

**A Contrastive Stylistic Study of Some Selected Commercial
Advertisements in English and Arabic**

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Abstract

Publication is only one of the tools used by public relations, like advertising is one-way communication. Advertising , as a tool, has a great importance and influence in various business processes. It is a means of communication that based on the influence of one or more individuals; by the use of one of the means of promotion available to build communication between consumers and products; advertising is the method used by the trader to effect the buyer.

A range of non-personal communication means and methods ; to convey ideas and promote products and services. The Declaration is an important means of media used by different enterprises to communicate with the public and the target customers of their business; so that , to advertise great importance in the work environment.

Advertising or publicity is an indispensable information activity for economic activities such as industry, trade, services and other economic activities, as well as for charitable and non-profit organizations and organizations, without announcing their efforts, they will not receive the social and financial support necessary to continue their work and performance of their mission.

The aims of this paper are to examine and identify the aspects of advertisements and to clarify the linguistic features by explaining all issues which are related to it with examples and giving a detailed account about the grammatical issue of ‘A linguistic study of advertisement in English and Arabic’ hoping to would be more interesting for English students and those who are specialized in English linguistics.

Keywords: Stylistic, Commercial, Advertising, features, financial

SECTION ONE: Introduction

1.1 Problems covered by the Study

However, this issue under investigation has received a great deal of attention by linguists of English.

Along the same lines, the topic of commercial expressions would perhaps form difficulty for the students as well as the learners of English, especially the students of English department. Thus, infinitive can be considered as a problematic area in the field of English syntax because infinitive forms function differently as nouns, verbs, ..etc. and it has different types.

1.2 Aims of the Study

The present study aims at:

- 1- Defining the main aspects of advertisements.
- 2- Demonstrating the linguistic usual aspects of those advertisement
- 3- Clarifying all the issues that are in relation to the topic in details enhancing with instances .

1.3 Procedures of the Study.

The procedures of this study can be summarized as follows:

- 1- The research introduces a theoretical background of the phenomenon under discussion which examines some linguistic features of advertisement.
- 2- The research is divided into four sections: Section one is the preliminaries that pave the way to the reader to read the research and focus on its topic.
- 3- The Second Section is the core of the study which tackles many aspects of the subject.
- 4- the data analysis of the selected samples of advertisement is the third Section.
- 5- Section four contains the conclusion about this topic.

1.4 Value of the Study.

This study shows in details the grammatical issue of ‘A linguistic study of advertisement in English and Arabic’. So that, it is hoped that it will be of a great value to students of English department, teachers and those who are specialized in English linguistics.

Section Two: Theoretical Background

2.1 Introduction

Advertising is considered as an audio or visual form of marketing communication that utilizes an openly sponsored, non-personal message for promoting or selling products, services or ideas. The Sponsors of advertising are often businessmen who wish to promote their products or services. Advertising differs from public relations in that an advertiser in usual pays for and be in control of the message. The difference from personal selling is that the message is non-personal, i.e., not directed to a specific individual. ‘Advertising’ is conveyed throughout different mass media, including old media such as newspapers, magazines, Television, Radio, outdoor advertising or direct mail; or new media such as search results, blogs,

websites or text messages. An advertisement or "ad" is a term used to refer to the actual presentation of the message in a medium (William, 1984:27).

2.2 Features of Advertisements

1. The General Using of Short Sentence

English advertising stresses its emphasis on drawing its attention of readers with high readability and seeks to be salient at a glance, giving deep effect with the goods to sell by customers. All of this is ascribed to the essential specialty of English advertising, which is the using of short sentence forms :

Coke adds life.

It's your life, it's your store.

In comparison with legal English, scientific English and commercial English, the feature of using short sentences within the English of advertising is more obvious. Since it is determined by the length of the article and it has a style which is similar to public notice, road sign, title, and so on.

