

Employment of English Terminology as a Prominent Tool in the World of Advertisement

***Mamta Dave**

****Faroze Ahmad Chopan**

Research Scholars at DAVV

Indore (M.P.)

India

Abstract

Advertisement is a creative art intended to make money in the world of commerce. The perception of structuring advertisements in English terminology is to persuade people to make them buy and use their manufactured objects. A creative advertisement generates attraction. In the crafting of advertisement different but unique equipments are exploited by the advertisers. The creators keep artistic imagination in their minds while composing it. The term English is not unknown for us. It is mostly used terminology all over the world. Advertisers are aware of this benefit of English, thus they utilize it as predominant equipment for designing advertisements. People have sharpened their minds to analyze brands utility and efficiency and are expecting several things from the brand or product manufacturer. An advertisement speaks about the services or productive objects before the customers. For a furnished advertisement, perfection is prominent, that comes through accurate employment of English grammar and occasionally; it is not that obligatory but oftentimes it decides the impact on consumers. The expert committee or teams of creating advertisements utilize the aspects of English and to maintain the decorum of the terminology, they present it, in a unique way. They select English predominantly for perfection, entertaining and convincing advertisement and for that, they apply the Linguistics and Stylistics elements like Neologism, Morphology, Blending, Clipping, Figures of Speech, correct and impressive vocabulary, clauses, semantic and syntactic sentences etc. An English advertisement can be slogan, tagline, jingle etc. How creators execute these stuffs to convert an advertisement attractive and beautiful with English terminology. It is outstanding in this world of antagonism where everyone is in competition with another.

In the existing era, everyone is sentient of the fact that English is world's most prominent and renowned terminology and nowadays to fetch this terminology in advertisements has emerged into a trend. For a successful private or government, business or organizations, advertisements portray an intimate icon. Advertising is communal appearance or endorsement of new themes, commodities or services for the perception of inducting people to buy their products and the piece of information which they offer is called advertisement. Advertisement exhibits you how the manufactured articles or idea you are taking into consideration will fluctuate your life.

“National advertising developed when business in several important industries decided that branding and promoting their products would be profitable.” (Pope 62)

The appropriate utilization of English is eloquent advertisement artistry. In fact, English has fit to recognize to be the most oftentimes wielded terminology in advertising. This terminology is the input for effectiveness of especially the aspects like persuasiveness and creativity. It has a powerful influence to straighten out anyone's life and advertisement reveals it outstandingly. It succors customers to categorize a brand because English is uncomplicated to deduce rather than other terminology. We can craft anything as a channel to advertise.

We can compose commercial advertisements on anything like paintings, billboards, radio advertisements, advertisements which are played during the movie in theaters, television advertisements, pages of magazines and newspapers, newsletters, advertisements on websites, exterior and interior portion of the windows of public transports, advertisements on buses, taxi, auto, train and plane tickets, musical stage events and shows, doors of bathroom stalls, parking area, stickers on fruits in supermarket, advertisements on road advertisements through loudspeakers, pamphlets and the flipside of event tickets, supermarket receipts etc.

The designers of advertisements or authors envisage not only to such expressive stuffs like color of words, page size, space between the lines, font size and design of a printed page, but in addition they heed on the choice of vocabulary like which type of words and sentences, they can draw on to craft an advertisement beautiful and attractive. Code switching is a common phenomenon to make the advertisements more affective and catchy.

- ❖ *Pepsi-(Mountain Dew)- Do the Dew*
- ❖ *Dell- Purely You*
- ❖ *Sony- Like no other*
- ❖ *Apple- Think Different*
- ❖ *Nike- Just do it*
- ❖ *LG- Life's Good*
- ❖ *Panasonic- Ideas for life*
- ❖ *Nokia- Connecting People*
- ❖ *Addidas- Impossible is Nothing*
- ❖ *Toyota- Moving Forward*
- ❖ *Samsung- Smart thinking, Simple living.*

In English advertisements, the vital terminology usually intends to ask for trust, hope, try, enjoy, feel etc. And it has perception to revolutionize the constant tendency with another variant like- *Do not compromise with the life of your engine (Castrol)*. To craft a captivating advertisement, advertisers blend different terminologies that are called code mixing. It is the superb technique to frame a tagline or slogan for a merchandise and actually that sounds great like- *Thanda–Thanda Cool Cool (Navratan Oil)*, *Thanda Matlab Coca-Cola (Coca-Cola)*. They moreover pertain phrases in advertising or replete sentence and it's trouble-free to memorize like- *The Taste of India. (Amul Milk)*.

“Commas (,), Semicolon (;), Periods (.), Apostrophes (’), and Colons (:), are among the most common forms of punctuation.” (Harcup 29)

- ❖ *Have a break, Have a Kit – Kat.*
- ❖ *Volkswagen- Audi Quattro- It's a miracle but we've made it.*
- ❖ *Living Foodz- Where Food is Fun.*

This writing has intent to fortify a persuasive advertisement to assure the consumers to buy their productive objects and for that, they associate those products with the customer's sentiments like- *Obey your thirst (Sprite)*, *Take Toshiba, Take world (Toshiba)*. A persuasive or creative advertisement is facile to revive and convey the best impact on the buyer. Even we can

distinguish advertisement with the utilization of proverbs on the posterior part of trucks like-
Going fast doesn't assure safe arrival.

