

A Study of the Techniques of Expressing Advertisements Language

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INTRODUCTION .1

Perhaps the most creative use of language is found in the advertisements of magazines. Advertising copywriters know that they have to catch and hold the reader's attention. Thus, they need to be careful in choosing the type of language which fulfills this objective

Advertising, as a social institution that produces advertisements within a political economy of technical specialization, usually informs the public about a product or service via pictures, films, TV, newspapers, or the internet which has become one of the most important forces in our society

Language is a primary element in advertising and its significance in advertisements within our modern society, is universally admitted. It is realized by many techniques in this regard to interest and influence a selected audience with the intended message. But this task of persuading and promoting people is riddled with mystique and apparent contradictions. To find out how an advertisement (ad) conveys the intended messages through the employment of different techniques, the following questions should be answered

1. What are the techniques often employed in expressing advertisements language?
2. To what extent are visual means exploited in the writing of ads?

Finding answers to these questions will be the objective of this study. The hypotheses that will be traced in this regard are that advertisements are expressed via different techniques the most frequent of which is represented by headlines. Additionally, visuals are expected to be a basic aspect in the writing of advertisements

To achieve the aims of this study and confirm or refute its hypotheses, some procedures are adopted. They include a review of the literature of mass media

language and internet magazines, and an identification of the techniques of expressing advertisements. Additionally, an analysis of a sample of written commercial advertisement will be carried out through using a model adopted for this purpose and the equation of percentage as a statistic mean to calculate .the results

ADVERTISEMENTS LANGUAGE AND TECHNIQUES .2

Mass media language 2.1

Any specialized form of genre has its own unique language and media literacy is no exception. Mass media play a very important role in our daily life. Katz (2003:2) mentions that they help fulfill two basic needs; *information* needs and *entertainment* needs. People usually turn to the media when they want to hear the latest world news, to search for some interesting ideas and products , or to fill their evenings and weekends with joy. The basic means used in this .regard is language

The language of mass media is seen by Davis (2003:230) to be of two types; *print* and *electronic*. Print media include magazines, newspapers, etc., whereas electronic media cover radio, television and internet (including electronic magazines). In both types, language is considered essential, as Bednarek (2006: 11) concludes, and its development does not escape from the role of advertisements. Recently, advertisements language has taken various forms and procedures because of the large growth in the number of electronic vehicles, the developments of cable and satellite television, and the introduction of internet online ads (Cf. Copley, 2004:147). It reaches people through various types of mass communication which is considered to have an interactional function between the one who designs ads, i.e., the writer (W) or advertiser, and .the other to whom ads are directed, i.e., reader (R) or consumer

Ads do not merely inform Rs about what is sold, but also attract their attention so that an act of purchasing or opinion change will expectedly follow from the linguistic expressions. It has been a popular subject of study approached by a wide range of disciplines, such as, sociology (Cf. Holmes and

Meyerhoff, 2003:57), applied linguistics (Cf. Bradford, 1997:23), and media
 .(studies (Cf. Goddard, 1998:5

Khan (2006:324) argues that the prevalence of ads in media and their
 effect on the R's decisions make their language a fruitful field of study. We are
 aware of the reality of connotation. They realize how important it is for them to
 use connotation in their ads (Cf. Chen, 2006:2). This, from the linguistic point
 of view, reserves ads as messages designed to promote or persuade a decision,
 an act, or an idea of Rs. They achieve such attraction by the unique type of
 language in which many rhetorical pragmatic strategies are employed (e.g.
 argumentative appeals like pathos, ethos, and logos, and pragmatic figures of
 .(speech as pun, metaphor, understatement, etc

Ads deserve the promotion to be one of the most major jobs of mass
 media. Thus, it is believed that some more details about the concept of
 .advertisement and its language are necessary to be introduced

Advertisement language 2.2

This type of language is a uniquely modern form of communication and
 it is difficult to find enlightening parallels from the past. It is, as Phelan
 (1995:2) points out, one of the most controversial of all contemporary genres
 not only because it is relatively new but also because it is closely associated
 .with the values of global market economy

Being a manifestation of language in action, ads language, following
 Goddard (1998:91), displays a special kind of communication which exerts a
 great influence on the Rs' emotion and thinking. In such communication,
 designers often employ various kinds of techniques to express their intention
 both in form and content. In order to fulfill the interactional function well, the
 designing of ads always requires excellent use of creative and effective
 language. They appeal to rhetorical strategies which deserve deeper analysis of
 their messages and reveal their pragmatic meanings. Crystal (1995:388) states
 that ads have been considered a special genre with its own language and
 techniques. They are a remarkably homogeneous variety in which the most

obvious variations are pictures, colours, figures, and a restricted range of .vocabulary

Cook (2006:3) defines ads as a social institution and any public form of announcement about any, suggestion, entity, or an idea aimed to promote the acceptance of the R and persuade her/ him to believe or positively respond. It is a non-personal communication of information usually paid for and usually persuasive in nature and communicated by various media means whether visual, audio or both (ibid.). In radio ads, for instance, music is always accompanied by spoken language alone. On TV, there are spoken language and motion pictures mixed with each other. In magazines and newspapers, ads are a combination of pictures and written language. Although music and pictures can provide some hints of information, or create a kind of atmosphere, Haixin (2007: 6) demonstrates that language in a way provides more exact, detailed, and dependable information. Music and pictures can only act as supplementary .techniques for the linguistic expressions of ads

Cook (2006: 4) explains that ads genre is the advanced technological means of soliciting, creating, and placing ads as well as measuring their effects. Usually, W is not only a corporate seller of commodities but also a political party, a government, a public utility, a religion, or any entity which chooses some medium of the public forum to reach large numbers of the public with a message (ibid.). The process of ads should not be confused with marketing. According to Ahmed *et al.* (2010:149), R would probably define marketing as a combination of ads and selling. The more general term of *marketing* has grown in use to signify all the varied parts of a campaign to move any entity (from soap to Senators) into a market. Ads in this context, as (ibid.) proceeds, are narrowly construed as that part of marketing which creates and places announcements (whether in the form of language or images) of whatever .complexity in whatever mass medium

Advertisements in the internet 2.3

For any brand of any substance today a website is a must. In fact, online ads, according to Cronin (2006:38), achieve the highest growth rate of any

media and pull spending from television, printed magazines, and newspapers
into the online category

