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A STYLISTIC ANALYSIS OF ADVERTISING DISCOURSE: A CASE STUDY OF FACEBOOK COMMERCIAL ADVERTISEMENT

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Abstract

The present study investigates the notion of advertising discourse in Iraqi Facebook. It attempts to answer the following interrogations: What is the way in which certain advertisements persuade customers to be dealt with rather than dealing with other competing products? How can they appear as positive and emphasize the superiority of the product. The aim of such research is to identify certain linguistic features used by the advertisers that create a special style for them. It also aim to pinpoint the power locations that characterize certain Ads as having superior qualities. To achieve this aim, the study proposes several hypotheses. It is hypothesized that the advertisement makers play on the string of the quality and quantity of offers to appear more superior to other competing companies. The advertisement tries to create an idealized world in the mind of the beholder to be more persuasive. These hypotheses are verified via the use of Jeffries (2010) model that analysis the style in different levels that are prioritizing, listing, naming and describing, and implying and assuming. It has been concluded that it is real in saying that ads maker plays on the string of quality and quantity of the offers to appear more superior to other competitors and try to create that idealized world in the minds of the beholders.

Keywords: Stylistics, advertisement, prioritization, listing, naming and describing, implying and assuming.

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1. Introduction

Language plays a highly significant role in the effect on people either in their ideas or doings. That is because language is not stative but dynamic. Thus, it is seen in using different types of discourse including advertisements, announcements, newspapers, etc. Taking into consideration advertisement, the advertisers make use of every possible concepts or vocabulary that would make the beholders desire to gain that material or product. Lots of studies are conducted in this field of discourse. In this light, this research will tackle the advertisements and analyze them taking into consideration the stylistic devices that are used and the way of interpreting the text that connects ambition of the advertisers to change the mentality of the customers into persuaded ones. This study discusses not only the text structure but also the contextual information in the mind of people in thinking about the world.

2. A theoretical Background

This section will be dedicated to tackle the major concepts and views of the concerning problem.

2.1 What is Stylistics

Stylistics is the linguistic study of style in language. It aims to account for how text project meaning, how readers construct meaning and why readers respond to text in the way they do (Jeffries and McIntre, 2010). Stylistics, as Verdonk (2002, P 3) interests in recognizing and investigating the style of language and tends to be characterized

“As the analysis of distinctive expressions in language and the description of its purpose and effects”.

Stylistics is that branch of linguistics that is related to the study of the language style. Stylistics aims at delving into the way in which a text projects the sense and how this sense is formed by the reader. Theses writing can be either literary or nonliterary. *“Stylistics as a method of textual interpretation in which primacy of place is assigned to language”* (Simpson, 2004, p. 2).’ Simpson clarifies why language is central for stylistician. The idea behind why language is vital to stylisticians is due to the various systems, levels and patterns that form linguistic structure which are central index of the function of the text. The functional significance of the text as discourse acts in turn as a doorway to its interpretation. Simpson argues that linguistics features are not constituted text’s meaning; usage of linguistics features functions to ground a stylistic interpretation and clarify for the analyst’s why a particular type of meaning is possible.

Stylistic analysis is not only interesting in coming up with a new and startling interpretation of text it investigates, but its major purpose is to explain how people comprehend the text and how they need to cooperate with the linguistic organization to sort out it. Regularly such a thorough explanation of a text uncovers new parts of translation or assists to see how a text chronicle what it does. The main motivation behind stylistics is to show how translation is accomplished and,

thus, offers help for a specific perspective on the work being talked about. For example, the news comes from knowing expressly something that one had just seen intuitively (<https://Gramm.About.com/od/vs/g/stylistics-terms.htm>).

2.2 The Concept of Advertisements

The word 'advertisement' is a noun of the verb 'advertise'; 'advertise' comes from the Latin word 'advertere' which means 'to report someone of something, 'to turn into notice' or 'to attract someone's attention to the product'. Although several definitions present term advertising, they base on the ideas that there are producers and consumers; the first should show his/her product in a way that encourage and persuade the latter to buy it. Presbrey (1929) describes advertisement as art that is written or spoken shows that the protectors use for selling. Its main aim is to promote sales of the products of advertisers and to build in the mind of people, individually or collectively, good impression in favor of the advertiser's interest.

