



PEOPLE'S DEMOCRATIC REPUBLIC OF ALGERIA
MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC
RESEARCH

FACULTY OF FOREIGN LANGUAGES

DEPARTMENT OF ENGLISH

MASTER IN
LINGUISTICS

Language Choice in Algerian Television Advertisement and its Effectiveness in Persuasion

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Academic year: 2017-2018

Dedication

This work is dedicated to :

My dear parents , sisters, brothers and classmates

As well as my teachers.

Acknowledgements

I gratefully thank my supervisor Mrs.. Benyoucef for her constant and helpful assistance as well as her patience.

My special thank goes to my family members .

Finally my deep gratitude goes to the board of the of examiners for having accepted to assess this modest work and all teachers and friends who helped me directly or indirectly .

Thank you all.

Abstract

Advertising language has been long studied in sociolinguistics and other disciplines, and each study focuses on a specific function. This work aims at analyzing advertising language at the linguistic level. This raises attention to the question to discover the linguistic elements that contribute to create persuasive and attractive advertising message. The theoretical part presents the concepts of advertising language and the most frequent techniques copywriters used. In addition to the linguistic phenomena that characterize the language of advertisement in Algerian television. To examine the language of advertisement we utilize two research tools. Firstly, we implement a questionnaire which is directed to randomly selected people from Mosrtaganem speech community in order to check their attitudes and opinions about advertising language in television. The data collection and results are presented in tables which show the different rates of participants' responses. Their explanation helps the investigation and provide more information. The second tool is a qualitative analysis of some selected advertisements in order to examine the linguistic features that are used as means of persuasion. The analysis and the interpretation of results for both sides of the research support the hypothesis that Algerian advertisers rely on using their language carefully and employ purposefully the linguistic devices in order to create attractive and persuasive advertising message.

Keywords: advertising language, persuasion, television, linguistic devices.

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General Introduction

Advertising is very important in our daily life. The way it is presented reflects the culture and the values of a given society. It can take several forms and ways either in television, radio, newspapers and magazines or wall and transportation posters. Advertising aims not only to promote new products. Yet, it serves other functions as informing and entertaining. Thus, the effective advertising implies the use of suitable language that corresponds to the linguistic situation of the targeted audience in order to be more attractive and persuasive.

For this reason, copywriters try their best to employ the effective linguistic tools and choose the appropriate code that fits the objective of the advertisement. Television is the suitable space for advertisers to promote their products since it gathers both sound and image and it is available in each house. Hence, the language choice plays an important role in the successfulness of advertising message.

This research aims to figure out the most frequent and persuasive linguistic tools and the different choices of language preferred by advertisers and their effectiveness in attracting consumer's attention and persuading him.

The work attempts to investigate the advertising language for several reasons. firstly, for advertisers to give them new insight and ideas to be more creative in their advertisements. Furthermore, it could motivate linguistic students and other researchers who are interested in the field of advertisement. Concerning the consumers, this research will make them aware of the several techniques and strategies that advertisers use in order to persuade them and to be more attentive and observant to the value of the product regardless of the way it is presented.

Thus, the purpose of this work is to answer the following research questions:

1-What are the persuasive strategies and the linguistic tools that contribute in the effectiveness of advertisement?

2-How do advertisers use code switching to produce a persuasive effect on the consumer?

3-Do potential consumers perceive implemented techniques in the desired way? And how do they respond to the messages in advertising, and what motivates the consumer?

Therefore, in order to qualify the effect of this issue in Algerian context, and as an attempt to give an answer to the above research questions, we have set the following hypothesis:

1-The language of persuasion is employed to help advertisers sort out complex emotional arguments.

2-The language employed seeks to entice consumers into purchasing specific goods or services.

3-The influence of French in Algeria in several levels and specifically in mass media and social environment ,lead producers to the use of code switching in their advertisement.

To support this claim, we implement two research methods: A questionnaire and a qualitative analysis of selected advertisements. Since the study concentrates on Algerian advertisements from only television commercials, the data collection is recorded from Algerian channels. We will also shed light on the attitudes of people towards the advertising language used in Algerian television by conducting a questionnaire.

This dissertation contains three chapters. Each chapter is provided with introduction and conclusion. Initially, we will deal with theoretical guiding principles to discuss and describe the most important aspects related to advertising and persuasive language. First we

define advertising and language of persuasion. Moreover, we state the different techniques used to influence consumers and persuade them. Finally, we add the structure and the objective of advertisement in mass media and its advantages.

The following chapter describe bilingualism which has relationship with code switching , these two features characterize the linguistic situation in Algeria which has been affected by French colonialism .Thus , Algeria becomes a typical of a diversified linguistic situation which resultes in the use of different languages and varieties, presented in various means of communication more precisely television advertisement . In addition we add some categories of code switching in advertisement. We also mention speech act more precisely indirectness which is considered as a persuasive tool. Furthermore, we state the linguistic tools of advertising language from phonological, morphological, lexical and semantic aspects, providing examples from Algerian television advertisement. The main objective of this chapter is to study the effectiveness of language choice

Finally, the third chapter is divided to two parts .The first part includes a questionnaire addressed to randomly selected people from Mostaganem speech community to know their attitudes towards language choice in Algerian advertisement. The second. is based on linguistic analysis of advertisements from four linguistic aspects: phonological, lexical, syntactic and semantic aspect. The analysis focuses also on language choice in advertisement and indirectness as a persuasive tool

Chapter One

Language of Persuasion
& Advertising Strategies

Introduction

Advertising is a process of commercial communication , aims to provide the consumer with information about certain product .Television is regarded as the best mean for accomplishing this,since the product could be promoted in quick and effective way . In this chapter we will first examine persuasive language and its strategies. Moreover, we will state some specialists' definitions of advertisement and advertising language. Then we will examine the most important characteristics ,techniques and objectives of this commercial process.

1. Persuasive Language

“ Persuasion is the intended human communication which is used to impact the autonomous judgments and actions of other people. The history of persuasion and its study comes from ancient times. Aristotle developed the first scientific approach to persuasion and discovered element of it .According to him persuasion is based on three principles: firstly, the nature of communicator i.e .Ethos. Secondly, emotional state of audience i.e. Pathos .Thirdly, the message argument i.e. Logos ”.(Cited in Zollo,2014,p.15)

The study of persuasion is characterized by three periods: first studies were held in ancient Greek and were focused on only the ability of how persuaders build their speech. The second shift, from the 16th up to the 19th century ,concentrated on the receiver rather than on the persuader .On the contrary the third wave of contemporary scholars , for instance Richard Perloff agrees that persuasion is a dual process , which involves both sides : the persuader as well as the receiver .(Perloff ,2003).

The language of persuasion may have different effects based on the situation in which it is used .In order to succeed to persuade the viewer, we should take in to consideration several elements, such as avoiding components of powerless speech .for example hesitation forms , hedges , tag questions and disclaimers . The use of them will indicate uncertainty or lack of knowledge. In contrast to powerless speech, powerful speech does not include the features

mentioned above. After examining the effect of powerless and powerful speech on persuasion, researchers state that powerless speech is recognized as less persuasive and reasonable than powerful speech. The way of how you say your words is as important as the words themselves. (Cited in Zollo, 2014, p.15)

2. Advertisement: Definition

Advertising is defined as the act of attracting public's attention to a product or business, as by paid announcements in print, broadcast, or electronic media. Advertising is done simply to attract or persuade the consumer to buy a product or service. The term advertisement and advertising have at their root, a Latin word 'advert ere', meaning turn towards, while advertising as a field is defined as an art and a science which has been in existence for years. The difference between the past and the present is that advertising now days, has become part of our daily life because of the economic and the technological advancement the world witnesses and has greatly influenced the consumer's habits and behavior even the consumer's linguistic landscape and his cultural environment. Scholars note that advertising takes many forms such as: magazine advertisements, posters, television advertisement and still other forms to persuade consumers. (Amel Mebarki, 2006)

American Marketing Association (AMA) defines advertising as, "Any paid form of non-personal presentation and promotion of ideas, goods and services of an identified sponsor....". The presentation aims to promote the ideas, goods and services, to create awareness and assist in selling the product". (qtd in Mathur, Uc, 2008, p.336).