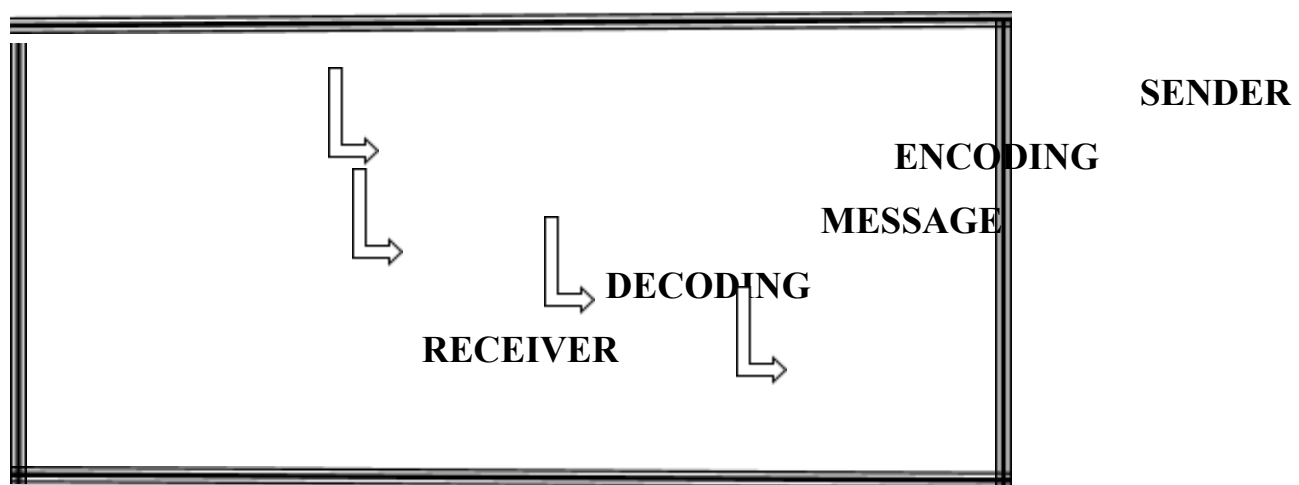
Cook (2006:27) stresses that all communications rely on physical substance which are either primary or secondary. Since ads are considered a unique type of language, they can be represented by primary substances (through spoken, written, and sign languages), or by secondary substances (through celluloid film, computer disc, electric cable, and radio waves). The growing of ads and their distribution in many kinds of media make them worth of great attention of how such growing is made by language (Cf. Tuten (2008:6

One of the main electronic media, as Chapman & Kinsey (2009:216) argue, is internet online magazines. They are like print magazines but with open options of the use of images, colours and scripts. Since that they are mainly designed to inform Rs of new ads, they give Ws the ability to target a high number of ideas, suggestion, etc. Three criteria can be deduced to differentiate the language of Internet magazine. They are the way of communication, verbal .vs. non-verbal communication, and flexibility

One-way communication 2.3.1

As a distinct genre, Tuten (2004:2) states that ads are a type of one-way promotional communication mass media. Any piece of ads can be seen as a one-way communicative action that keeps good social relationships between Ws and Rs through the only effective way “LANGUAGE” (ibid.). There will be no chance of mutual communication and information exchange. Rs arrive at ads in the internet simply through one click. There is no way to respond to the Ws or to express their emotions and suggestions towards what is advertised. Therefore, according to Yuan (2005: 46), ads language pays more attention to the interpersonal function of language concerned with rhetorical strategies and the psychological and sociological matters. Hackley (2005: 30) calls this type of communication, where no mutual interaction is possible, as the “LINEAR .”MODEL OF COMMUNICATION

This model works in a way that an ad can be said to communicate a message to receivers. A message is said to have a source (the **sender** of the message). The sender has to encode the message into a form that will convey the desired meaning or the intended communicative intention. The sender's **encoding** will put the **message** into a form in which communication is possible, such as words, pictures, gestures, music or a combination of all. The encoding of the sender is not always clear. In fact, it is usually ambiguous and characterized by implications caused by the use of rhetoric and argument. Before arriving at the receiver, the message needs to be decoded. The process of **decoding** requires the understanding of the communicative intention by analyzing the speech act (SA) types and strategies (Cf. Searle's 1969:22) and the conversational maxims (Cf. Grice's 1975:45) abided or flouted by the sender, in order for the **receiver** to interpret the message. The following figure illustrates this linear model of .communication



Figure(1) The Linear Model of Communication

Verbal and non-verbal communication 2.3.2

Verbal communication (or word-of-mouth), following Bussmann (1996:

313), is the use of language to communicate, while the non-verbal communication includes those paralinguistic features like gestures, colours, spacing, images, etc. Ads, within internet magazines, can be achieved by one or a combination of the two types of communication. They can be employed verbally (through written ads), non-verbally (through, for instance, images,

illustrations, etc.), or by both (where language and images are used) (Cf. Khan, (2006:74 and Copley, 2004: 415

Flexibility 2.3.3

What Ws are trying to do increasingly is to get people to think more broadly, more interestingly, and more creatively through the use of rhetoric. This opens a space of thinking in what Nixon (2003: 53) refers to as flexibility. Usually there are no limits to what Rs can think about the intended message of a piece of ads. Ws always rely on this feature of flexibility or (implication) to make the Rs receive the message as they like it to be. Achieving such purposes is done by the use of some rhetorical pragmatic appeals of argument and figures of speech in order to make the information accessible to the audience effectively.