Focusing more on the aims of advertising, Harris and Sheldon (1962:40) state it is *"a public notice designed to spread information with a view to promoting the sales of marketable goods and services"*. In broader words, Stanton (1978) explains that *"advertising consists of all the activities involve in presenting to a group, a nonpersonal, oral or visual, openly sponsored message regarding disseminated through one or more media and is paid for by an identified sponsor."*

Ultimately, Bovee and Arens (1992:7) state that *"advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media"*. In simple words, an ad (commercial or noncommercial) is a non-personal announcement for promoting different goods and services in an attractive way.

Goddard (1998) states that often ranking is more question of degree than of absolute. Clothing in its broadest sense as an example could represent as an advertising idea about the wearer, but manufacturers' labels that manufacturers put on clothes are a very forthright, direct, and strategy media for them to get themselves some free publicity, and this is no different from the case of plastic bags that people force to carry which have names of some products which give them more publicity.

The conscious intention factor behind the text is the central idea of an advert, for benefitting the originator physically or through some other less substantial advantages, for example, upgrade of status or image. Thus, albeit the promotions about the congregation church probably will not sell anything in the material sense, but is intentionally presents the idea of religion to help the establishment of the congregation by drawn it is still purposefully offering a thought - religion to help the foundation of the church for pass on the believers and raising its positions (Ibid).

2.3 Objective of Ads.

The aims or objectives of ads might be different from one advertiser to another; for example, some advertisers aim to increase their sales; to identify their brands and people familiar with them, etc. According to Colley (1961), the goal of advertising is an appointed communication task and achievement levels have to accomplish with a particular audience in a particular time. Every possible advertising objective could not be discussed. However, an ad has to draw the attention of the consumer, and then it arouses interest in the product. Later, the consumer will have the desire to use it, and finally, take the action of getting it. The aims (attention, interest, desire, and action) are abbreviated in one word "AIDA" by the American marketing manager Handbook (AIDA, 2010, p.183).

Furthermore, the aims of advertising can be defined according to their mission by three main aims as Claessens (2018) mentions

- *Informative advertising.* the informative ad provides information about the features of the product or the service
- *Persuasive advertising.* This kind of advertising aims to build selective demand for a certain brand
- *Reminder advertising.* An ad must be repeated more and more to remind the consumers to buy the product.

2.4 Language of Ad. Function and Characteristics

The Language of advertising can be described according to its chief purposes, i.e, to draw attention and persuade people to purchase or get the product or service. Those functions can be applied within entertainment to the recipient and as Cook et al. (2001, p.10) clarify ***"this is not the only function. An ad may also amuse, if inform, misinform, worry or warn"***. Although the appellative function is the most essential and the dominant function of advertising text, this function is not always clearly obvious. Yet, it is covered under or accompanied by other functions like the description, expressive, narrative or poetic and aesthetic function of language.

Remarkably, advertising language frequently uses figures of speech and other stylistic devices that are considered topical poetic devices, such as metaphor, puns, alliteration, assurance, neologisms, and rhyme. ***"This bears witness to the high degree of creativity involved in advertising language and contributes to the secondary function of advertising to entertain the recipients"*** (Vasiloaia, 2015, p.66). Concerning the highly appellative function of advertising language, Leech (1966) denotes it as a ***"loaded"*** language that has an influence on the recipient to change their will and attitudes. In order to fulfill its functions, an advertisement must consider the principles of a successful persuasive text; according to Leech (ibid), there are four principles:

Attention value. Adverts need to attract attention and arouse curiosity. From the linguistic point of view, by making deviations in grammar, spelling, syntax and semantics unordinary language usually catches people's interest.

Readability. For people usually tend to read short texts more than long ones, an enjoyable short ad with simple words and structures promotes for itself. Therefore, adverts adopt a colloquial style; using simple and familiar vocabulary

Memorability. The announcement of the advert must be recognizable and remembered. One of the most frequent devices that enhance memorability is repetition. There are several repetitive linguistic devices, such as "*alliteration (repeating the initial sound), rhyme (repeating the final sound), metrical rhythm (repeating the same rhythmic pattern), grammar parallelism (repeating the same grammatical structure), syntactic and semantic repetition (using the same syntax pattern or words from the same word field)*".