Cook (2001), notes that: "Advertising is everywhere, we cannot walk down the street, shop, watch television, go through our mail, log on the internet, read a news paper or take a train without encountering it. Whether we are alone, with our friends or family or in a crowd, advertising is always with us, if only on the label of something we are using. So, to speak is almost impossible for any advertisement to be unnoticeable".

For (Angela Gaddar ,2002,p.5),”advertising is so familiar to modern readers that it may seem odd to ask what an advertisement is .Although advertising is all around us perhaps because it is all around us , we do not often pause to think about nature as a form of discourse , as a system of language use whereby , on daily basis huge numbers of readers have fleeting conversation with the writers of countless text .”

According to (Sylva –Michele Sternkopf ,2005,p.210),advertising language is “ neither a variety nor a register in its own right .Rather the language of advertising is able to take on any form that it is required for communicating its message , thus covering and utilizing the entire linguistic continuum”. .(Amel Mebarki,2006)

3. The Language of Advertising

The language of advertising reflects the language of the targeted society .This differs from one context to another .Regarding the Algerian context which is described as a multilingual society where different languages and language varieties are used .For this reason , advertisers concentrate on how to introduce the advertising message. (Mathur, 2008,p.336) states :”Consumer advertising deals with the actual buyers and users of the market segment and therefore use a language and a medium best suited to the target segment” .”Hence the language of any advertising not only determined the languages of the audience, but also shows how these languages are used in their daily life. Algerians tend to switch and mix between languages and language varieties as mentioned above , messages of advertising reflect the way Algerians mix between languages.” Amel Mebarki,2006)

(F.ahnstock ,2011,p.87) states that individuals : “Shift into a different language variety , in a single word , phrase or a sentence they suddenly depart from the prevailing dialect ,register or level and switch to another .Such departures draw attention to themselves by violating the surrounding norm, often with persuasive consequences.’

In the Algerian context as we will see later in this work , the language of advertising makes use of code switching as strategy for persuasion , appeal and memorability.

Concerning memorability , (Sternkopf ,2010,p.215) , believes it to be : An important factor in any advertisement. The message of an advertisement needs to be remembered by the recipient

Linguistically speaking , several devices are frequently repeated in advertising language , such as alliteration (repeating the initial sound),metrical rhythm(repeating the same rhythmic pattern), rhyme (repeating the same ending sound), grammatical parallelism (repeating the same grammatical structure as well as semantic and syntactic repetition (using the same syntactic structure or word from the same word. .(Amel Mebarki,2006)

3.1 Persuasion in Advertisement

In order to understand language of persuasion, one should know its strategies to discover how copywriters try to persuade them .Thus advertisement is the starting point since it is simple in structure and available everywhere, because successful advertisement creates desires in viewers , listeners or readers so, for most people advertising is something to encourage or persuade them to buy a specific product .this will help them to take their own decision concerning the product. .Besides informing, advertising ,can also amuse , inform , misinform ,worry , warmthough it may be argued that these functions are all in the service of the main function (cook ,1992,p.5). And according to (Okigbo ,1990) ,”Advertisement is not only messages merely to promote , inform , persuade and entertain the products or services , but it also has its economic function in maximizing the profit of an organization.”

Persuasion plays important role in marketing communication .Thus, advertising message should fulfill a strong function to attract people’s attention by using reasonable and emotional appeals. Advertising seeks competition between the products it promotes, that’s why the advertising language and the way it is presented should be closer to the consumer’s culture

and beliefs to gain his trust and faithfulness .In order the message be successfully achieved, advertisers often rely on repetition as effective strategy for recalling the message .In addition , advertising language can be either informative or persuasive. If it depicts a new product which is still unknown or required further explanation , advertising becomes more informative .Whereas, when it defends a recognized one , it is more likely persuasive than informative.

.(Amel Mebarki,2006)

4. General Techniques in Advertising Language

In order to improve the selling of a certain product, advertisers should several techniques while making their advertisements .The following are some of the most often used and have a noticeable effect on consumer's decision making .

4.1 Endorsement and Testimonials

Endorsement is accepting a given product .For this reason the copywriter uses a famous personality such as famous singers, actors , sportsmen ,ect .For example in the following advertisement for butter (Margarine Bellat) , the advertiser uses an Algerian presenter (Djalel) .Another example (Hazim) the comedian plays the role of grandfather in the advertisement of 'Chamiyat Arawda' to impress the Algerian audience.

4.2 Personal Appeal

This technique aims to persuade the consumer that by buying this product ,he will improve his self image and how people see him .A cosmetic company for example tells you that by using its product you looks more beautiful and more desirable.

4.3 Glitering Generalities

In this technique advertiser employs some attractive expressions to make the viewers think positively about a product and appreciate it. For example: a beautiful woman appears in the

advertisement say that this Clinique helped her to be more elegant and beautiful. like in the advertisement for Beauty Clinique MED ESPOIR title of success (Onwan Elnajah).

4.4 Plain Folks Appeal

This technique is directed to ordinary people to convince them that this product is practical and valuable for common people .An example of such a technique , is a happy ordinary family sitting down at breakfast enjoying their product Cheezy (cheese)

4.5 Magic Ingredient

Commercials use this effective technique to introduce their products in unusual or exceptional way than other competitors, it can be used describe a product that has relation with health .For example: describes a special product that can remove stomach pain than the competitor's similar product ...It can be found in Yagourt Activia ...when the woman says when she started to eat this product she feels good and her life changes (welit Irahti wtbedlet hyati).....

4.6 Patriotism

This technique implies that by buying this product , you will support the economic development of your country . An advertiser addressing Algerian audience , for example : says that this product is made in Algeria as for IRIS House hold ,: IRIS sinaa djazaeria (IRIS made in Algeria),, other example for cars : Cherry Simple cabine son3 Djazaeri (made in Algeria)

4.7 Wit and Humor

In order to attract consumer's attention , humor is widely used in advertising nowadays .The advertiser tries to include funny expressions to make the viewer laughing or entertained

by using some comic words , phrases , pictures and actions...like in the following example:
...song of product of chamiya (ELRAWDA and about coffee when the actors say (Famico yaleaziz or kahwa tekila welhadra klila).Such expressions attracts viewers.

4.8 Facts and Figures

By using this technique advertiser claims that their product is better than their competitors .Thus , he uses some statistics and authentic information about the product .In the following advertisement , the advertiser quotes the exact price of car KIA MOTORS , he adds : taslim fawri wa kamiyat mahdouda .Some advertisers attempt to make their audience buy quickly and without thinking a lot by using some expressions such as “buy now , before they are all gone !” to make rapid sales .

4.9 Repetition

Repetition is the best way to make sure that the consumer will recall the advertising message and the product as well.For example repeating the name of product of tomato (ELHARA) several times during the advertisement and also in butter HOLONDIAL hiya elmargarine other examples of repetitions are going to be analyzed with illustration in chapter three.

4.10 Association

Products are generally linked with popular or favorite things , such as attractive models , famous sportsmen , beautiful houses , natural pictures ...ect . For example in the following advertisement of coffee called WWW shows different pictures of people and places which is associated with the cup of coffee that contains the name of the product.

(Persuasive Techniques in Advertising, Read .Write.Think,2009)

4.11 Message Strategy

Message strategy or what is called copy strategy, is the way in which the message is presented and to whom is directed .what to say to the consumer? how to say it in order to attract and persuade ? These are the basic questions answered by the message or copy strategy. Because of the limited time of advertisement , producers should include only what attracts viewers more ,that’s why the words and expressions are purposefully selected .As far as Tv is concerned , advertisement should be presented in a simple and direct way ,by taking audience characteristics into account .Advertising should implement only what is essential , useful and attractive .A good copy strategy contains four characteristics:

4.12 The Promise

It is agreed that the advertising message is a kind of promise from the producer to the .It defines the fundamental advantage of a product in order to create a certain preference for that product . This strategy provides the consumer with the essential elements concerning the product; including the definition, characteristics, advantages and drawbacks to make the image clear for consumer .By doing this, producers will attract the consumer’s attention and make satisfied about the product.

4.13 The Proof

The proof is another strategy which is called also “the reason why? “ .The proof and the promise are interrelated to give the product truthfulness .It usually presents argument or justifications to support the promise .like in advertisement of “ Baby Diapers.”