Haixin (2007: 9) emphasizes the idea that the choice of words in ads is very cautious and skillful because it is important to capture the attention of the members of a mass audience and persuade them by means of impressive words :and implicatures. For example

*This May sees the exciting Museums at Night weekend, when many of (1)
our top visitor attractions will be staying open late and holding special
events*

(BBC Sky at night Magazine, 46, April, 2011)

.Turn your Android phone into an all-knowing science guru (2)

(BBC Focus Magazine, 46, April, 2011)

The first example hides behind an appeal to the sentiment of Rs through the expressions (exciting and attraction). The second example includes a metaphorical use of a phone as a religious teacher (Hindus). To be non flexible, on the other hand, ads may include no inference options, i.e., direct language or

literal meaning is used. The following two examples clearly convey what
:messages are to be delivered

.Buy Intel® parts for your new PC (3)

.Get your free ticket to Sussex (4)

The use of direct language (literal meaning) or rhetorical pragmatic
language (non-literal meaning) in ads leads to advertising notions of hard sell
.and soft sell

Soft sell and hard sell 2.3.3.1

For Mattern (2007:2), hard sell is the more aggressive form of ads
language. It can be very blatant and in-your-face. No mitigation or implication
is there. It is a direct impositive language. On the other hand, soft-sell, as
(ibid.) mentions, is the use of emotive words and less directive language to
.promote R. It is less impositive and full of implicatures
Roque (2009:2-5) states that the idea of soft sell is to make a potential R
sees a problem and considers the product, service, or company as a solution
worth considering without directly saying so. As a result, rhetorical language
and emotive words are used and non-literal meanings of words are intended
throughout the use of some figures of speech like metaphor, rhetorical question,
etc. This use helps build a pleasant picture in the R's mind and thus create
.persuasion in the potential Rs

2.4 Techniques of expressing advertisements

Ads language, as mentioned earlier, is a unique genre with it's own
properties. Copley (2004: 131) indicates that the techniques of expressing this
language can be made up of many components like headlines, body copies,
visuals, etc. Obviously the better these components work together, the more
likely it is that effective communication occurs (ibid.). Thus, the components of
any message have to work together. In print, headlines have to work with body

copies, and/or visuals (as images, graphics, illustrations) that are often used to attract attention or support the headline.

In general, many scholars as Boduch (1999: 7), Haixin (2007: 22) and Khodabandeh (2007: 50), for instance, state that there are mainly five techniques of expressing written ads. They are illustration (ill.), slogan, trademark (TM), body copy (BC) and headline (HL). Montgomery (2007: 78) indicates that any piece of ads may consist of one or more than one technique. A HL, for example, may be accompanied by an image or a BC. A TM may be accompanied by an ill., and so on so forth. The classification of ads language into these techniques will help devising a model used for carrying out the analysis of the data to determine which one is more prominently used than the other.

Illustration 2.4.1

Rosa and Eschholz (1982: 23) point out that illustration refers to the use of images, examples, and logos to make ideas more concrete and generalizations more specific and detailed. More than one tactic can be used as an ill. to fascinate concern or adjust the ads.

Image tactic: is considered by Copley (2004:130) to be used for attracting attention of Rs or supporting the HL and BC of ads. They help in conveying the benefit of the message or accentuating the W's potential dilemma by rhetorically rectifying the claims made about the brand. The aim of an illustration image is to elucidate or decorate textual information by providing a visual representation (ibid.). For example



(5)

This is a HL, BC, and image by microsoft. It is a graphic illustration of a boy holding a computer with his finger affirming the deal presented in the ad HL on the left of the image

Written examples: are seen by Khan (2006:299) as written sentences -2 clarifying or explaining ads in order to make the intended message clear. The following HL is followed by an illustration in the form of written sentences

.HL: *The best chocolate cake you ever ate* (6)

Illustration: *It contains 30% sugar, 20% chocolate, 40% flour, and 10%*

.vanilla, blackberry flavour, and much more

(/Ladies Home Journal: <http://www.lhj.com/recipes/dessert/chocolate>)

Logo tactic: is asserted by Virginia (2010:6) to be a symbol adopted by a -3 company to characterize it from other companies. It can be a sign which reminds Rs of the origin of the product. For example



(7)

Rolls Royce

This is a logo of Rolls Royce British company. It identifies the origin of the product of this company from others. Logos are forms of pictures representing a piece of language immediately glanced by the mind

Slogan 2.4.2

This is the second technique of expressing ads. It is noticed by Sutherland (2008:242) as a word, a phrase, or a sentence that can function as a constant. It defines or characterizes the company or Ws of the product they supply. When Rs, for instance, see the expression "*The world solar time*" they often think of Greenwich Mean Time (GMT) (ibid.). Slogans are repeated forms of ads. They are like a HL in crystallizing a few memorable words. Smith (2004:61) argues that a slogan is not a message. it is just a catch phrase created with the aim of making the product remembered

A slogan is considered as a verbal logo. In a print ad, it usually appears just beneath or beside the brand name or logo. Examples of slogans are

((BBC's ad slogan *Whenever you need to know* (8)

((Intel's ad Slogan *Intel inside* (9)

((Oxford's ad slogan *Quietly dignified, artistically graceful* (10)

(Trade mark (TM 2.4.3

TM is considered by Virginia (2010:1) to be a word, a phrase, or a symbol that identifies and distinguishes the source of ads of one party from those of others. It is the third technique of expressing ads. TM works as an indicator used by an individual, business organization, or other legal entity to identify the products or services to Rs to whom the TM appears to originate from a unique source (ibid).

The term "TM" should not be confused with the terms "logo" and "slogan" in that the TM is a written symbol while the logo is a graphic one. A TM is a name of a company or what is considered to be the written identity, while the slogan is the definition or characterization of a product or company (Cf. Geeraerts and Cuyckens, 2007:114). Examples of trademarks are

((well known British cigarette *Marlboro* (11)

((British petroleum company *Bp* (12)

((*DESKJET* (trademarks of the Hewlett-Packard Company (hp (13)

(Body copy (BC 2.4.4

For Hahn (2003:23), BC is everything apart from the HL. It is the fourth technique of ads. It contains all the details about the product functions and benefits. BC can be short or long depending upon the space and what and how much is to be conveyed in ads messages. It explains the main message of the HL and the product features and values. It logically supports the claim made in the HL. (Cf. Haixin (2007:18

Ws, according to (ibid.), usually tell the complete story in the BC set in a smaller type than HLs. The inclusion of the BC within the HL is not obligatory,

but some Ws prefer doing so when additional information would be necessary. In some cases, especially in daily goods ads, BC is omitted just because the Rs know what the goods are. There is a relationship between BC and HL, (ibid.) proceeds, in that any BC quickly becomes irrelevant when the HL fails to capture interested Rs while the successful BC is the one that is completely related to the HL. The following is an example of BC and HL

HL: *Start your family tree week: day seven* (14)

BC: *Day seven, meet other family historians, we look at the best ways to meet fellow family historians*

(BBC Who do you think you are magazine, iss. 46, April, 2011)

(Headline (HL 2.4.5

This is the fifth technique of expressing ads and the most popular one.