Selling power. All adverts want to sell. An ad has to prompt people to take the right action which is buying. A goal like that can be achieved by clear instructions as to what to do next. Imperatives are frequently used in advertising language to encourage the recipients to make the right decision. Mostly, the reason behind using imperatives is the tendency to use "*elliptical sentence*" structure and omit subjects. Sometimes, imperatives are not considered as open instructions but rather as shortened sentences or fragments of statements. In addition, advertising copy endeavors to be optimistic and give its recipients positive vibes.

2.5 The Characters of Ads.

According to Abdullah (2016), the language of advertising is generally characterized by the following

1. **Short and simple vocabularies** are one of the most significant features of advertising texts. Most of the time, they are based on metaphors and idioms so sometimes they are described as an art of shortening. Moreover, keeping the text short increases the range of readers since many people don't read long texts for they get bored or they don't have time.
2. **Playing with words** is used commonly in advertising. Taking into account that deviations have the power of attracting attention; making wrong word order or wrong spelling can draw clients' attention and be easily remembered.
3. **The selecting of words** plays a central role in the world of advertising. The magic of persuading people lies in language; it is language itself that makes the ad successful. So, the key to achieve the ultimate goal of persuading the recipients and selling are the units of the language that are applied. There are some factors that determine the choice of words to be used in advertising.

3.1 Data Collection and Description

Four commercial advertisements are selectively selected exhibit either abstract or concrete products. These are taken from the internet specifically social media - Facebook, they are **W to B**, a hair-dye product that change the gray hair colour to black one ; **AL Alimh-group**, a company presenting offers of studying abroad; **AL- IZA** , a company proposes different tourism and travelling offers for all over the world ; and **Mercedes-Benz companies** , a well-known company for selling cars .

3.2 The Adopted Model

The investigation is used as an instrument of analysis the textual conceptual function, as given by Jeffries (2010) and is clarified by (Language in Conflict — How people present the world through language) it will clarify what is communicated and how it is communicated and how it is understood. In examining the linguistic structure and discourse strategies in the light of their interactional and more extensive social setting, this review will reveal the ideologies and social implications communicated in the Facebook advertisements. An assortment of apparatuses of examination utilized by etymologists to assist with seeing how individuals present the world through language — how would people allude to the general surroundings? How would they address connections among individuals and things? How would they draw on their experience of one thing to depict another? The devices are given by Jeffries (2010) are *“Collocation, Equating and contrasting, Hypothesising ,Implying and assuming, Listing, Metaphor and simxile, Naming and describing, Negation, Presenting speech and thought ,Prioritizing, Representing processes Representing time, space and society”* .

Four things should be put into consideration in analyzing advertising discourse. These are prioritization, naming and describing, implying and assuming, listing, naming and description.

A. Prioritising

As contended by Fomukong (2016), prioritizing is when in a sentence 'we pick (intentionally or unintentionally) what data to emphasize.' Prioritizing, in this way, helps one to notice a particular snippet of data, zeroing the data structure of the sentence in three primary ways. These are setting new and significant data toward the end of the sentence, the final clause elements of the passive sentence and setting less significant data in the subordinate clause. This review checks out prioritizing according to the perspective of **graphology** that is, used to stress a few data using capitals and bolds sentences As Crystal (2003, p. 388) says *“the language of promotion has freak graphology”*.

B. Listing

Listing is used to exemplify or enumerate. Exemplifying gives samples or several samples about a particular phenomenon. While by enumerating, it helps to list all samples. Occasionally, it is useful to give one or more examples in order to clarify a point. Phrases such as “for example “, “for instance “, and “to exemplify “ show that what is happening is merely giving a small number of instances : “ We will all have to tighten our belts, for instance, minster will receive less pay and

pension will be frozen" by using enumeration, it provides an integral list without left components. If someone make a shopping based on the following list and it turned out that the recipe also required milk, the consumer might be a little annoyed: 'The ingredients are *chocolate, icing, sugar, butter* and *ground almonds*. The attitude of the advertiser here is to cause desirability in the consumer through practical, moral or aesthetic judgment, and justify the sense of completeness as well.

C. Naming and Describing

The notion of naming and that of describing looks at the way that a speaker or writer refers or points to specific references. These references could be people or things in the world like (car, cat, horse, footballer...etc) or it could be something more non-concrete concepts like (remorse, linguistics conflict). These references have great importance, they show the partiality of a speaker/writer plus they color the view of the listener/reader about the people or things that are referred to.