4.14 The Consumer’s Benefice

The benefice is the advantage that consumer will gain from the product or obtained from realizing the promise. like in the advertisement of Ooredoo Max lilimitè.

4.15 The Advertising Message Tone

This strategy includes several elements in the advertisement such as : (personage , decoration, situation, objectives, and forms) which will create a real situation of communication. Here is an example of a message strategy for.....Omo Washing Mashing Powder.

Promise	Incomparable result
proof	A comparative test for types of washing powder
Consumer's benefice	House wife's satisfaction
atmosphere	Humorous tone

Table 1 : Message Strategy

.(Amel Mebarki,2006)

5. Advertising in the Mass Media

Advertising in its different forms permits consumer to pick out the suitable product in terms of quality and price .Advertisement in mass media has witnessed several changes especially with invention of TV and radio for their popularity since they could cover different kinds of the audience.

Recently , during the 1990s and by the arrival of satellite ,the internet and the web marketing advertising has noticed a radical changes especially in television. the latter is characterized by a collection of sound , image and other effects. This gives advertising more importance in influencing people's lives and providing their needs.

Vestergaard and Shroder (1985) states that :

“All mass media are dependent on the cooperation of their readers for their success...why should people bother if they get nothing out of it , if they get nothing out of it , if somehow the meaning communication did not respond to the attitudes ,hopes and dreams of those media ages? the content of the mass media can therefore be seen as celebration of common experiences ,of socially shared dreams and hopes which are validated for their reader by this celebration.” Vestergaard & Shroder (1985,p.120)

Advertisers do their best in order to convince the consumer and precisely housewives that their product will improve their daily life .Like in the example of OMO washing powder .The producer insists that OMO is the best in compare with other useless products .they claim that it saves you time and money besides its effectiveness in cleaning .

A successful advertisement is intended to accomplish five functions .According to Vestergaard & Shroder (1985) , they are as follow:

1-Attracting attention -2-Commanding interest- 3- Creating desire-4-Isnpiring conviction and 5-Provoking action .

These functions are conditioned by the effective use of language to promote the product in the right way. Ranade (1988)state : “Incredible ,the amount of damage one may cause with a slight play on words here and there ,or a twist in the title or even the willful omission of a single comma.” Ranade (1998,p.03) Quotidien Nayak 2002,p.02

6. The Advantages of Television Advertising

Advertising in TV is of greater importance since it permits promoting the product to a larger number of the audience . The followings are some of the advantages as included in (Jura Liaukonyte,1 Thales Teixeira,2 Kenneth C. Wilbur ,November 6, 2014) :

- Is that it is realized through a commercial with a concise content, but suggestive, attractive and concentrative on the product, it can have major impact on the success of an advertising campaign.
- The television is the most powerful means of media communication.
- The quality of the presentation which has a good impact on communication efficiency.
- The dynamic character given by the people involved in this process, the expressed feelings, voices, movement.
- The high coverage makes possible the transmission of the message simultaneously to a large number of potential buyers.
- The combination of image and sound.

7. The Objective of Advertising

Advertising objective is presented in capturing viewers' attention using different ways, either by image, language, sound ,music , characters or other elements. For companies it aims to make publicity and profit for their products .So to achieve this , specialties suggest what they call "attention seeking devices"

Goddard (2001,p.12) states that " one attention –seeking strategy developed in recent years to increasing levels of sophistication is the starting image ."

Besides the good representation of the advertising message , another point should be taken in to consideration which concerns the social and cultural values that correspond with the a given society to pay attention on what is accepted or unaccepted .Furthermore, the success of any advertisement depends on the originality and uniqueness of the message.

Katerinekrmarova (2008,p.6)quoted from Bovee & Arens(1992) notes five main objectives of advertising:

1-To gain attention .

2-To create interest.

3-To achieve credibility.

4-To heighten desire.

5-To stimulate action.

These objectives are abbreviated AIDA(S) which stands for attention ,Interest, desire , action and supplementary satisfaction.

Amel Mebarki,2006)

8. Types and Structure of Advertisement

The structure of advertising can be defined in terms of different norms:

Geographically speaking, it can be local national or international .Concerning the form it can be classified in to print advertising which includes newspaper, magazines, posters .Electronic advertising involves both sound and image as it is presented in web advertising or radio and TV. The latter has the greatest impact on viewers since it can provide detailed description about the product.

Another classification concerns the kind of advertisement whether it is commercial or non – commercial. This division lies on the purpose of the advertised object. The first kind is directed to the consumer including trade or corporate advertising. It done by companies aims to affect people’s attitudes towards the organization, the service or the product.

However the non-commercial advertising is represented in government and charity advertising. This kind of advertising does not involve selling and buying, whereas, certain ideas, are addressed to the public from governmental entity or other associations and societies

For example: the awareness against road accidents

Advertising structure usually includes headline its objective is to attract consumer's attention , followed by description of the product ,finally , indicating producer's name and address and every advertisement has a slogan.(Amel Mebarki,2006)

Conclusion

The main conclusion that can be understood from the information given above is that advertisement presents a communicative activity which aims at persuading people to buy the defended product. To reach this aim, advertisers should make a number of strategies and techniques to enhance the selling of their products.

The advertising objective therefore, is communicative before being commercial. Moreover, it can be noticed that the advertising message aims not only to inform about given product but also defend it by using all the possible techniques which can attract persuade the consumer.

Chapter Two

The Linguistic Tools

Used in Algerian Television
Advertisement

Introduction

Language has greater affect in communication .It influences people's attitudes and behaviors especially in the advertisement field. That's why copywriters should pay attention to the language choice by varying between the different codes and implementing the suitable linguistic devices.

This chapter analyses the different codes of language, indirectness and the linguistic tools used in advertising language.

1. The Linguistic Situation in Algeria

The linguistic situation in Algeria has obtained a specific characteristics because of some colonial and historical events. This creates linguistic variation. Classical Arabic is regarded as the official language in the country acquiring its status from religion , it is used in the educational institution .Whereas dialectal or colloquial Arabic is used in the informal exchange in the Algerian's daily life and it differs from one region to another. Besides the existence of Berber and its different varieties. In addition to the French language that its presence is not only a result of historical colonialism , but also because of its status as the foreign language .Furthermore, the English language is dominating the sociolinguistic situation of Algeria as a consequence of globalization modernization. A different linguistic phenomena has emerged from this variation like :code switching , borrowing and diglossia and it characterized the Algerian daily conversation , further more it influences other domains such advertisement which is our study. (Boukreris Louafia,Bouchegra Abdelah,2016)

1.1 Language Contact and Linguistic Borrowings

speech of people and acquiring the Algerian society a special socio linguistic features

.Algeria does not only reflect the diglossic situation where two varieties are in contact for example : Modern Standard Arabic and Algerian Arabic, yet it represent other linguistic phenomena that occur when two languages or more get in to contact more precisely code switching ,mixing, borrowing and bilingualism. (Slimane Meghachi,2016)

The term borrowing was already indicated by Sapir as early as 1921. Furthermore, Bloomfield's monograph carrying precisely the same title (i.e." borrowing is a process in which individual bilingual introduces words from one language to another with the support and the acceptance of a bilingual group ". Borrowing can take different forms either at the phonetic or morphological level. The following table represent some examples from Algerian Arabic :

English	French	Algerian Arabic
Doll	Poupée	Poupia
Film	Film	Film
Machine	Machine	Machina
Cottage	Villa	Villa
Holiday	Conge	Congè
Kitchen	Cuisine	couzina
School bag	Cartable	Cartabl
Table	Table	Tabla
Pen	Stylo	Stilo
Suitcase	Valise	Valiza
saucepan	Casserole	casrona

Table 2 : Illustration for Linguistic Borrowing (Zemri Amel,2013-2014)

2. Bilingualism /Multilingualism

Bilingualism and multilingualism are the result of language contact situation where two languages or more are used by a given society .Many definitions were given to to this linguistic phenomena which is the consequence of the conact among people.