David Ogilvy (Cited in brainyquote.com), who is a well known business man, states that people who read the HLs are five times those who read the BCs. The most important technique of expressing ads language, as Boduch (1999:151) argues, is HL. It refers to the sentences in the leading position of ads, i.e., the words that will be read first to influence Rs. He (ibid.:152) describes HLs to be the ‘lead-in’ or ‘opening’ someone sees the moment an ad appears before him.

In this way a good HL can mean the difference between a profitable outcome and a substantial loss to the R. For example

Buy Botox® medicine for your face. (15)

Edinburgh amazing coasts for all weekends (16)

(BBC Countryfile Magazine, iss. 46, April, 2011)

Chapman and Kinsey (2009:134) claim that the number one rule for online HLs is to keep them simple and literal avoiding metaphor, pun or any other forms of implicitness. Two criticizing points are made for such a claim. **First**, Tanaka (1994:41) indicates that many ads make clear and unambiguous claims but they are strictly constrained by law from making claims that are untrue or preposterous. To avoid being constrained by ads law, as IBA:iabuk.net documents, Ws get around this inconvenience by implying covertly those

claims that would open them up to criticism if they were made explicit. This supports the reason behind using indirect or rhetorical language in ads. **Second**, it is asserted by many scholars, (Cf. Boduch, 1999:8, Bednarek, 2006:175, and Kinsey, 2009:134), that a HL should contain an intriguing message and kindle a spark of interest in the potential R who, on average, is a person whose eyes move swiftly down a page and stop when something catches his attention. Thus, We incline to covert or implied messaging within their ads HLs. This implicitness opens the way to the discussion of how Rs understand the intended meaning. Thus, SA theory (See Searle 1969) and Grice’s maxims (See Grice 1975) become a need in the analysis of ads. However, this is not the concern of the current study. The following figure illustrates the foregoing discussed techniques of expressing ads

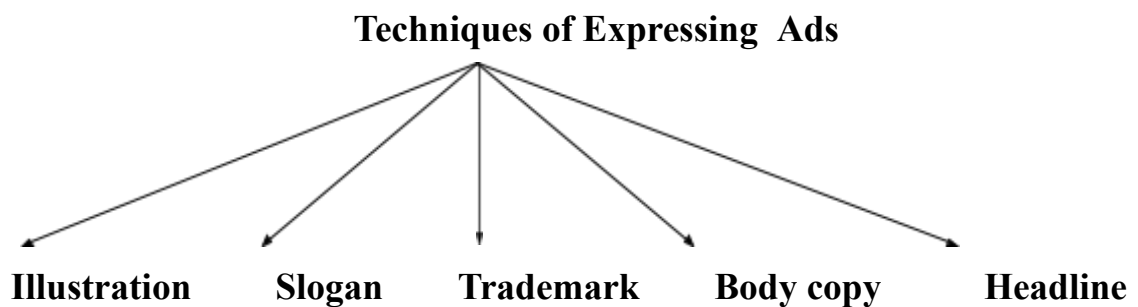


Figure (2) Techniques of Expressing Ads

2.5 Structure of advertisements language

Ads language usually takes unique structure that is different from other writing styles. Bruthiaux (1996:24) notices that Straumann’s (1935) pioneering work on the unusual syntax of telegrams and HLs leads to the coining of the term “Block Language”. He (Straumann) indicates a generalized absence of articles, a predominance of nouns and nominal groups, a concomitant rarity of verbs, and frequent syntactic disjunction

Bruthiaux (ibid.:26) also mentions that Leech (1966) is primarily concerned with analyzing the specialized grammar of ads. He (Leech) describes ads language as a sub-literary genre, and observes the disjunctive nature of much of

this language, and provides details of some of its salient features. Among these are the low frequency of function words (such as articles, auxiliaries, and pronouns), a preference for nouns over verbs and adjectives, and heavy nominalization over predicative constructions. Consider the following examples



(17)

Winter breaks (18)

Walking & cycling holidays (19)

.Everything you need to create your ideal garden (20)

Wildlife Photography Courses (21)

The absence of articles, the prevalence of nouns, and the frequent ellipsis are obvious features of these examples

Cook (2006:51) examines the interface of linguistic form with visual, musical, and paralinguistic features. He considers pragmatic issues such as shared knowledge and context as an attempt to explain more precisely how readers of ads come to understand these texts. Full sentences in ads language are uncommon and more frequently they are characterized by various kinds of .(ellipsis, nominalizations and abbreviations (Cf. Montgomery, 2007:78

A final point to add is that ads language should not be confused with news language. **First**, ads language refers to the product or idea in sequence, i.e. it refers to the item in an accompanying image or in the BC directly, while news language might be separated by several minutes, that is why they are best called “trailers”. **Second**, ads language invites people to use a product or to change an .opinion, while news language invites them to read or know something

Data collection 3.1

The data under analysis are 104 commercial ads collected randomly from 14 internet magazines owned by the British Broadcast Corporation (BBC). They cover the period from April 5th to June 5th, 2011. These ads appear in the top website of these monthly magazines which are the following (ordered as they appear in the BBC site map): (1) *BBC Countryfile Magazine*, (2) *BBC Focus Magazine*, (3) *BBC History Magazine*, (4) *BBC Who Do You Think You Are Magazine*, (5) *BBC Music Magazine*, (6) *BBC Wildlife Magazine*, (7) *Gardens Illustrated Magazine*, (8) *Homes and Antiques Magazine*, (9) *Sky at Night Magazine*, (10) *BBC Good Food Magazine*, (11) *BBC Gardeners' World Magazine*, (12) *Lonely Planet Magazine*, (13) *Radio Times Magazine*, (14) *Top Gear Magazine*

Data analysis 3.2

Methods of analysis 3.2.1

The model discussed in 2.4 above will be used for analyzing the techniques of expressing ads. Additionally, the results of the analyses of the data under study will be calculated by means of the statistical equation of percentage. The text of ads will be represented by the symbol 'ad' accompanied by the number of the selected ad throughout the analysis.

Analysis of the techniques of expressing 3.2.2 advertisements

By using the model referred to above, the analysis of the data of this study reveals that the highest percentage of total occurrence of a technique is that of the headlines which amounts to 99.038% by contrast with illustration 85.576%, slogan 0.009, trademark 5.769%, and body copy 82.692% respectively.