A specific noun is used to refer to a specific person or thing, which is used unavoidably, it refers to that person or thing in certain light. For instance, the use of the noun "experts" by a sympathetic writer who presents a report about the climate change studies just to refer to the scientists who are involved, whilst a more sarcastic writer might use a noun with a more negative connotation such as "coffins" or "scare monsters". By using various naming choices, the reader gets aware of the writer's views concerning climate change and their views about who make research into it.

The above example shows different writers' views, other effects of naming perhaps be more appropriate. This presents the case when a speaker/writer uses a name related to a particular aspect of the referent. For instance, a particular person in the news may be a businessman or MP, if a journalist uses the noun "businessman" to point to that person in question, this changes the focus immediately on this particular aspect of them. In this example, hearers/readers realize this choice as that this individual is more concerned with commercial matters and making money than with the idea of civics responsibility attached to political work.

Not just noun has such an effect, noun phrase that is formed of a head noun with other words and phrases, that come pre or post modifies the noun. This modification gives the reader or hearer extra information about the referent. For example the noun, "footballer" could be modified by an adjective that preceded it such as "the fiery combative footballer", "this gives the hearer /reader more details about the characteristics of the referent. Moreover the post-modification of the noun gives more information. In addition as a relative clause could be settled after the head noun to provide more details: 'the combative, fiery footballer, who is never far from controversy.

The footballer model exhibits the importance that naming can have as far as ideology. A great deal of data about the referent is held inside only one noun phrase. This makes it difficult to contend that the referent is, indeed, not blazing, or not the reason for discussion. This is because noun phrases 'bundle up' data into substantial elements. On the off chance that a portion of the data about the footballer was introduced unexpectedly, in a total proviso — for instance, 'the footballer is searing', then, at that point, the listener/reader would have the option to contend with the recommendation that 'x is y' by reacting that no, the footballer isn't blazing. Nonetheless, as his red hot nature is bundled up into a noun expression, not a piece of a proposition can be contended against: rather, the speaker/essayist is just highlighting something that exists.

D. Implying and Assuming

Implying is about implicature, a pragmatic standard which represents what a speaker can imply, recommend or mean, as particular from what the speaker literally says. This suggests that speakers by and large go past what they really say. Assuming accompanies presuppositions which is the thing that the speaker considers to be the shared conviction of the members in a discussion. Yule (1995,p.100) contend that in a more broad way, speakers persistently plan their semantic messages based on assumptions regarding what their listeners definitely know; that is, the thing that a speaker assumes is valid or is known by the listener can be portrayed as a presupposition making the articulation and acknowledgment of expectations a fundamental component of correspondence. This implies that the maker gives proof of their expectation to pass on a specific importance, which is inferred by the beneficiary based on the proof gave. As Per Wilson and Sperber (1986), the focal case, the assumptions for significance raised by an expression are adequately exact, and sufficiently unsurprising, to direct the listener towards the speaker's expected importance. Hence, in delivering an expression, the author or speaker needs to make the information applicable to perusers by associating it to accessible background information. It involves getting the crowd to perceive that one has this aim. The advertisers get the crowd to perceive their aims by including them in a boost, intended to stand out for them and spotlight on the importance they need to pass across.

4. Data Analysis

Four things should be put into consideration in analyzing advertising discourse. These are prioritization, naming and describing, implying and assuming, listing, naming and description.

Sample one



This is an ad., on Facebook for hair dye called **W to B** – white to Black. The ad., is introduced in form of a picture.

1. Prioritizing

The ad., here is presented in form of a picture that has a black modern theme. From the **Graphological** perspective, this sentence "يعيد الشعر لونه الطبيعي أثناء غسله" *"Turn the colour of hair black to its natural colour when washing it"*, that differs from the other sentence in which it is written in bold and bigger symbols than other sentences.

Also, and more importantly, there is a phrase that is highlighted and given prominence which "its natural colour" لونه الطبيعي in an attempt of the advertisers to give significant priority to the basic goal of the product which is giving the hair its natural black colour.

Then, there is short simple sentences that are preceded by checkmarks written with blue colour to be seen clearly as points or goals to be achieved by the hair dye. Furthermore, the name of the product written in English in a very creative manner to catch the eyes of the beholders for it is written by using the words black (B) and white (W) and it is seen as W to B. Here the advertisers make use of Acronymy at the **morphological level**.