Myers Scotton (2006,p.44) defines it as “the ability to use two or more languages sufficiently to carry on a limited casual conversation .”In the main it is the exchange use of two or more languages by the same person with an unstable capability level .Such a skill differs from narrow to highly , native like mastery of the second language .Sometimes it is beneficial since the bilinguals will have opportunity to understand the structures of a given language. The simplest definition of bilingual is the one stated by” (Bernard Spolsky,1998,p.45) , where he dines bilingualism as :”A person who has some functional ability in the second language ”

People usually develop the ability in the second language and it differs according to each domain and the mastery of both languages .Bilinguals are divided to two types : the first acquired the second language in later age ,however, the second have grown up naturally with two languages.

.Bilingualism is the result of contact between linguistic groups who influence each other , this influence appears in the different borrowings as well as the influence of the grammatical patterns of one language on another.

Bilingualism In the case of Algeria is related to the French colonization that resulted in the co-existence of twodifferent languages , Arabic and French .The Algerian bilingual skill is featured by the use of some French mixed with other language forms .(Zemri Amel,2013-2014)

3. The Notion of Code Switching and Mixing

Scholars provide several definitions for code switching , Gardner Chloros states the following definition : “ Code switching and code mixing are two terms that are widely used among bilingual and multilingual communities .Both of them share two different aspects : the first is the term ‘code’ which is used by linguists as an umbrella term for languages ,dialects ,styles ,ect “ (Gardner Chloros,2009,p.11) and the two other terms ‘switching ‘ and ‘mixing ’ refer to the way people handle the language use either on purpose or without . Boukris Louafia, Bouchebra Abdelah,2016)

Another definition : ”Code switching may be used to achieve two things (a) fill a linguistic conceptual gap or (b) for other multiple communicative purposes “,(Peter (Trudgill ,2000,p.102). Romain (1989) defines it as “a dynamic discourse strategy .” According to Mayers-Scotten (1931,p.1) , code switching is a question of code alternations that is “...a term used to identify alternations of linguistic varieties within the same conversation.”(Schreir ,2013,p.54-55) stated another definition and considers code switching as “ the use of material from two or more languages by a single speaker in the same conversation .” replacing the speaker with author or scribe and conversation with text .In the other hand, Gardner Chloros (op cit,p.4) ,states that code switching is a result of such different combinations of two or more language varieties that take place in countless bilingual/multilingual social networks .Code switching states , ”refers to the use of several languages or dialects in the same conversation or sentence by bilingual people. Boukris Louafia, Bouchebra Abdelah,2016)

From these definitions we can say that in some cases ,code switching is performed by effective shift in two languages or more in order to transmit the message. Whereas in other

sides it is used to fulfill an objective like in the case of advertisement. (Boukreris Louafia, Bouchegra Abdelah, 2016)

Poplack (1988), quoted in Hamers and Blanc , (2000,p.259) provides a division of code switching into three forms ,depending on the occurrence of the switched elements in the sentence and their length .The forms are :

1-Extrasentential code switching or the insertion of a tag from one language into an utterance which is entirely in another language .For example:

Galouli la bourse dakhlet elbareh , es ce que kayna menha ?

They told me that the scholarship entered yesterday, Is it true?

2-Intersentential code switching or a switch at clause /sentence boundary . For example :

Allach maaytlich kont mrid grave

Why you did not call me , I was very ill

3-Interasentential code switching , when switches of different types occur within the clause boundary and even with the word boundary.

Some researchers like (Bouamrane ,1986,p.113) , employs also the notion of code mixing for interasentential code switching mentioned above. For example:

Jibili demain lcourt tali m3ak

Bring the last lecture with you tomorrow

4. Code Switching in Algerian Advertisements

Code switching in advertisement is a strategic use of language that is a shift between two or more languages in order to get as close as possible to the bilingual consumer .

Advertisement can take two forms : the first one is main stream language and the other is the minority language . Some advertisements are made totally in the minority language ; however , others are generally in one language with a switch of some words or expressions of the other language .(Luma, David, Peracchio, Laura A,2005).

In Algerian television, advertisement are presented in Arabic or its varieties since it is considered as the official language and the mother tongue , whereas others are in French. Moreover, many advertisements are in Arabic with a switch to French or English . .(Zemri Amel,2013-2014)

Like in following example: Margarine MANI c'est l'astuce diyali (MANI butter is my trick) .

5. Categories of Code Switching In

Advertisements 5.1 Clarification

This category aims to clarify the advertising message and resolve any ambiguity that prevent the viewer from better understanding .Hence it is used as a switch to French in order to explain or give more details about the product

.A good illustration can be found in the advertisement of Margarin Holondial (chehal bnina fel tartine.) . Therefore, the use of Algerian Arabic is possible since the variety used at home by most Algerians is Algerian Arabic , however the switch to French can easily considered by the fact that presenter is now giving more details about the product. .(Amel Mbarki , 2006)

5.2 Personalization

Personalization is wide spread category in advertisements. It happens when an utterance includes a code switched items ,It may also have the element of clarification if the code switched item happens to clarify a point.In this study function of personalization is

accomplished by using words in French .The advertiser chooses this variety to start a message even though the whole advertisement is carried on in Algerian Arabic or the opposite. An illustration for this may be found in advertisement for (Cheese) CHEEZY, when the woman asks the shop assistant if there is a good cheese he replies of course there is cheezy (kach ma kayen fromage mlih , kayen cheesy and amek Hamid telkay ghir lemlih))

By starting with such a variety , the advertiser feels more interesting and pay attention to what is going to be said .Therefore , the element of personalization creates closer scene which helps in attracting people’s attention .In addition to French the advertiser uses persuasive words which may have effect as in the advertisement of : LOVELY Milk “wladna elhlouin yehbou LOVELY ezine” “our sweat children like LOVELY .As a result , a wide number of parents are going to be interested and listen to what is going to be said since it concerns their children . .(Amel Mbarki , 2006)

5.3 Untranslatability

Untranslatability of word another reason for code switching between Algerian Arabic and French. It is found in some advertisements when the speaker does not find the equivalent word in his dialect so the switching to French is the solution . Examples of this can be found in an advertisement for ...ACTI PLUS SOUMAM .’acti plus makhdoum belbefidus nahalha elnafkh).....fabricated

other example:...DYDO elkakao lijami klito
which we never have eaten

In this sentence advertiser is speaking Algerian Arabic but uses some French words such : acti plus and jamais (never) , which he may not find their synonymous in his own language .(Amel Mbarki , 2006)

5.4 Mitigative Message

Advertising language may contain some confusing words which could be misleading of what is being said . In the case of mitigating messages , the advertiser tries to persuade the consumers that this product is less demanding. The use of these kinds of messages in Algerian advertisement are generally related to what concerns people most i.e. the value and the price of a given product .

An example of this category is found in the following advertisement for cheese :...Cheezy kol elfayda welsouma hayla .

Another example: for ISIS the presenter says that isis is always with us and it is the first in our country , more washing and consuming (isis dima m3ana whoua lawel fi blladna , ghasil kthir w iktisad kebir) washing more , consuming less . Using sentence which stress the effectiveness of the product .

Chosen Algerian Arabic for his last message in which he tries to persuade people to buy the product by proposing a good price. In the two examples given above , the copywriter is trying to use every tool he can in order to persuade consumer of high quality and good price of the product. .(Amel Mbarki , 2006)

5.5 Topic Shift

Some advertisements are related to the product , which plays an important role in choosing the advertising language . Advertisers prefer to present some products in Algerian Arabic or others in French. Therefore , in addition to the previous strategies there are two types of advertisements In which no mixing of code occurs .These are as follows:

A-Where The Register is Standard Arabic through the commercial particularity in what might be called prestige advertisement (Leech ,1966,p.81) such as for those hotels :

Elghazala eldahabiya adkham morakeb siyahi wa tohfa faniya fi kalb esahraa.

Elghazala eldahabiya is a huge tourist complex , a masterpiece in the heart of the desert.

B-where Algerian colloquial Arabic is used throughout the commercial including the final slogan which may appear on the screen in Arabic script .Such kind of slogan is called “super” (Leech ,1966,p.60).the following advertisement is example of this category :

TOMATO ELHARA tomatich elhara hiya li tefhamna (which understands us)

According to these advertisements and other examples it appears that the choice of language is determined to some extent by the type of product. .(Amel Mbarki , 2006)

6. Characteristics of Advertising Language and its Functions

Leech(1966), denotes the language of advertising as loaded language . The audience’s reaction to advertising , is consequently what is expected or desired .These characteristics fit the main goal of advertising which is described by Mc Currie (2008), “ communication of meaning is secondary , audience response is primary.” (Elena Romaneko,2014)

To achieve the targeted audience response , the language of advertising should respond to the criteria of an effective act of verbal communication .