2. The Using of Imperative Sentence

For the sake of marketing the goods, advertisements seek to be more persuasive, and in order to increase the persuading and prevailing effects, the imperative sentence can be employed to achieve the required influence of the persuasive task on the recipient, call for and persuade somebody to do something, thus often used in the English of advertising. For instance,

Make this Monday a special day.

Go ahead, compare

As the above examples show, the utilizing of imperative sentence is demanding, influencing and stimulating customers to take action which declarative sentence cannot exert such kind of effect.

3. The Frequent Using of Interrogative Sentence

It is very common using interrogative sentences in the English of advertising because whether general questions, tag questions or special questions can bring up concern and curiosity of customers in order to draw their attention and give deep impact :

Are you going grey too early?

Who not let the largest estate sales organization help you?

4. Heavy Use of Noun Phrases

In advertising, noun phrases perform an essential role. Linguistically, phrases are the internal units of sentences and do not carry the complete meaning, but in certain circumstances, when the phrases can convey the full meaning, they become sense group. The following Phrase is a kind of usage that expresses the full meaning in advertising :

A truly individual timepiece!

2.3 The Syntactic Classification of the Sentence

1-Simple Sentences

Simple sentences are those which contain only one clause.

e.g. The teacher corrected him amiably enough .

If one wants to divide the sentence : into subject (The teacher) and predicate (corrected him amiably enough), or into elements such as subject, verb phrase (corrected), object (him) and adverbial (amiably enough). (ibid).

2- Complex sentence

Dowing and Locke (2006:272-273) state that ‘Complex sentence’ comprises of two clauses of equal status. To put it differently , the complex sentence includes one independent clause and one dependent clause.

e.g. Sam bought the tickets, while Sue parked the car.

3- Compound Sentence

Selby (1992:56) defines the compound sentence as it includes two or more main clauses and no subordinate clauses. The main clauses of a compound sentence can be linked in two ways, either by a semi-colon or by some joining words such as (or , and , nor , but , yet ,so..etc.).

Furthermore ,Alexander (1988:10) argues that in some cases a semi-colon can be linked with a connected adverbs such as ‘however’ , ‘while’ , ‘when’etc. .

e.g. We fished all day, however, we didn't catch a thing

All the clauses have the same importance and can stand on their own, though of course they trace a logical order as required by the context.

2.4 The Semantic Classification of the Sentence

Many linguists such as : Quirk et al, (1985: 78) and Gucker (1966:6) classify sentences into the following types:

1-Declarative Sentence.

This term is used to declare something and it is usually ended with a full stop.

e.g. That is a picture of my father .

2-Interrogative Sentence.

This term is used to ask questions about something or someone and it is usually ended up with a question mark “?”.

e.g. Is that a picture of your father .

3-Imperative Sentence

The imperative sentence is used to give commands or request.

e.g. Look at the license plate.

4-Exclamatory Sentence

This kind of sentence is usually used to express strong and sudden emotion. It is ended by an exclamation mark “!”.

- e.g. What a picture !
 e.g. How old he looks !
 e.g. Is not that a shame !

In the end , Leech (2008:106) mentions another point of view in relation to the classification of the sentence .He (ibid) argues that sentences can be classified into basic kinds according to their meaning and function. In terms of their functions, they are classified as : statements ,questions , commands (or directive sentences) exclamations. However, a single compound sentence may have more than one of these types. Whereas, due to their meaning they are classified as: declarative, interrogative, imperative and explanative, so that, for instance , a question and an interrogative clause mean more or less the same thing.

2.5 Some Semantic features of Advertisements

2.5.1 Deixis

Linguistically , the term ‘deixis’ refers to words and phrases, such as “me” or “here”, that cannot be fully understood without referring to the contextual information in which they are occurred -- in this case, the word (“me”) refers to the speaker and (“here”) the speaker's location. Words are deictic if their semantic meaning is fixed but their denotation meaning varies depending on time and/or place. Words or phrases that require contextual information to convey any meaning – for example, English pronouns – are deictic. Deixis is closely related to anaphora, as will be further explained below. Although the notion of deixis is prominent in spoken language, the concept also sometimes applied to written language, gestures, and communication media as well. within the field of linguistic anthropology, deixis is regarded as a particular subclass of the more general semiotic phenomenon of indexicality, a sign "pointing to" some aspect of its context of occurrence.