The analysis also shows that the language of advertisements is expressed by either single technique or a combination of techniques. The highest occurrence of a single technique is represented by headlines which amounts to 7.692% as compared to illustration, slogan, trademark, and body copy which all have amounted to 0%. Using these techniques in combination, headlines have also obtained the maximum percentage which amounts to 91.349% as compared with illustration 85.576%, slogan 0.009, trademark 5.769%, and body copy .82.692% respectively

Additionally, the analysis reveals that a commonly used technique in combination with other techniques (especially headlines which have received the highest percentage) is illustration which amounts to 85.576% distributed as 76.923% for visuals or images tactic, 0% for example tactic, and 8.653% for .logo tactic

Another important technique which is significantly used in combination with other techniques is body copy whose occurrence percentage in this regard .amounts to 82.692%

The findings of this part fulfill the aims of this study of *finding out the most frequently used technique and the extent of exploitation of visuals in the writing of advertisement language*. The findings also verifies the hypotheses of this study that *the most frequent technique is headlines and that visuals are .basic aspects in the writing of advertisement*

The highest occurrence of headlines makes the language of advertisement intriguing and flashy. In writing their headlines, Ws imply covertly their claims to avoid criticism. (Cf. Boduch, 1999:8, and Bednarek, 2006:175).

Furthermore, the combining of visuals with headlines elucidates the latter and decorates its textual information. Thus, visuals turn advertisement language (whose headlines show the highest occurrence) much attractive and inciting (Cf. Copley, 2004:130). The following table statistically illustrates the percentages :of the occurrence of the techniques of expressing advertisement language

Table (1) The Percentages of Occurrence of the Techniques of Expressing Advertisements

Techniques of Expressing Advertisements							
Technique	Ill			Slogan	TM	BC	HL
Tactic	Image	Logo	Example				
		76.923	8.653	0			
Total Occurrence .of Tech	85.576			0.009	5.769	82.692	99.038
Occurrence in isolation	0			0	0	0	7.692
Occurrence in Combination	85.576			0.009	5.769	82.692	91.349

Key: Ill.=illustration, TM=trademark, BC=body copy, HL=headline, isol=isolation, comb=combination. To show these percentages in a more illustrative way, the following histogram illustrates the occurrence in bars.

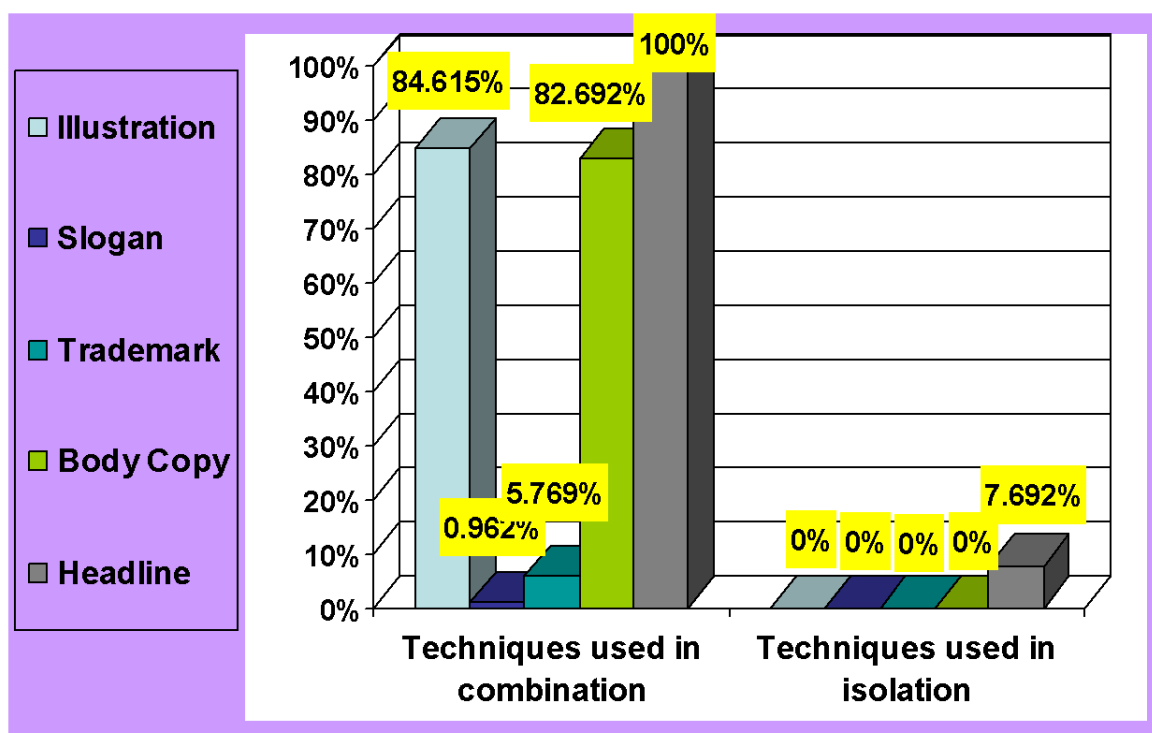


Figure (3) Rates of the Occurrence of the Techniques of Expressing Advertisements

The distribution of the occurrence of these techniques in combination is still obscure since that any of them can co-occur with other techniques respectively. This distribution can be statistically illustrated in Table (2) below

Table (2) Distribution of the Occurrence of the Techniques in Combination

Technique	III	Slogan	TM	BC	HL
III	0	0.009	5.769	75	83.653
Slogan	0	0.009	0	0	0
TM	5.769	0	0	2.884	5.769
BC	75	0	2.884	0	82.692
HL	83.653	0	5.769	82.692	

Key: Ill=illustration, TM=trademark, BC=body copy, HL=headline,
.comb=combination

To provide a clearer idea of the findings of this part of analysis, some examples that are thought to be illustrative of the data analyzed here are selected. These examples will represent each of the following: HL, illustration + headline + body copy, illustration + trademark + headline, illustration + slogan, illustration + headline, body copy + headline, , and illustration + trademark + body copy + headline. Other examples will be illustrated in Table .((3) below. For the exact text of examples, see Appendix (1

Ads (5) *Win a pair of tickets to BBC Gardeners' World Live 2011*

This is an example of a HL (See 2.4.5 above) appearing alone in a commercial magazine. It is not accompanied by any other technique like ill. or BC. This ,technique is similar to examples 26,57,58,66 .of the data under study (80,96,98