Roman Jakobson (1960,p.356) , determined six language roles , according to which an effective act of communication can be described:

1-The Referential Function describes a situation, an object or mental state and is oriented toward the context.

2-The Emotive Function does not change the denotation of the utterance, but adds the information about the internal state of the speaker and orientation toward the addressee.

3-The Conative Function engages the addressee directly and is represented in imperative and vocative way.

4-The Phatic Function serves to establish, discontinue or prolong the communication.

5-The Metalingual Function is used to describe and discuss the language itself.

6-The Poetic Function focuses on the message for its own sake.(350-377)

Concerning advertising, the conative and referential functions are important since they make people act in a way the advertiser desires.

Advertisers use a special code in publicity and their choice is for a purpose. Advertisements provide well presented messages based on effective linguistic devices .Krcmzrova (2008,p.24), concludes from the work of Leech (1966) the next principles :

Attention Value : it must be in the limelight and it relies on the unconversational usage of language .

Memorability : it must be pleasurable and easy to read in order to maintain the interest it has evoked.

Readability : the text must be recognizable.

Selling Power : it also facilitates to the customers to buy and promote the advertised item or idea. (27-33)

Attention seeking devices include a number of strategies that copywriters use to attract public's attention and contribute in making a complete advertising text.

. (Elena Romaneko,2014)

7. Indirectness as a Persuasive Tool in Advertising

Advertising in TV offers the best atmosphere of spoken language for persuasive ends. However, this process may face two problems: long information and short time. The solution for this was accomplishing two aims with one utterance, thus advertisers employ another technique which is the indirect utterances. (Indirectness As Persuasive Tool in Television Commercials PPT)

“Indirectness resolves the competing demands of informing the viewer and motivating him to buy by allowing single utterance to perform the job. While conveying these impressions the utterances contextualize the interaction.” (Jolanta Łacka-Badura, 2013)

According to Jolanta (2013), indirectness gives the advertiser the possibility to perform two utterances by one, which contribute effectively in persuasion it is simply as we do in our daily life when we want to fulfill several goals in one time as killing two birds with one stone.

(Jolanta Łacka-Badura, 2013)

8. Speech Act

“Speech acts are a group of utterances that fulfill a function. Considering its purpose and effect on the listener. For example, a request, command, promise and other functions. There are three types of speech acts, which are locutionary, illocutionary and perlocutionary. According to George Yule (1996), the most important of the three (locutionary, illocutionary, perlocutionary) is the illocutionary. Provided that illocutionary means the intended meaning of the speaker, the term speech acts is based on the illocutionary forces of utterances.”

Jolanta Łacka-Badura, 2013

Indirectness realized in the illocutionary act tended to create a surprise element in the advertisement and let the audience discover the meaning of the message. In the research

reported by Jolanta in her article “Realization of Indirect Speech Acts in Online Job Advertisements”,(2013), she said that indirectness will contribute in attracting larger number of candidate if it uses indirectness.) Whenever one of the structures is used to perform a function that is not corresponding to its form, the result is an indirect speech acts. (Jolanta Łacka-Badura,2013)

for example: wach men kahwa techrob? Which coffee do you drink ,

Kifech tehab kawetek ? How do you like your coffee?

9. Linguistic Means Used in Advertising Language

Advertising is considered as a language full of linguistic tools which seeks to attract and change audience’s attitudes and behavior and oriented their attention to the product..(leech ,1972,p.25) .that’s why words are formulated carefully to create persuasive advertising which is full of memorable and attractive expressions their role is to distinguish the product from its competitors .For this reason , copywriters employ catchy slogans and phrases to attract viewer’s attention. (Jana Lapanská,2006)

The language of advertising can be analyzed from the linguistic aspect especially phonological, lexical and morphological, syntactic and semantic point of view. (Elena Romaneko,2014)

9.1 Phonological Aspect

Advertising language often uses the techniques similar to those in poetic texts. The advantage of these devices(rhyme, rhythm, alliteration and assonance) is the mnemtechnical affect .It guarantees that the receiver of the advertisement better remember the text and recalls it at the right moment.(Jana Lapanská,2006)...

Rhyme and Rhythm

“Rhyme is related to the use of a correspondence of syllables at the end of words or lines .eg: still-fill/more-bore .Whereas, rhythm is the perceived regularity of prominent unit in speech .” (Crystal,1990,p.290).

Rhyme in Algerian advertisement is done through the combination of long vowels plus consonants at the end of each line of the phrase. .(Amel Mbarki , 2006)

Examples can be found in the following advertisements:

coffee Famico (kahwa tekila wel hadra klila).heavy coffe and less speech

tamatich elhara bena wechtara good taste

Assonance

Assonance is a linguistic device, in which the same vowel in successive stressed syllables creates a vowel harmony. For example: how much reality can you handle . .(Jana Lapanská,2006)

As it is present in Algerian advertisements in the following examples:

ghi tartinou wela walou eirther tartinou or any one

Alliteration

Aliteration is the repetition of the same sound ‘letters or syllables’most frequently found at the beginning of words but may occur throughout a sentence ,(Gully ,1996,p.29).

The following is example of alliteration in Algerian advertisement :

Hlib Lovely siha w sa ada
Good health and happiness

9.2 Lexical and Morphological Aspect

In order to promote the product successfully , advertisers concentrate on the emotive and the pleasant words like adjectives and verbs.(Jana Lapanská,2006)

Adjectives

Adjectives contribute in creating pleasant and enjoyable image in the reader's perception .This feeling will influence his attitudes towards the product .For example , adjectives related to quality , quantity and distribution are found in the language of advertising. .(Amel Mbarki , 2006)

They are exemplified as follow :

Quality: ganiy (rich) rich with vitamine

Quantity: maamar (full)

Distribution: kullu (each)

Adjectival compounds

the adjectival compound or what Gully (1996,p.03) calls the unreal or adjectival .Is very common in Algerian advertisement often emphasizing the distinction of a product.

Such as this example ,

sari:3 daweban (instant)

According to Dyer (1982),quoted in Gully (1996,p.03), adjectival compounds give uniqueness strength and effect on the advertising message .

Verbs

the verbs used in advertisements can attract the consumers by their exact effective expression and closeness . .(Amel Mbarki , 2006)

For example ,

(youzil, yakchef ,you3tikom,douk) clears, discover, taste ,gives

Adverbs

today /elyoum

Always /daymen

Only/ fakat

The adverbial only faqat is widely used in advertisement , it is usually related to the price in order to indicate the perfect price of the product.

Words of conversational significance

a-Attention drawing words examplechoufou natidja, choufou elfark (look the result , the difference).....

The advertise use the words(Choufou) look ,to attract consumer's attention .

b-Expression of surprise Example :Oh ...(coffee facto)...

The use of oh ! in this example expresses surprise.

c-Expression of approval this kind of words is usually used in dialogue from of addressee as in the following ...(saha Soumam).....

d-Expression of appreciation for example : Emm Bifa c bon

The word em em indicates the woman's appreciation of the product (Amel Mbarki , 2006)

9.3 Syntactic Aspect

Types of Sentences

a-Imperative Sentences

The use of imperative aims to expect a reaction from the consumer .It can occur in dialogue or to address the consumer .

.(Amel Mbarki , 2006)

b-Interrogative Sentences

The questions in any advertisement do not require an answer from the consumer or the addressee because the response of the question is included in the advertisement itself.

..(Amel Mbarki , 2006)

As it is illustrated in the following examples :.....

A-Information question wachnou elhal? What is the solution ?

B-yes/No question ...hal jarebtih men kbel?.....

C-Tag question wella la ? Is no It ?

9.4 Semantic Aspect

Each linguistic expression has its literal meaning. Literal meaning **denotes** what it means according to common or dictionary usage (or more exactly, what “the reader is most likely to assign to a word or phrase if he or she knows nothing about the context in which it is to be used.”(<http://www.wikipedia.org/>)

Advertisers pay attention to this aspect of language in order to attract audience’s attention because each expression may have different concepts depending on the culture any society.