2. Listing

The advertisers present the advantages that are going to be achieved once using such a product. At the **grammatical level**, we are fronting these advantages in form of simple sentences that are very short and listed successively thus it started with "يوقف الشعر الابيض" *...ceasing the grey hair*, then "يعيد الشعر الأبيض الى لونه الطبيعي" *...turn the hair colour back to its natural colour*. The

third point is” ينشط الخلايا الطبيعية بفروة الرأس...*No cochineal dyes*" ...خالي من الاصباغ الصناعية” *activate the natural hair cells*. In this way, they are easily remembered and comprehended. Such characteristic features do have primary effect on the choice of the customers in which the advertisers provided a complete picture of what their consumer's wishes to acquire. It is remarkable enough to the easiness to read and away from the difficulties that advertisers strongly avoid.

3. Naming and describing

The brand name of the product – **W T O B** - is highly suggestive and fruitful, that is to say, it represents of what is the magical ability that will change the state of human’s hair from a state to another. In its **semantic** content, this means that white hair, by using this brand will change into a black colour. The advertisers, describing this effect, say that it changes of the hair colour to white will stop and return the natural colour which is black to the person. There is the use of (**metaphor**) in which the white hair stands for old age and wither whereas the black colour symbolizes youth and freshness. Describing the action, it comes clear with the use of the picture of the man whose half face is with white hair and the other half is black. The very use of **the dynamic verbs**, - يعيد - ينشط - يوقف are effecting in a way or in another in the addition of the sense of dynamicity to the life of the users of such product.

4. Implying and assuming

The advertisement presupposes, has a clear background idea about the fact that human being is subjected to the effect of cycle of life in which at the early stage of a man there is the youth where he /she have a black hair then with the progress of time it is changed into white escorted with tiredness and weakness. Thus, the product Implies that **implicature** as an attempt to create an idealized version of life is through this hair dye the black hair escorted with the youth we will come having no place for weakness and white hair

Sample two



فقط مع العالمية ..
مستقبلك في تركيا !!
 أقوى العروض والمنح التعليمية
 في أكبر الجامعات التركية

وبأقل
 التكاليف!

ALALMIH.COM

✓ احجز مقعدك الآن:
 • دراسة الطب في الجامعات الحكومية
 • دراسة الهندسة في الجامعات الحكومية
 وقبولات جامعية لأكثر من **80** تخصص
 في أقوى الجامعات الأهلية في اسطنبول

العالمية .. نخطو بفتح ..

This sample is presented by Al-Alimh Group, and its objective is to offer and persuade the people, specifically, those who seek for completing their studies in our broad.

1. Prioritizing

The advertisement starts with a sentence "...your future is in Turkey... مستقبلك في تركيا". That is very outstanding and catchy in which it is written with yellow symbols, to be clearly seen with two exclamation markers. It is trying to highlight the most important goals which are the bright future. Also, the advertiser keeps beating in the sensitive string of the beholder when he put the phrase "بأقل التكاليف" at low costs. This is also meant to be an outstanding piece of information that is the ambition of the consumers to have a reasonable price for his deal. As well, another outstanding line is the sentence written in its simplest form advising the consumer to quickly reserve a place which reflects their most important priority for this company that is having large members of pupils or students.

2. Listing

Here the ad is developed to enumerate the advantages and offers that are going to be achieved. There is the usage of simple short sentences that are "دراسة الهندسة في" دراسة طبية في ".... الجامعات الحكومية" الجامعات الحكومية. This indicates the usage of grammatical parallelism to be easily remembered and understood. Also, it presents in other offers but with different order starting with {و} and., with other possibilities to the acceptance in more than 80 specialties in largest private universities in Istanbul. Such richness of offers encourages the student in taking a further step in enrolling in such a deal.

3. Naming and Describing

In this phase, it is obvious that the name of the group is put in the first part of the advertisement to give an extra suggestiveness and positiveness for the "AL Alimh", **semantically speaking**, that suggests it can be reached to all the world and make the person in an active work system. Within the boundary of the ad. There is a heavy force on **superlative constructions** like "اقوة العروض" that means the *strongest offers* in the superlative sentence *...in the bigger universities* and in the phrase. بأقل التكاليف....*lowest costs*...The ad presents two types of universities which are public ones that have two offers that are the medical study and an engineering study with a picture of two handsome people wearing the work suit of the medical and engineering suits. This, in effect, gives a clear image of the future when dealing with such a reputable company.