Ads (12) *Three copies of Who Do You Think You Are? USA to be won*



To celebrate the release of the US series of Who Do You Think You Are? on .DVD, we have three copies available to be won Wednesday 27 April 2011

In this example, many techniques are cooperating to create the commercial. At the beginning, there is the HL (*Three copies of ...*) (See 2.4.5 above) followed by an illustrative logo (See 2.4.1 above) of the American flag then the BC (*To celebrate the...*) (See 2.4.4 above). This example is compatible with examples (1,2,3,4,6,7,8,9,10,12,14,16,17,18,19, 20,21,22,23,24,27,30,31,32,33,35,36,37,38,39,40,41,42,43,44,45,46,47,48, ,49,50,51,52,53,54,56,60,61,63,64,65,68,69,70,71,72,73,74,78,79,82,83,84 of the data under study (85,86,87,88,90,91,92,93,94,97,100,101,103,104



Ads (11) *Win a Linksys E3000 home wireless system worth £130*

The image at the beginning of this example is the illustrative technique of this ad (See 2.4.1). It depicts the device of (Linksys3000) carrying the TM (See 2.3.4) of the company (CISCO), then, followed by the HL (*Win a Linksys E3000...*). The combination of the techniques employed in this example are compatible with those used in examples (29,59) of the data under study

(Ads (13



In this example, there is a combination of an illustrative image (See 2.4.1) and the slogan (See 2.4.2) (*Collection of the week*). The image Shows an image of cakes and points out the subject matter of ad. The ambiguity of the nominal phrase “collection of the week” is resolved by the idea of doughnuts

(Ads (15

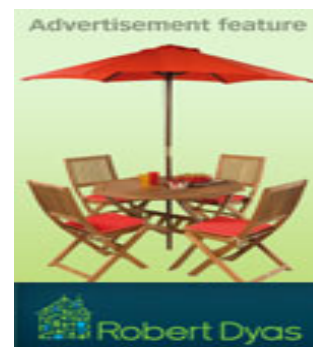


The techniques of HL (See 2.4.5) (*Pet friendly holiday*) and an ill. of an image of a man walking on a beach are used in this example. The meaning behind the image corresponds to the headline and suggests where to spend a friendly holiday. The techniques appealed to in this example are compatible .(with those in examples (16,34,89,99

Ads (25) *Visit the Countryfile Magazine Area at BBC Gardeners World Live at the NEC Birmingham, to meet the team behind the magazine and TV .programme*

This ad consists of HL (See 2.4.5) (*Visit the Countryfile Magazine...*) followed by the BC (See 2.4.4) (*to meet the team...*) which sheds lights on the reason why the R has to visit Countryfile Magazine. This ad is similar to those in .((55,67,68,65,76,77,81

(Ads (62



Win one of five garden furniture sets from Robert Dyas worth £204.95 each. £5 .voucher for all entrants, valid on orders over £25

This is a unique example of the data under study in that it includes 4 techniques . It starts with the HL (See 2.4.5) (*Win a garden furniture set*) followed by an ill. of image (See 2.4.1) which includes a set of food set as the logo of the

advertising company and the TM (See 2.4.3) (*Robert Dyas*). It ends with the BC (See 2.4.4) (*Win one of five...*). This example is compatible with examples (95,102) of the data under study

Table (3) Remaining Examples of the Techniques of Expressing Ads

Techniques of Expressing Advertisements								
Ad .No	Ill			Slogan	TM	BC	HL	.Comb
	Image	Example	Logo					
2	/					/	/	/
3	/					/	/	/
4	/					/	/	/
6	/					/	/	/
7	/					/	/	/
8	/					/	/	/
9	/					/	/	/
10	/					/	/	/
12			/			/	/	/
14	/					/	/	/
16	/						/	/
17	/					/	/	/
18	/					/	/	/
19	/					/	/	/
20	/					/	/	/
21	/					/	/	/
22	/					/	/	/
23			/			/	/	/
24	/					/	/	/
26							/	
27	/					/	/	/

A Study of the Techniques of Expressing Advertisements Language

28	/					/	/
29			/		/	/	/
30	/					/	/
31	/					/	/
32	/					/	/
33	/					/	/
34	/					/	/
35	/					/	/
36	/					/	/
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47	/					/	/
48	/					/	/
49	/					/	/
50			/			/	/
51	/					/	/
52	/					/	/
53	/					/	/
54	/					/	/
55						/	/

56	/					/	/	/
57							/	
58							/	
59	/				/		/	/
60	/					/	/	/
61	/					/	/	/
63	/					/	/	/
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67	/					/	/	/
68						/	/	/
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74	/					/	/	/
75						/	/	/
76						/	/	/
77						/	/	/
78	/					/	/	/
79	/					/	/	/
80							/	
81						/	/	/
82			/			/	/	/
83	/					/	/	/
84			/			/	/	/

A Study of the Techniques of Expressing Advertisements Language

85	/					/	/	/
86	/					/	/	/
87	/					/	/	/
88	/					/	/	/
89	/						/	
90	/					/	/	/
91			/			/	/	/
92			/			/	/	/
93	/					/	/	/
94	/					/	/	/
95	/				/	/	/	/
96							/	
97	/					/	/	/
98							/	
99	/						/	/
100	/					/	/	/
101	/					/	/	/
102	/				/	/	/	/
103	/					/	/	/
104	/					/	/	/

Key: Ill=illustration, TM=trademark, BC=body copy, HL=headline,
.comb=combination

4. Conclusions

On the basis of the findings revealed by the analysis conducted by this study ,
: the following conclusions can be introduced

Advertisements language can be introduced by means of different techniques..1

These techniques can be used separately or in combination with other techniques. However, when expressed by means of a separate technique, advertisement language takes the form of a headline only. Such a kind of use is employed to a limited extent which amounts to only 7.962%. Conversely , when the same technique is used in combination with other techniques , it scores the highest occurrence percentage which amounts to 91.349%. This in turn means that the headline technique is also the most commonly used one when it is employed in combination with the other techniques. Thus , in both ways of expressing advertisements language , the headline total occurrence amounts to 99.038% which makes it the most commonly employed technique in this

Another technique which seems to be frequently used for expressing advertisements language, though to a less degree than headline, is illustration. Nevertheless, this technique is not appealed to alone to express advertisements.