. (Jana Lapanská,2006)

Semilie

Simile refers to the comparison between two things of different kinds which have one point in common .Simile may take many forms namely explicate and implicate.. In explicate simile , the comparative article appears , whereas, in implicate simile it is omitted . (Amel Mbarki , 2006)

Here are some examples :

A-Explicite Semilie the comparative article appears

.....edouniya hlowa ...**ki** Skor.....(like).....

B-Implicite Semilie the comparative article is omitted.....

Personification

The use of personification in advertising will describe the product with human emotions and qualifications to be closer to the consumer.(Amel Mbarki , 2006)

As it is illustrated in the following examples:

Bingo yataada elnadafa .

hali mali belhob wataghdiya Jumbo dawk elmahab

Metaphor

Metaphor involves a copmarison of two things A and B , where A is totally identified with B as if A is B itself .This is different from semilie where A is considered to be like B. .(Amel Mbarki , 2006)

The followings are some of Algerian metaphors and in Algerian advertisements :

Safina hiya li tlemna, tejma3na

Conclusion

It has been noticed that Algerian copywriters often mix and vary between languages or dialects .Thus , some linguistic phenomena appear in many cases. Moreover , the advertiser uses words and expressions that make the message attractive and persuasive ,such as adjectives, verbs , and adverbs. In addition , to imperative and interrogative sentences and the question does not need a direct answer. Furthermore, some devices are implemented because the statement is expressed may be more important than its suggested content.

Chapter Three

Data Analysis
& Interpretations

Introduction

Research is an important part of the study since it provides answers to several issues. It is a set of selections prepared on basis of some theoretical and practical conditions paving the way to the research work and the findings.

This chapter is devoted to present the research methodology that has been adopted in this examination, as well as, the research tools employed to carry out our analytical study to obtain a full picture about the language chosen to persuade the consumer in Algerian television commercials.

In this research we employ two means. Firstly, a questionnaire addressed to randomly selected people from Mostaganem speech community. Secondly, a corpus of recorded advertisements to investigate codes switching patterns and other linguistic tools used as means of persuasion.

1. The Research Design

This research is based on qualitative method performed by collecting data, classifying, analyzing and interpreting them.

The data of the research are shaped in the Algerian commercial television during this period from several channels: Nahar Tv, Chourrouk TV, Samira Tv and A3 Tv. The data are recorded during several times in the day.

1.1 Method of Data Collection

The corpus used for this study consists more than ten advertisements appeared in Algerian channels. Each advertisement contains different words, expressions, images, scenes, colors and settings. But it was remarked that most of them are about food, detergents, and cars. The

research concentrates on the linguistic tools and the use of code switching, diglossia in the Algerian television advertisement.

1.2 Questionnaire Description

The questionnaire was addressed to twelve persons both males and females from different ages, from Mostaganem ,

The questionnaire is formulated to check teacher's attitudes towards advertising language in Algerian television. They were asked to fill papers given to them.

The first part of the questionnaire is a kind of yes/no questions, besides explanation for some answers. Whereas, the second part is kind of statements and the participants were asked to give their opinions that is to what extent they agree or disagree with them.

2. Data collection



كي تكون بنينة نحبها بلا سكر
Enahar TV

1

Stream

تجربة مشاهدة تحبس الانفاس

Enahar TV



marga top margarine feuilletage الوقت وتربحك عليك تسهل

Samira TV

هولنديا c'est l'astuce ديالي

SamiraTV





cherry frigo

cherry double cabine

شريك موثوق لمرافقة مشاريعكم المستقبلية

A3 TV



فالدوق فالينة فالسومة اروما هي لولا

Echorouk TV



Nizyar espresso one cup one life

Enhahar TV



واش من قهوة تشرب
Famico
Enahar TV



الغزالة الذهبية مركب سياحي و تحفة فنية في قلب الصحراء جنة ساحرة بامتياز
A3TV

3. Data Analysis

Question 1: -Do you watch Algerian channels? if yes state the one you prefer more.

This question aims to know if participants are interested in watching Algerian channels in order to guess whether they see the advertisement or not .

Watching Algerian channels	
100%	yes
0	no

Table 1.1: Watching Algerian channels

Results show that all the representatives watch Algerian TV with 100% .This is can explained that the different channels specially the private keep them up to date and aware about what is happening in all parts of the country

The preferred channels	
Noumidia	8.33%
Elbilad	8.33%
Elhadaf	8.33%
Elbahia TV	8.33%
Echourouk TV	50%
Samira TV	8.33%
Quran Tv	8.33%
Eldjazaairia	16.66%

Table 1.2 : The preferred channels

The table shows that all the participants watch Algerian channels, however, half of them prefer Echourouk TV, mainly because it has credibility in delivering the news and its programs are interesting and does not disturb viewers by advertisement each moment. The other percentages are divided between: Nounidia TV, Elbahia TV, Elhadaf TV, Elhadaf TV, Quran TV, Eljazaeria TV. Some teachers state that they prefer two channels, whereas another one said that he did not prefer any one. we notice the absence of Enahar TV , though it regards itself as the first Algerian channel and it has been noticed that it allocates a special periods for advertisement besides the interruption between each program or news.

Question2: Which advertisements do you like to see most in Algerian television? Choose one answer.

The second question attempts to discover which kind of advertisement they like to see more, in order to know their interests.

Kinds of Advertisement	
Food	50%
Detergent	25% %
Car	8.33%
Other	33.33%

Table 2: Different kinds of advertisement

The results reveal that half of the participants are interested in food advertisement, including different kinds of coffee, milk, cheesecakes and chocolate. However, quarter of them like detergent especially the woman who generally looks the effective and the best in time and price like : Omo, Test ,Isis ,Le chat and even baby diaper which provide different types. Moreover, 8.33% prefer to see advertisement of cars in order to have an idea about the available kinds in the market and their characteristics especially during the crisis that the country has witnessed the last days of lack of sale. The rest do not precise any kind mainly because they do not rely on advertisement in their daily life while obtaining their needs.

Question 3: -Do you consider the use of two languages or more in the same setting or high and low varieties of the same language as influential means in advertisement?

In the third question we want to check their opinion toward using different languages in advertisement, in order to examine the linguistic phenomenon like; code switching and diglossia

The Use of different languages in advertisement	
yes	66.66%
no	33.33%

Table 3: The use of different languages in advertisement

The results show that 66.66 %of the participants consider the use of two languages or more in one advertisement is influential means in persuading consumers. Their explanations for this are because consumers have different levels of education and not all of them may understand classical Arabic or French, thus , Algerian Arabic will fulfill the task and provide clear meaning . Others think that the use of more than one language is useful and make the publicity evident , thus the message will be attractive and persuasive. On the other hand, it could have transmitted to a larger number of people . **Question 4:** Do you think that the use of Algerian Arabic will create more appreciation and understanding to the advertising message? Explain.

The fourth question seeks to determine the importance of using Algerian Arabic in understanding and accepting the advertising message.

The use of Algerian Arabic	
yes	91.66%
no	8.33%

Table 4 : The use of Algerian Arabic

The results show that nearly all the participants 91.66% regard Algerian Arabic as crucial tool, they justify their choice by claiming that using such a variety is easy for understanding and the message will be achieved successfully, especially while describing a product that are used in their daily life like food and detergents so the Algerian Arabic is more suitable more

precisely when the advertisement describe a real home and family setting. As a result the consumer will feel more interested. Furthermore, French can fit other kinds of advertisement like cosmetic , mobiles and cares.

Question 5: Do you think advertisers should take in consideration account the regional, the sociocultural and educational differences of the consumers or the viewers?

When we asked them whether they consider that regional and educational differences should be taken in to consideration while writing advertisement scenario, their answer is clarified in the table below.

Regional and educational differences	
yes	58.33%
no	41.67%

Table 5:The differences in making advertisement

Results reveal that 58% percent said it is necessary because Algerian society is heterogeneous each part has specific dialect, and sociocultural background and specific understanding or interpretation of the advertising message. Others state that the lack of sale imposes this on them .Therefore, differentiating the accents and the social setting will catch viewers attention and they discover other ways of cooking or living which contribute in increasing the sales. Some of them think that the advertising idea should be clear for all the audience and copywriters should employ what is universal, known and agreed by all the society . However, 41.67% think that it is not important, mainly because any advertisement may be understood not necessarily by language but by other techniques. **Question 6:** Do you consider information about the product as important as other techniques like music and pictures?