As we can scrutinize in the current scenario, everyone is performing rivalry. They undertake virtually all the efforts as plausible as they can, to preserve their standard or dignity. As we can pick the patterns of banks, these days, Cooperative, private or nationalized banks are adversaries of each other and to be the best they advertise their bank's status or standard through their taglines.

- ❖ *State bank of India- The Nation banks on us: Pure Banking Nothing Else; With you the way.*
- ❖ *Bank of India- Relationship Beyond Banking.*
- ❖ *HDFC- We Understand Your World.*
- ❖ *J&K- Serving to Empower*
- ❖ *Central Bank of India- Build A better life Around Us. Central to you since 1911.*
- ❖ *Oriental Bank of Commerce- Where every individual is committed.*
- ❖ *Canara Robeco- Investing in mutual funds is a lot like having friends.*

What is advertisement actually? It is a powerful trick to magnetize people, to contemplate or obtain the definite objects or wares. In the world of transformation people are establishing their selves to increase their economy. They all are in the hunt of eminence and wealth for luxurious life and to grab these things they have to endeavor. The modernization has appeared, as an upshot civilization and traditions are refining ultimately. In the present climate unemployment has been a foremost concern everywhere. It has transformed into a tough chore to locate jobs. Thus, people are striving to establish their own business. Now, antagonism has moreover turned out to be an excessively tough task. In the business world the new comers and the old ones are in contest with each other. Some people take over and some merge their businesses to be tenacious and experienced are performing more efforts to exist in their distinctive areas of knowledge. And those who are just component of it they determine whereas it is their job. Consequently, to accomplish or fulfill all the tasks, they have to advertise their ware or products. At the moment, business relies upon the advertisements. For that, they precede publicity or advertise. Since, it is prominent but how they execute it that is more prominent. Literally, civic are getting smarter, accordingly advertisers have to be smartest to be the best in the market, and they can operate it only through unremitting creative advertisements.

Internet has emerged as one of the most essential equipment for advertisements. The advertisements and marketing have been appeared on internet since 1990s. The people are profoundly addicted of internet. It has seized a crucial set in their lives. So, the creators' of advertisements are conscious of this reality and they started exhibiting their creation of advertisements on internet too. Technology has holed wider place in the lives of people and internet is one of the aspect of it. There are a number of websites who advertised their sites with some diverse effective lines in English.

- ❖ *You Tube- Broad yourself*
- ❖ *Buzz Marketing- Because everyone is entitled to my opinion.*
- ❖ *Naukri.Com- Your Job Search ends here.*
- ❖ *Policy Bazaar.Com- Compare Karo Aur Paise Bachao*
- ❖ *Yahoo! – Do you...yahoo?*

In the existing generation, everybody is looking for his/her perfect life partner and there are a few websites who have taken this accountability to connect two people perfectly through online and they have build it as their profession. It is excessively fascinating to go through the advertisement taglines.

- ❖ *Shadi.Com- The world's No 1 Matchmaking Services.*
- ❖ *Jeevansathi.Com- We match better.*

“Two superficially distinct sentence structures would be, for example, *Charlie broke the window and the window was broken by Charlie*. In traditional terminology, the first is an active sentence and the second is passive. The distinction between them, it can be claimed, is a difference in their surface structure, that is, the syntactic form they take as actual English sentences. However, this difference is superficial form disguises the fact that the two sentences are very closely related, even identical, at some less ‘superficial’ level. This other ‘underlining’ level, where the basic components shared by the two sentences would be represented, has been called their deep structure. The deep structure is an abstract level of structural organization in which all the elements determining structural interpretation are represented. So, the grammar must be capable of showing how a single underlining abstract representation can become different surface structure.”(George102)

- ❖ *Honda- The power to You*
- ❖ *Microsoft- Your Potential. Our passion.*
- ❖ *Canon- Image is Everything.*
- ❖ *Dish TV- Passion for Entertainment- Sab Par Dish Sawar Hai.*

Advertisers perceive that people are more enthusiastic with English dialect rather than any other. To craft an advertisement in English, the smart, experienced and knowledgeable advertisers play with the words and sentences. And to make it interesting, they utilize all the grammatical elements in the advertisements to make it more & more convincing and attractive like- With the utilization of Figures of speech (Repetition, Allegory, Alliteration, Rhyme, Simile etc), Proverbs, Idioms, The formation of words & sentences Linguistic and Stylistically, Neologisms, Abbreviations, Ambiguity, Transformations of clauses, Morphology, Persuasive language, Phonetics terminology etc. Here, we have the examples of morphology that we can easily recognize in the commercial advertisements.

- ❖ *Super+ Shakti= Super Shakti*
- ❖ *Super+ Fast= Super Fast*
- ❖ *Extra+ Mileage= Extra Mileage*
- ❖ *Extra+ Benefit= Extra Benefit*
- ❖ *Super +Cool= Super Cool*
- ❖ *Un+ Imaginable= Un Imaginable (used for Offers and discounts)*

We identify that native tongue and mother tongue gives the great impact on the people however in the present time, people are getting more progressive and striving to maintain their standard as plausible as they can. People are under the impression that if they are utilizing English, it connotes that they are displaying some sort of sophistication, and advertisers are reactive of this variety of people's nature. English taglines, slogans, jingle exert effectively on the people. In this modern era, modern generation love to articulate English predominantly and if they like any tagline of any English commercial, they enjoy it and obtain it. We can swimmingly grasp this piece of writing in one glance with one latest most successful and interesting illustration of 'Repetition' (an element of Figures of Speech) in English advertisement which is one of the most popular ringtone of Idea.

*“You are my pumpkin-pumpkin
Hello honey bunny,
I am your dumpling-dumpling
Hello honey bunny,
Feeling something-something
Hello honey bunny honey bunny toko toko...”*

“We live in an age of spelling rules. It was not always so. Centuries ago, when English was evolving as a written language, there were practically no rules of spelling. Writers spelled the way they thought words sounded, and that accounted for some words appeared. As certain spellings were used more and more, they became generally accepted, although not universally so. By the Eighteenth century, when the creators of our modern dictionaries began their work, they not only had to decide among diverse spelling for words, but also had to contend with generally accepted spellings that might not be the best or most efficient.” (Harcup 31)

- ❖ *IIN- Idea Internet Network*
- ❖ *McDonald’s- I’m lovin it!*
- ❖ *BMW- The Ultimate Driving Machine*
- ❖ *DTH- Direct to Home*
- ❖ *Hewlett Packard- HP Invent*

Gradually, we are analyzing and assimilating the various models of English and code-mixing advertisements and with the dissimilar cases, we are enriching to distinguish about the utilization of English terminology with the extreme intensity of creativity in crafting advertisements and that furnish the fantabulous impact upon the people. English is taking as predominant equipment to make advertisements.

- ❖ *Idea Internets All India-What an Idea!*
- ❖ *Amul Butter -Utterly Butterly Delicious, Amul.*
- ❖ *Mango Fruity -Mango Fruity, Fresh and Juicy.*

The women are more close to the diamond rather than their husbands. It sounds hilarious but it is a fact and advertisers, life partners or husbands are acquainted with this very well. Hence, the creators construct advertisements on diamond products which sound more convincing to buy.

- ❖ *Nakashatra- Glow Divine*
- ❖ *Sangini- kyoki special hai woh.*
- ❖ *De Beers- A Diamond is Forever.*
- ❖ *Asmi- For the woman of Spirit.*
- ❖

In the ultimate varying and developing period of digitalism, mobile applications also have English advertisements and advertisers construct it smartly. Makers recognize the perspectives of people as a result they form utilization in a different way.

- ❖ *Facebook Messenger- A faster way to message.*
- ❖ *What's App- Cross platform smart phone messenger.*
- ❖ *Hike Messenger- Hike Up Your Life/ Fun Free messaging For Life.*

In the latest scenario and variations in frequently developing thinking of people has taken place for advertisements. Humor is a required element too in advertisements whereas it grabs the attention of buyers and it's a powerful persuasion technique. Advertisers create fun with the words and sentences to make an ad funny. When they make us laugh we feel good. They make us laugh and then demonstrate us their item for consumption because they try to bond that good feeling to their creation. And the way, they pertain is too much exciting. There are some humorous and odd lines of advertisements in English.

- ❖ *Lóreal- Because you're ugly.*
- ❖ *KFC- It's a finger lickin' good!*
- ❖ *Tata Sky- Isko Lga Dala Toh Life Jhinga La La.(code-mixing)*
- ❖ *Halonix Bulb- Before Changing The Clothes, Change Your Blub.*
- ❖ *Camlin Marker- A Marker Can Change The Life (Of Your Spouse).*

If we are discussing about the creative advertisements in English then Jingles are also prominent. Here is an example of short but unique jingle like 'You are my pumpkin pumpkin' which has been converted into an English advertisement.

- ❖ *Hutch- U and I, in this beautiful world,
Green grass, blue sky, in this beautiful world.*

The use of words and sentences in an artistic comport is called an influential terminology. The innovators utilize variety of techniques to clutch our own attention, to set up trustworthiness, to arouse requirements for the manufactured goods and to inspire us to be active persuasion with English terminology. All the features that we have discussed in this writing are associated with selling items and their beneficiaries and creations. All apply a little hate, fear and happiness via proposed spectators to sponsor the key advertisement and to utilize emotions of people to trade goods. Observation is one more trait of insight in English vocabulary, semantics and syntactic elements. It implies that people are responding on advertisers' creation of advertisements, and also the creators of advertisements find the requirements of people. The observation technique works from both the sides and is interlinked with buyers and sellers. The framing of advertisements decides the response of people and consumption of brands. The interpretation of English terminology via this article is the acceptance of mentioned facts about advertisements and enclosed illustrations reveals it veraciously.

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