Rather, it is used in combination with other techniques. Its occurrence percentage in this regard amounts to 85.576%. It is manifested by various tactics the most frequent of which is the use of visuals or images whose occurrence percentage amounts to 76.923%. The other tactics in this regard are insignificantly used; logo tactic occurrence percentage is 8.653% while example tactic occurrence percentage is 0%.

3. On the basis on the findings revealed in 2 above and elsewhere, as revealed by the analysis, the use of visuals seem to constitute an integral part in ads language for it receives the highest percentage of occurrence in combination with other techniques. Its occurrence amounts to 85.576%

The technique of body copy reveals itself a significant one when used in combination with other techniques. Its occurrence percentage in this regard amounts to 82.692%

The techniques of slogan and trade mark do not seem to play an important role in expressing advertisements language of the data of this work due to their very low occurrence percentages

The model developed for the analysis of the techniques of expressing ads language has been valuable and adequate for the analysis of the data under study

APPENDIX

The Exact Text of Advertisements

Royal weddings through history -1

As the nation prepares to celebrate the marriage of Prince William and Kate Middleton, Tracy Borman's A-Z of royal weddings takes a closer look at regal nuptials throughout history. Pick up our May issue to read the feature in full

Countryfile Magazine Awards -2

Welcome to the launch of the first-ever annual Countryfile Magazine Awards – a celebration of our countryside and its people

From conservation projects and food heroes to country writers and our finest nature reserves, we've selected 10 categories and asked experts to create a fair and considered shortlist where possible. Now we need your help to choose the winners. Send us your votes by filling in our online form

Getting Hitched -3

With the royal wedding just around the corner, Snibston Discovery Museum looks at changing fashions in wedding clothes over the past 200 years. We bring you some of the pictures on display

Your help needed: tell us about your favourite rural treasures -4

Win a pair of tickets to BBC Gardeners' World Live 2011 -5

Walking Festival Guide 2011 -6

Find the perfect walking festival near you

Save 45% -7

When you subscribe today

The Dog Guide -8

- .A dog, after all, is another member of the family
Fresh Holiday Ideas -**9**
- .It's time to start planning which parts of Britain you'd like to explore this year
Take a tranquil holiday in a country hotel -**10**
- Why not take advantage of this quiet season and treat yourself to a break in a
?country hotel
Win a Linksys E3000 home wireless system worth £130 -**11**
- Three copies of Who Do You Think You Are? USA to be won -**12**
- To celebrate the release of the US series of Who Do You Think You Are? on
.DVD, we have three copies available to be won Wednesday 27 April 2011
(Ethical appeal enthymeme (W+D
Collection of the week -**13**
- Royal wedding rcipse
Isle of Man -**14**
- Breathtaking scenery and unspoilt beaches make the Isle of Man an
.unforgettable holiday and short break destination
Pet friendly holidays -**15**
- !Find you echo break -**16**
- Win! an active break at Beamish hall with -**17**
- This is Durham
The 10 best Android science apps -**18**
- Turn your Android phone into an all-knowing science guru
Take It Further -**19**
- Let the experts help you trace your ancestors
From Metropolitan policemen to convicts transported to Australia, our selection
of practical guides show you the websites and archives that will help you find
.your forebears
Outdoor Adventures -**20**
- .Fun ideas to get you outside this spring
Science Festival Guide 2011 -**21**
- .Pick up of the very best science festivals across the UK for 2011

- historic places to visit -22
Go in search of history in Britain's cities
!Win interactive map
A Historical Royal Wedding -23
Find out where to buy your Royal memorabilia
Visit Ireland -24
.Historical things to do in Ireland
Visit the Countryfile Magazine Area at BBC Gardeners World Live at the -25
.NEC Birmingham, to meet the team behind the magazine and TV programme
Pope John Paul's blood & 18th-century London transport maps – all in this -26
.week's news round-up
Schubert from James Gilchrist -27
!Claim your FREE weekly download
Buy 2 books, get a 3rd FREE -28
IRobot -29
Making Robots working for you
Festival Guide 2011 -30
.A wide range of classical music festivals to suit all tastes
Education Guide -31
.Explore your passion for music with this essential guide
Audio Directory -32
!Find high quality audio equipment and components
Performance -33
.Discover the best musical events with our Performance Guide
.Everything you need to create your ideal garden -34
The Royal Wedding -35
Find out what's on radio and TV over the Royal Wedding weekend
Echoes of Time -36
Listen to a clip from Shostakovich's First Violin Concerto here
?Don't know where to start with your family tree -37

You're in the right place. With essential advice from expert genealogists, our beginner's guide is the best way to sow the seeds of your research and watch
.your family tree grow

Social History -38

?What was life like for your forebears

Finding your forebears in the census is fascinating. But now you can also discover the Britain they knew as their details were recorded in census years
.between 1841 and 1901

FREE ISSUES 4 -39

When you subscribe to BBC wildlife Magazine today

A bird-lovers paradise -40

You don't have to be a twitcher to appreciate the stunning variety of the world's birds. Here are a selection of tours that guarantee you will be bewitched by
.beautiful birdlife

Wildlife Photography Courses -41

Pick up expert tips and techniques out in the field and you may just get the shot
.of your dreams

African Safaris -42

An Africa safari is the ultimate wildlife adventure. But choosing the right one
.for you can be tricky. Here are a few ideas to get you started

How to grow herbaceous peonies -43

Peonies offer voluptuous blooms to grace your garden from late spring until July. Jane Fearnley-Whittingstall gives tips on how to grow these alluring
.flowers

Show gardens to look out for at the Chelsea Flower Show -44

Get set for the gardening extravaganza that is the Chelsea Flower Show. Here's seven of the 32 show gardens featuring at this year's show that we think you
.should look out for

Museums at Night -45

This May sees the exciting Museums at Night weekend, when many of our top visitor attractions will be staying open late and holding special events (13-15