The sixth question attempts to compare between advertising language presenting information about the product and other techniques.

The importance of language in advertisement	
yes	66.66%
no	33.33%

Table 6: The importance of language in advertisement in compare to other techniques

The participants' answer was divided between 66.66% who think that language is important since it provide a full description of the product and the viewer seems interested in listening more that reading, so language help the consumer even without looking to advertisement if he is busy. Whereas 33.33% state that we should not neglect the other elements that shape the advertising scene and they justify their answers that there are some non verbal advertisement and they succeed to achieve the goal , because sometimes image is more expressive and can describe the product exactly like advertisement of mobiles. .

Question 7: Do you think that including humor in advertisement may attract viewer's attention?

This question seeks to figure out whether humor and comedian actions in advertisement will attract viewer's attention.

Including humor in advertisement	
yes	83%
no	16%

Table 7: Importance of humor in advertisement

Generally most of them with 83% support the use of humor in advertisement and state some examples which attract them and they still remember it like: oubi hlibi, chiwawa, chamiyat alrawda, pucking powder nouara ya nouara , so the actions will be related to the product and how it was presented , therefore, it will help in recalling it and why not appreciating it .In the contrary 16 % think that it is not important and will not attract their attentions especially if the advertised product is not valuable, the way it is presented will just amuse them but convince them to buy it .

Question 8: Do you see advertisement in TV as interruption while watching your favorite program?

While conducting this questionnaire we want to know also advertisement in TV is regarded as interruption and disturbing.

Considering advertisement as interruption	
yes	83.33%
no	16.66%

Table 8: Advertisement as interruption

As it was expected nearly all the participants with 83.33% consider it as interruption and they said some channels keep repeating the same advertisement for long period and this may create a kind of disturbing and may even forget what they are watching or push them to change the channel .This is widely remarked during the days of Ramadan while producers who support such programs insist on showing their advertisement each time which may create boredom.

On the other hand , 16.66% of them neglect it and see it as a break to do other things or see another channel or even wait for their preferable advertisement .

To what extent do you agree with the following statements?

Statement 1: The use of some linguistic tools such as: Metaphor, assonance, alliteration and rhyme may increase the consumer’s recalling of the advertising message.

The second statement proposes the effectiveness of linguistic tools in attracting consumer’s attention.

Linguistic tools will create memorability of advertising message	
Agree	91.66%
Disagree	8.33%

Table 9: Linguistic tools in advertisement

Nearly the majority of them agree that the use of these tools function as a vital factor which creates a kind closeness and appreciation of the message .For example advertisement that contain rhyme or rhythm generally presented in song that describe the product will be easy for understanding and remembering especially if it was repeated several times .Moreover alliteration and assonance that function as catchy tools which create music tone attracts the consumer’s ears. In addition to personification simile which serves to provide closer meaning besides the use of adjectives that describe the product in a pleasant way. However, only 1 is against this idea and regards advertising without identified language.

Statement 2: Advertising language exaggerates in describing the product.

This statement seeks to show if advertising language exaggerate in promoting the product and describing it positively.

Exaggeration of advertisement	
Agree	91.66%
Disagree	8.33%

Table 10: Exaggeration of advertisement

The results here are similar to the previous statement, 91.66% agree that advertising language in TV describes the product in subjective way and mention its positive aspects in order to present in a good image to the consumer neglecting the other sides of it .Generally all the advertisements keeps talking and repeating how this product will beneficial and consume time and money forgetting the damages that it may cause especially for some product like Chiwawa which is wide spreading among children and pupils at school, however it is dangerous for their health .Thus ,such advertisement will support its use and make them addicted to buy it .

Statement 3: Tv advertising tells the consumer about the latest product in the market.

The fourth statement aims to show the importance of TV advertisement in providing the consumer with the latest products.

importance of advertisement	
Agree	83.66%
Disagree	16.33%

Table 11: Importance of advertisement

Our participants agree with this idea by 83.66% and consider TV advertising as an important source that brings the latest and the new commercial marks and keep the consumer up to date, by presenting the most demand product through arguing their usefulness by experiments. However, 16.33 % of them disagree and claim that advertisement in TV is not the unique source for the information there is the internet or even new products could be found in the market and consumer will know about them if they prove their efficiency without the need of publicity .

Statement 4: The language choice may influence the buying decisions of the consumer in buying what he does not need.

The fifth statement claims that the way in which the product is presented may affect consumer's choice or mislead him.

the effect of language choice on consumer's decisions	
Agree	75%
Disagree	25%

Table 12: The effect of language choice on consumer's decisions

More than half of the participants agree that language choice and advertising scenes may influence their and attract them by creating a kind of curiosity toward the product , particularly if it is well presented and illustrated by arguments that emphasize its value by ordinary people and show how this product serves them and facilitate the task for them On the other hand, 25% disagree with this and said that their decision will focus on the value of the product and not its way of presentation .Because many advertisements are interested in gaining money more that looking for consumer's benefit.

Statement 5: The ease or the complexity of the language affects the understanding and interpretation of the advertising message. How that?

We want also to see how language easiness or difficulty can contribute in good interpretation of the advertising message.

the ease or complexity of language and its role	
Agree	83.66%
Disagree	16.33%

Table13: The degree of language easiness or difficulty

The results reveal that most of the participants support the use of easy and clear language for better understanding .One of the participant said that he did not feel interested in some advertisements in French therefore, he felt not concerned by the product even if it is good , he added too that this kind of advertisements are directed to bilingual consumers and the Algerian society is not homogeneous, so it will be excluded to only a small category of the audience, as a result the non bilinguals will not be convinced by the product because language choice has limited their understanding .

Statement 6: Language choice can increase the competition between advertising campaigns.

The last statement attempts to evaluate the importance of language choice in increasing competition especially between the same products.

language choice and competition	
Agree	91.66%

Disagree	8.33%
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Table14: language choice and competition

Nearly all the participants agree that the choice of words and expressions may increase the competition between campaigns of the same products and they provide several examples of advertisement representing this case : coffee (famicou, nizyar, www, bounal , arouma) /

Milk (lovely,Gloria) / Detergent (Omo, Isis; Test)

Butter (Holondia, Mani , Sol, Marga Top)

The advertiser will attract the viewer even in the presence of similar product , particularly if he uses original and unique expression that really depict the product .Other producers tend to use actors that know their status in the Algerian society .In addition to this , the use of comic words or serious once may make the difference. However , 8.33% insist on the significance of the product regardless the means used to present it.

4. Interpretations

Advertisement in television is considered as the most popular one since it gathers sound and image and it is available in all houses. In order to be more persuasive and attracts viewer's attention, advertiser chooses their language carefully and purposefully.

Linguistically speaking copywriters employ several linguistic phenomena like code switching and diglossia. Nonetheless, Arabic language is always presented in TV advertisement and it is appreciated by consumers since it is the language of Quran and the official language in the country and it is suitable of specific kinds of advertisements. In

addition, the informal form of language is widely used to be closer to the consumer by depicting spontaneous and familial setting that aim to attract and more precisely persuade them.

However, it has been noticed also that advertising in television does not satisfy all the consumers and some of them regard it as interruption and only a kind of loud music and unrelated images with no clear language only imitation and repetition.

5. The Analysis of the Linguistic Tools in Algerian Television Advertisement

Algerian advertisers often mix between two languages or more in describing their product. As it has been noticed Algerian Arabic with its varieties and Classical Arabic are widely presented in many advertisements, besides this, French also is implemented either alone or as a code switching. We noticed also that even English is used in some scenes. Moreover, they employ other tools to make the advertising message attractive and persuasive.

The following examples illustrate some linguistic tools that are presented in Algerian TV commercials:

**1-Charik mawthouk limorafaket jami3 machari3ikom al mostakbaliya cherry frico
cherry double cabine**

It is honest partner who accompany you in all your future projects, cherry fridge, cherry double cabin

We notice in this example that the advertiser mixes between Classical Arabic and French. He used the first while describing it and the second when he says its mark and characteristics. the reason for this choice is make impression on the viewer to feel that this car would be closer to them and help them in their work especially merchants whom their work needs such kinds of cars .So the Classical was suitable for this since it is understood .On the other hand

he adds some words in French which particularly when he indicates its name which originally in French besides some criteria.