2.5.2 Types of deixis

Lyons ,(1977:636) states the following types of deixis :

1. Person

Person deixis refers to the grammatical persons involved in an utterance, those directly involved (e.g. the speaker, the addressee), (2) those not directly involved (e.g. over hearers—those who hear the utterance but who are not being directly addressed), and (3) those mentioned in the utterance. In English, the distinctions are generally indicated by pronouns. These examples explain the concept as follows :

- I am going to the movies.
 Would you like to have dinner?
 They tried to hurt me, but she came to the rescue.

In languages (like English) with gendered pronouns, the third-person masculine pronoun has traditionally been used as a default when using "it" is unsuitable but the gender of its ascendant is unknown or inapplicable. For example:

To each his own.

In English, it is very usual now using the third-person plural, even when the antecedent is singular:

To each their own.

2. Place

The term Place deixis, also known as space deixis, refers to the spatial locations that relevant to an utterance. Similarly to person deixis, the locations may relate to the speaker and addressee or those of persons or objects being referred to. The most clear English instances are adverbs like: "here" and "there" and demonstratives like : "this" and "that" - although those are far from being the only deictic words.

Some examples:

I enjoy living in this city.

Generally speaking, place deictic terms are understood to be relative to the location of the speaker, as in

The shop is across the street.

where "across the street" is understood to mean "across the street from where I am right now." We should note interestingly that although "here" and "there" are used to refer to locations near to and far from the speaker, respectively, "there" can also refer to the location of the addressee, if they are not in the same location as the speaker. So, although

Here is a good spot; it is too sunny over there.

illustrates the former usage,

How is the weather there?

is an example of the latter.

Deictic projection: In some contexts, spatial deixis is used in the metaphorical sense rather than physically, i.e. the speaker is not speaking as the deictic center. For example:

I am coming home now.

The above sentence would generally be considered as the speaker's expression of his/her going home, yet it appears to be perfectly normal for one to project his physical presence to his home rather than away from home. Here is another common example:

I am not here, please leave a message.

In spite of its common uses to address people who call with no one answering the phone, the (here) is semantically in contrast with one's absence. Nevertheless, this is regarded as normal for most

people as speakers have to project themselves as answering the phone when in fact they are not physically.

3. Time

The term Time, or temporal, deixis refers to the various times involved in and referred to in an utterance. This contains time adverbs like "now", "then", "soon", and so forth, and also various tenses. A good example is the word tomorrow, which denotes the consecutive next day after every day. The "tomorrow" of a day last year was a different day from the "tomorrow" of a day next week.

2.6 Pragmatic aspects of Advertisements

2.6.1 Speech Act Theory

Trask (2007:267) says that the 'speech act theory' is "an attempt at doing something purely by speaking". There are many things that we can do, or attempt to do, simply by speaking. We can make many things such as: promising, asking a question, order or request somebody to do something, make a threat, name a ship, pronounce somebody husband and wife, and so on.

2.6.2 Searle's Classification of Speech Act

There are five classes of speech act theory which are introduced by Searle (1979, 12-17). These classes are as follows:

1- Assertive (representatives),

'Representatives' those kind of speech acts which are used to refer to a type of utterance where speakers convey their belief about the truth of a proposition, as in I state/hypothesize. (Crystal, 2008:423).

This class includes verbs such as 'state', 'assert', 'complain', 'affirm', 'report', 'conclude', 'describe' etc.

2- Directives:

This type of speech acts is used to direct the addressee towards doing (or not doing) something. Directives contains verbs such as: 'ask', 'order', 'request', 'demand', 'advise', 'warn', insist, 'instruct', 'forbid', requiring, beg'... etc. As in the following examples: 'Open the door' [Order], 'could you lend me some money' [Request]. Such acts are impossible to true or false, but they can be obeyed or disobeyed.

3- Commissives:

This type of speech acts is used to refer to the concept that the receiver is committed to some future course of action. They cannot be true or false, but they can be carried out, kept or broken. Commissives include examples like 'promise', 'vow', 'commit', 'threaten', 'pledge', 'swearing', 'offering', 'agreeing', 'undertaking', ... etc. For example: 'I will be there tonight'.

4- Expressive:

This group of speech acts includes verbs such as 'apologize', 'thank', 'congratulate', 'welcome', 'condole' etc. For example: 'I am so sorry', 'Thank you'.

5- Declaratives:

This class of illocutions have both a words-to-world and a world-to-words direction of fit; therefore, they change the world via their utterance. There is no psychological state expressed by declaration. Verbs denoting declarations are: 'declare', 'name', 'appoint', 'nominate', 'quit' etc.

Section of Three Data Analysis**AD No. 1**

Art Crimes
Advertising, Propaganda, and Graffiti
Art

1.Syntactic analysis

The sentences that are mentioned in this " ad" are an examples of simple declarative sentence in which they only give an explanation of the kind of the 'ad'.

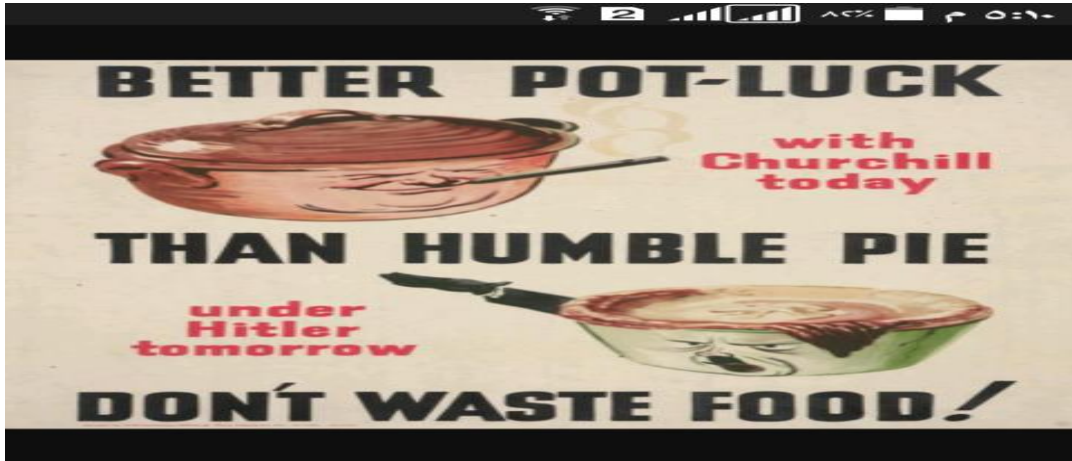
2.Semantics analysis

The advertiser employs time deictic in word 'now' with bold face type as indicated above in order to stress the importance of the propaganda and to pay attention and persuades the customers to buy this food production through.

3.Pragmatic analysis

The pragmatic aspect of this type of ad is written in a direct speech act , based on Searle's classification the kind of the act is 'Assertive' or 'Representative' in which these acts only express a kind of description.

Ad' No.2



1. Syntactic analysis

The imperative sentence are used here in which they only try to give an explanation of the kind of the 'ad'.