- May) - some of which take place in the garden. Here's a list of events that
.garden enthusiasts should take a look at
Sugg, indirect, non-conv
FREE BOOK -46
- When you subscribe to Homes & Antiques magazine today
The H&A Course Guide **-47**
.Find the perfect course for you from cookery to traditional crafts
Spring Days Out **-48**
.Discover some of the country's best-kept secrets
Spring Essentials **-49**
- Find the perfect getaways, courses and ideas to brighten up your home this
.spring
Vintage and Antique Shopping **-50**
.Brilliant ideas to help you find that perfect one-off
Best Luxury Breaks 2011 **-51**
.This selection of indulgent getaways will help shake off those winter blues
Royal memorabilia with a difference **-52**
- Forget mugs and tea towels, for the dedicated royal memorabilia enthusiast,
.there are some true oddities to be found
Free entry to Lomax Antiques Fair, Norfolk **-53**
- Don't miss this year's event, held in the 18th-century Sussex Barn, where you'll
find everything from rugs to sewing antiques
Hotshots **-54**
- Send your astor images in to our monthly Hotshots gallery and you could be in
!with the chance of winning a fantastic prize
?Which planet, dwarf planet or moon would you most like to visit **-55**
Of the many bodies that inhabit our Solar System which of these is the one
?you'd like to explore the most
The moons quiz **-56**
.How much do you know about the moons of the Solar System? Find out now

- Forget limp lettuce tired tomatoes, these salad recipes are a good enough to **-57**
eat the year around
- From Victoria sponge to a classic team tea we have all the recipes you need **-58**
.for some British baking
Save 20% at crocus **-59**
Save more than 50% **-60**
- Subscribe to Gardeners' World Magazine today and receive your first 12 issues
.for just £20 - a saving of more than 50%
Plant collections **-61**
.Find the perfect plants for your garden by browsing our Plant collection pages
Win a garden furniture set **-62**
- Win one of five garden furniture sets from Robert Dyas worth £204.95 each. £5
.voucher for all entrants, valid on orders over £25
What's on this week **-63**
- Find out what gardening programmes are on TV and radio this week. And read
.more about the Gardeners' World programme
(Most of us 'happy' to pay for upgrades when available (Travel Weekly **-64**
The world's best cycling routes **-65**
- Pack your panniers and hit the road - no need to fill up the tank. 10 trips around
.the world that should be on every cyclist's bucket list
?Isn't you holiday truly green **-66**
Travel services **-67**
- Find and book cheap airline tickets, Lonely Planet recommended insurance and
.the best adventures
Lonely Planet email **-68**
.Get community highlights, our favourite features, exclusive deals and more
free attractions in New York 40 **-69**
- Seeing the bulk of New York city's biggest attraction can mean spending a hefty
chunk of tip's budget on tickets. But here are 40 ideas to keep the money in
.your bucket
!Win a 40-inch LCD HD TV **-70**

Our royal wedding themed competitions closes tomorrow- enter now for your
.chance to win this prize worth £350

All rise... for the Rolls-Royce Phantom VI -71

Not-so-reasonably-priced-car plays minor starring role in royal wedding

Our top 20 YouTube car clips -72

Stuck in front of a computer this Bank Holiday? Bored? Faintly angry? Here's a
.time-wasting respite

New Cayman R takes to the mountains -73

One Balearic island, one new and lightweight Porsche, one very short night.

?What would you do

The Soul of Landscape -74

A major exhibition of works by 19th-century artist John Constable is now on
display at the Salisbury and South Wiltshire Museum. We bring you a selection
of some of the magnificent images on display

Video: new Aventador ad released -75

Amid a CGI apocalypse, hear that Lamborghini V12 roar

Free Newsletter -76

Sign up now to the historyextra.com email newsletter and get the latest history
reviews, blogs, features and TV and radio picks straight to your inbox

Magazine index search -77

If you want to know whether the magazine has covered a particular topic in
previous issues then you can do so with our handy index. It currently covers all
features and book reviews printed in BBC History Magazine from 2006 to
January 2010. Use the drop down boxes to choose subject, historical period or
magazine issue and then click the Search button in the blue box to activate your
search. If you click on Advanced Search you will be offered more options
including a free text search - again you then need to click the Search button to
.activate your search

FREE ISSUES 5 -78

When you subscribe today

- Sign up now to the Who Do You Think You Are? and get the latest news, **-79**
.offers and show updates direct to your inbox
- Win The Elements book with May's Focus **-80**
New Bristol museum wants your stories **-81**
- M Shed, Bristol's new history museum, is set to open next month and is calling
for people with connections to the city to get in touch
- Glorious Lobo from Tenebrae **-82**
!Claim your FREE weekly download
Choose your free gift **-83**
Plus save 30% when you subscribe today
The BBC Music Magazine podcast **-84**
Listen to episode **twelve** of our award-winning show
off Chelsea designers' plants May 23 2011 15% **-85**
- Online plant nursery Crocus have supplied all the plants to top garden designers
Cleve West and Luciano Giubbilei for their gardens at the RHS Chelsea Flower
show this year. Now we're offering readers can get a discount on the plants used
.in their gardens
- Reader day at Great Dixter – Exotic gardening May 22 2011 **-86**
Learn how to create a stunning tropical garden in our readers' day masterclass at
.Great Dixter - 26 September 2011
The Tweed Run **-87**
- Naomi Thompson shows us how to elegantly ride a bicycle in a vintage dress as
she takes part in the Tweed Run in London last month
Ethical appeal enthymeme D+C
the Subscription to the magazine at the Chelsea Flower Show and you can **-88**
.choose a free Gardens Illustrated branded trowel as part of the deal
Subscribe to olive **-89**
Subscribe to olive this month and get a FREE copy of British Baking worth
.£20
Homes & Antiques 50s living room at the Royal Festival Hall **-90**
!Welcome to the 1950s

BBC Good Food Show Summer -91

Join us in June for chef demos, great shopping and more

On TV -92

See your favourite chefs on Sky Channel 249, Virgin TV 260 and find their
.recipes at goodfoodchannel.co.uk

TV Baftas -93

Vicky McClure took home the leading actress award at the [Baftas](#) on Sunday.

See the This Is England '86 star and her fellow nominees and winners in our fun
...gallery

New at the cinema -94

...See reviews and star ratings for all the latest movies, including Win Win

TOUGH FURNITURE -95

New SEN Design

Follow our simple step-by-step photos or video and you can make perfect -96
.pastry every time

Free Suffolk retro market this weekend -97

Visit 50 stalls at the Right Royal Retro Market

If it even looks like rain and you pretend to be Michael Schumacher in a ' -98
'599 GTO, you'll end up in a tree

® Aviod Accidents with Door Finger Protector -99

William & