50 and reach 75.

Results disclose another interesting fact that females are the quick adopter or follower of the new words in a language. Girls are more frequent to accept the change in any language. This study proves that girls are recurrent in using these ad collocations in their daily life, and one more thing is they are promoting them as well.

Conclusion

No one can deny the importance of TV and its different ingredients (programs, ads). Advertising is the basic means of funds in the field of TV and radio. To make ads attractive, eye catching and lovely different techniques are used by the responsible production companies. They use different language, format and text styles to create stunning effects. This study reveals that a unique style of language is used which is known as "Loaded Language". It has the power to change the will of the audience. These types of linguistic means are unique and rare, and people start using them in their routine language. Gradually it becomes a part of language and plays significant roles of collocation in any language. The average scores expose the veracity that it becomes a part of our language.

This study exposes the fact that different linguistic means are used in ads text. These linguistic expressions play a crucial role in making these advertising slogans acceptable constructions in any language. These novel expressions also show the openness of the language. Basically, Urdu language is very language and welcomes

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almost all new constructions in it. Discussion is sum at this point that ads or slogans affect our liking and disliking and influence our language. Although they are only for selling purposes but have become an indispensable part of the target language.

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