2-Stream tadjrobat mochahada tahbes alanfas

Stream, watching experience holds the breath

Here also there is a mixture between Classical Arabic and other foreign language , so he first introduces it name , then he started describing it . Moreover the advertiser employs another linguistic tool which is simile, when he says “ tahbes alanfas” . He compares the image of the television by something that can stop you from breathing , this qualification is related to living creature .Advertiser uses this expression in order to show the degree of clarity of the image in this screen .

3-Mraga top , margarine feuilletage tsahel 3lik wetrabhak elwakt.

Marga top, better foliation facilitates the task and don not waste your time.

We notice in this example that there is a switch between Algerian Arabic and French, in the word “ feuilletage” , this word is widely used in our daily life while talking about cakes or other kinds of food which are made by this kind of paste , although he can use it in Arabic but he prefers French because it may provide the exact meaning do differentiate this butter from other types .While adding extra information , the advertiser uses Algerian Arabic to emphasize its value in consuming time and effort because preparing this paste is a bit difficult , so this butter will make the task easy.

4-1-chekoun ya3ref malek elghaba? Malek elghaba houa deleciano

Who know the king of the forest? Delecianou is the king of the forest

The name of the products holds a borrowing word from French which delicious , and it is directed to children .This advertisement is played in classroom to show the school situation . the teacher asks them who know delectianou ? which will create element of surprise , but it seems that the pupils know him.

5-elghazala eldahabiya adkham morakab siyahi w tohfa faniya fi kalb elsahraa, towafer lakom djana sahira bimtiyaze.

Elghazala eldahabiya , the largest tourist complexes ,masterpiece and charming paradise

In this example the advertiser uses only Classical Arabic in describing this hotel mainly because its place is the Sahara where they do not use French language a lot , another reason for this choice is because the advertisement describes an official institution .Furthermore, advertisement could be seen by foreign tourists Arabs or others who are interested to visit Algeria , so the language chosen here will present it better , since Algerian Arabic may seem difficult for most of them .

6-Happy dry tombola , happy dry cadeau

In the first example we notice that there is a mixture between French and English where Arabic language is absent .The word tombola is often used when there is quiz or competition to motivate the consumers and to have more sales of this product .So the consumer will take a good quality of diaper besides surprise and gifts .

7-1-Nizyar espresso ,one cup one life

7-2-Nestlé khamem fina wdarlna karourat sghar , Néstlé pure life

Néstlé thinks about us and he gave us a small bottle

In coffee advertisement, we notice a mixture between English and borrowing word from Spanish “espresso” which is related to coffee .this advertisement is illustrated by advices of doctor who insist on its natural ingredients and benefits to health. This aims to gain consumer’s trust and attention.

In this advertisement three languages are presented: French, English and Algerian Arabic. The product’s name is in French because it is the first company which produces it .Using Algerian Arabic can be justified because this product is directed to children when the advertiser compares Nestlé as a mother who thinks about her children and looks after them and this called personification which is another linguistic device that make the message attractive and persuasive.

9-fi dawk , fel bana ,felsouma ,felmot3a , Arouma hiya lawla

In the taste, in the price Arouma is the best

In the advertisement we notice the use of another tool which is assonance that is repeating the last sounds vowel which is (mot3a,souma,arouma,hiya lawla) this create homogeneity in the advertisement and music tone in the ears , especially that there are other trademarks of coffee ,so this advertisement gathers all its positive qualities by selecting expressive words and presented them in this way .

10-yaychak ya madam benina barcha barcha

I wish you a long live madam, it is very delicious

In this example we notice the use of different languages .The advertiser mixes between French and other language. The French word “Madam “ which is widely used among Algerians to show respect or to address a married woman. This advertisement describes the

product “moloukhiya” which is not typically Algerian food yet it belongs to Middle East . Thus, the producer tends to present it in special way by using Tunisian language .It is understood among the Algerians .Moreover, most of them watch Tunisian programs, so the message will be more attractive.

11-1-wach menkahwa techrob? Which kind of coffee do you drink?

2-Win rak tebayet karousa dyalek? Where do you put your car at night?

These questions do not need a direct answer as it seems to be, however, they are asked indirectly to mean other things. The first question does not only seek to discover which kind of coffee they drink but to emphasis the importance of specific coffee and the man who asks the questions seems to aware of the answer ,yet he wants to hear it from them. Whereas, in the second question the man asked his friend where do you keep your car at night? He does not only want to know where he puts his car ,but he finds it cleaner and brilliant that’s why he is asking which denotes the use of a good product for cleaning. So the use of such indirect questions will accomplish a hidden aim and this another technique in advertisement to show the importance of the product and persuade consumer by its value.

12-1-arwa , men nab3ek narwa .

Arwa from your source, I will not feel thitsty

2-ki tkoun bnina nehabha bla soker .

When it is delicious I like without sugar

In the first example we notice the use of alliteration, which is the repetition of the same letter or sound at the beginning of words (arwa,narwa) the difference is only in one letter . This creates a music tone and attracts viewer’s attention .In addition to this the second

advertisement , copy writer uses another tool which is the opposite of two words in the same line it is called counterpoint .This tool aims to show the importance of the product by indicating two opposites “benina , bla souker” , in order to say that coffee tastes good even without sugar.

6. Discussion of the Findings

It has been noticed in the examples provided above that most advertisements include several languages or varieties , this choice is due to the purpose and the nature of product and the company as well. However, some advertisements do not require code switching; one language is enough to fulfill the task.

Furthermore, the way the advertisement is presented may have the importance as the content of the product which imply diversification of the linguistic tools such as: simile , assonance, alliteration and so on.

Thus, advertisers should be careful and skillful in selecting their words purposefully to convince or at least attracts consumer’s attention.

Conclusion

The present chapter deals with describing the tool of investigation, the questionnaire. It has analyzed the advertisement on the Algerian TV. The chapter used tables, statistics and comments as backups to the interpretation of the results.

General Conclusion

This work attempts to investigate the role of language choice in persuasion, thus to accomplish this, television advertisement is the best area where several techniques are employed in order to attract viewer's attention.

The theoretical part presents the first and the second chapters, deals with advertising language, some definitions, arguments and quotations given by different scholars and linguists. Furthermore, it describes the linguistic tools used in advertisement, in particular the Algerian case. Stating the linguistic phenomena that influence advertising language. In the practical part we employ two instruments of research. The first is a questionnaire addressed to randomly selected people from Mostaganem speech community in order to check their attitudes and opinions towards advertising language in Algerian television. Whereas, the second instrument is a kind of a linguistic analysis done on selected advertisements appearing in TV.

The major aim of this work is to answer the research questions and to show the importance of language choice in persuading consumers and attracting their attentions. The results show that the persuasive strategies such as the linguistic tools and the use of different codes of language by mixing between languages or varieties of the same language will make the advertising message more appreciated by consumers. Another point can be noticed that dialectal Arabic is related to the simplicity and the understanding of the advertising message. All the choices in fact are devoted to persuade and attract consumer's attention, therefore, increase the sale of the advertised product. Thus, the results confirm the proposition that copywriters rely on the best use of language to make the advertising message more persuasive, attractive and memorable.

Moreover, the results of the questionnaire show that participants agree and support the linguistic variation in advertisement by using different languages. However, they insist on the

use of clear and easy language so that the message would be well transmitted .Some participants have negative attitudes towards advertisng language in general and consider it as poor one and lacks many criteria to be to be more persuasive and attractive..Others criticize the use of French language in some advertisements and regard it as an obstacle that prevent them from understanding the advertising message .It has been noticed that classical Arabic is used for official advertisement that generally promote an institution or agency.

In addition , the analysis confirms the use of some linguistic tools such as alliteration, assonance, simile, metaphor, and personification , besides the use of indirectness which is presented in indirect questions.

Finally , we hope that this work will contribute to present knowledge about advertising language and will introduce new facts , findings and observations in this creative and fascinating field.We believe that it will be useful and incentive for all who are interested In this domain and serves as basis for further studies that aim to investigate the patterns of persuasion In advertising language.

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