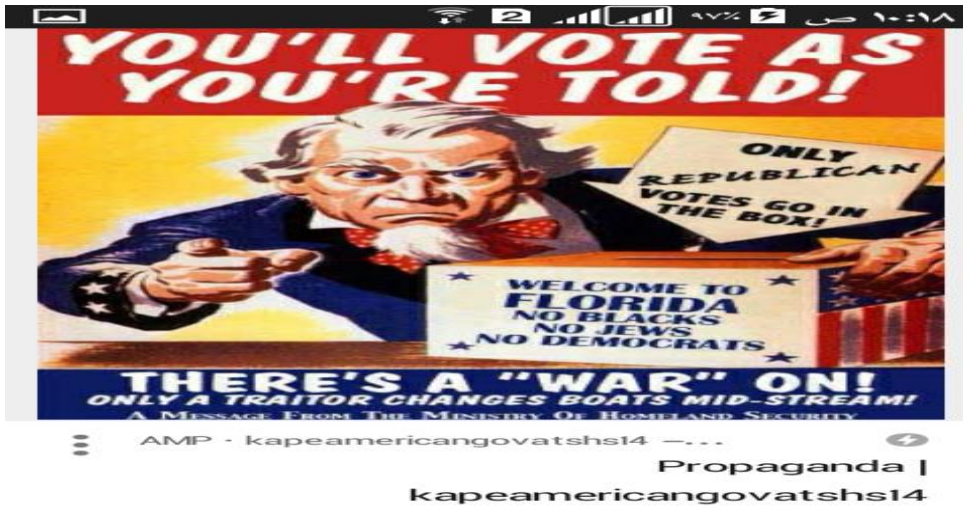
2. Semantic analysis

The advertiser utilizes time deictic in word 'tomorrow' with bold face type as mentioned above in order to stress the importance of the propaganda and to pay attention and persuades the customers to buy this food production through this ad .

3. Pragmatic analysis

In terms of pragmatic analysis of this ad , this kind is written in a direct speech act , based on Searle's classification the kind of the act is 'directive' speech act .

AD. NO.3



1. Syntactic analysis

The declarative sentences are employed here in which they only give an explanation of the kind of the 'ad'.

2. Semantic analysis

The advertiser utilizes spatial deictic in word 'there' and person deictic in word 'you' and movement the hand in this picture as

indicated above in order to stress the emphasis on the importance of the propaganda and to pay attention the people through this picture.

3. Pragmatic analysis

As we concern with the pragmatic aspect of this ad , this kind is written in a direct speech act , based on Searle’s classification the kind of the act is ‘assertive or directive ’ speech act .

‘Ad’ No.4



1. Syntactic analysis

The sentences are simple declarative sentences in which they only give an explanation of the kind of the ‘ad’.

2. Semantic analysis

The advertiser uses spatial deictic in word 'that' and the man carries in his hand cup of Coca-Cola in this picture as shown above in order to focus on the importance of the propaganda and to pay attention and persuades the customers to buy this production through this picture.

3. Pragmatic analysis

In terms of pragmatic, this kind of ad is written in a direct speech act , based on Searle’s classification the kind of the act is ‘assertive or directive ’ speech act .



1. Syntactic analysis

The sentences are simple declarative sentences in which they only give an explanation of the kind of this advertisement.

2. Semantic analysis

The kind of the dixis used here is ‘personal’ deixis typically in the word ‘مختصين’

3. Pragmatic analysis

In terms of pragmatic, this kind of ad is written in a direct speech act, based on Searle’s classification the kind of the act is ‘assertive or directive’ speech act.



1. Syntactic analysis

The sentences are simple declarative sentences in which they only give an explanation of the kind of this advertisement.

2. Semantic analysis

No specific kind of diesis is used in this part of advertisement.

3. Pragmatic analysis

In terms of pragmatic, this kind of ad is written in a direct speech act, based on Searle’s classification the kind of the act is ‘assertive or directive’ speech act.



1. Syntactic analysis

The sentences are simple declarative sentences in which they only give an explanation of the kind of this advertisement.

2. Semantic analysis

No specific kind of diesis is used in this part of advertisement.

3. Pragmatic analysis

In terms of pragmatic, this kind of ad is written in a direct speech act, based on Searle's classification the kind of the act is 'assertive or directive' speech act.

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