4. Implying and Assuming

Pragmatically speaking the advertisement is built upon several assumptions that are dealing with students whose major ambition is to complete study and have a degree in their specialty. Also, it appears that other competitive companies propose the same materials but with different qualities. Thus, they try to create a wonderful idea in the mind of the beholder, in an attempt to persuade him that he will not have an ordinary degree weather in medical or engineering specialty but that will be taken from the strongest universities as it suggests that you will be the stronger too. Another important intention is that will be in the largest Turkish universities which implies a number of this one of them is that it will make their member feels that he is belonging to largest and dominated universities that are in turn will fill his basic overwhelming desire of being strong and dominated.

Sample three;



This advertisement presents the company of Al-Iza for tourism and travelling for all over the world, but now, the journey is for Erbil in Kurdistan Region.

1. Prioritizing

Here, in this ad., the advertiser tries to make it clear and outstanding by giving two simple short sentences to catch the attention of the beholders. These sentences are اعلان هام *an important declaration* ، *Good News* بشرى سارة. Then, there is an outstanding English acronym VIP which has been written with red colour, *say that it's a special offer with the VIP treatment for you* in an attempt to highlight a significant treatment that every passenger wishes to be dealt with as an important person. As well, there is a special treatment in presenting the ranges and the numbers of days. The sentences which are written with the big font are used to be clear since it is the scale where all companies are competing on. For example, **4 stars hotels, 9 days long, and just 200\$.** **Graphologically**, there is the use of the exact shape of the numbers instead of writing it in an attempt to give more prominence.

2. Listing

The advertisers are presenting their offers in a highly interesting way. They start with the first feature of their journey that is **VIP** which is for special people. Then the line below gives the other features of their journey that is **4 stars** hotels for the dwelling of the passengers who are considered as the most important value of the company agency. As well as, the journey direction is, written in italics with red colour, to أربيل، شقلاوة، عقرة in successive order to make it clear and easy to grasp. Moreover, they make use of different ways of speaking about the days of their vacation so, they present the offer or the day with three actual numbers. Furthermore, there, on the right-hand side, the advertisers try their last offer when they directed it to the employers. Saying *special offer for the employers and their seats are for free.* The attempt of sounding unique and complete company is achieved. Their offer is quite applicable to all layers of society.

3. Naming and Describing

The writer in this advertisement uses the name of the company because it has some significance in using such name that is العزة للسفر و السياحة Al – Iza for tourism and travelling. **Semantically**, the name is of high suggestiveness to indicate the glorification and honour of the advertisers which seem plausible and interesting to the people who try to go for a vacation as imagining such a strong name for company to go with.

In describing the product, the advertiser uses two styles in addressing the addressee. One is the classical Arabic style in the description of the direction and the offers of the company and

makes use of **Ellipsis** in which , for example, in saying *...for nine days* .that is should be grasp the whole context to know what exactly the nine days that will be spent . The classical Arabic, here, is to be shown as more formal and official in making such a declaration.

Then, he using of colloquial Arabic as to sound normal and addressing in a way that is more near to the heart of people in saying *يعني رمضان والعيد وبعد العيد والعيد ويانه عيدين*. The using of **hyperbole is notable** when it is said *AL Eid with us is doubled* العيد ويانا عيدين to reach to the irresistible desire of them. Also, another hyperbole is when it said that *رحلة العمر a journey of a lifetime*.

4. Implying and assuming

The advertisement is loaded with extra information that cries for being pinpointed. In this tourism and travel company, the company presupposes that there are people who were in the process of searching for a journey to Erbil or were depressed for not finding a suitable one. So, AL-IZa Company comes as a solution in saying *بشرى سارة good news*.

In say *VIP* رحلة خاصة , there is an implying attempt to send a message for the reader that he will be the highly important person where everyone there will be under his command. That will be for nine days of luxurious dwelling.

In addition, the word *بس \$200* presupposes that there are different layers in the society where some people have constraints of a budget. So, it is kind of implications that is available to all people not only the rich ones.

Sample four

السعر التقدي للفتة M	السعر التقدي للفتة M	السعر التقدي للفتة M
٣٩٥,٠٠٠ ريال	٢٦٥,٠٠٠ ريال	٣٤٥,٠٠٠ ريال
القسط الشهري للفتة M	٤,١٩٩ ريال	٥,٤٦٠ ريال

استمتع بقيادتها ولا تهتمك صيانتها
 الآن، امسك مرسيدس-بنز الفتة M أو GL واحصل معها على باقة صيانة مجانية لمدة ٣ سنوات*
 ٣ سنوات صيانة مجانية
 بإمكانك استبدال سيارتك الحالية

Mercedes-Benz
 الأفضل. ولا شيء صواء

الهاتف المجاني: ٨٠٠ ١١٦ ٠١٦٥
 MercedesBenzKSA /www.KSA.MercedesBenz.com

This sample presents the product of cars by Mercedes Company, the famous company of making and developing cars.

1. Prioritizing

This product is established creatively and the things that are wanted to be seen are clearly appeared. First, the sentence *استمتع بقيادتها ولا تهتمك صيانتهاenjoy the ride and do not care about the maintenance*. This highlights the most significant purpose of the advertisement that is maintaining and repairing the car. This is written with bold symbols to be clearly seen and with outstanding use of **rhyme** in the final part of the sentence to have a stronger effect in the eyes of the

beholders . صيانتها , قيادتها

As well, the advertisers use their creativity in which they make the graphical effect and write in the mountain *صيانة مجانية free maintenance*. This is a good try to grab the attention of the consumers for their offer. Also, the setting of the cars with their strong forms has a high effect on the beholders' minds.

2. Listing

The writers make use of **imperative structure** in addressing the customers when they say *Own Mercedes..., and gain with it a free maintenance package*. In addition, they propose their other offer in form of the leaving the choice to be taken by the customer, when saying *استبدال السيارة الحالية بإمكانك*, as to add more free and luxurious designs for their customers and enter strangely in front of other competitor products of cars.

3. Naming and describing

The advertisers have the most significant weapon to play with which is the brand of the product Mercedes-Benz whose reputation reached to over all over the world as the best and creative company of cars. Furthermore, the use of mountain to say two times a free mountain and repairing the car as an attempt to acquire and fulfil the possible need of costumers .the advertisers with the usage of symbol of the number instead of writing them in describing the times that are free for the costumers and this is a special offer and good for every driver that guarantees for them a comfortable and saves future for them. In addition, the **declarative sentence** under the logo of Mercedes company *الافضل و لا شي سواه – the best and nothing else*. The advertisers make use of the **superlative adjective** as to stress the fact that they are the best among the competitors and indication for the customers to feel more proud and unique for riding such well-established vehicles.

4. Implying and Assuming

A highly appreciated attempt by Mercedes-Benz, where it presupposes the fact that there are people who aim at purchasing a car that has certain qualities that will guarantee for them safety driving. Apparently it touches the needs for the costumes who have a burden upon their shoulders when the car might break down. This is a kind of implication they try to establish a pinky world in the picture of their product, where there is no burden when the car might break down. The **imperative** is another grammatical structure used in the text which has implied meaning such as the use of the verbs **احصل – امتلك**. It illustrates the connection between the reader and the advertisers. A sentence in the imperative mood expresses commands or requests and shows that the speaker longings for the action expressed in the sentence to take place. Imperatives have the nature of representing power, authority, and compelling the listener to carry out an action.

Conclusion

All in all, Stylistic is the linguistic study of style in language. It aims to accounts for how texts project meaning, how readers construct meaning and why readers respond to text in the way they do. In addition, advertising is a marketing communication employs an openly sponsored, non – personal message to promote or sell a product, service or idea.

This study has examined the use of language of advertisement as interactive, involving the producer and consumer, playing the role of the writer and the reader, considering this type of language use as situationally distinct. The study has emphasized the structural analysis and the role of context to reveal functions and underlying meanings of the text. The analysis examined four products advertisements and shows that descriptive information about the products and that catchy phrases come before the name of the product to draw the attention of readers.

It is worth-mentioning that this study verifies the hypothesis that advertisers make use of every single quality of their product to persuade the costumes to have their product instead of the other competitor's products. It, furthermore, verifies the second hypothesis that the advertisements' makers intentionally portray an idealized pinky picture of the world once customers use the product to make them desirable to get it. In general, it is now a fact that advertisement with no doubt is a distinguished style with coherent goals that are maintained throughout all periods that is used in, which is the tendency to change the mind of the readers and customers into a persuaded one.

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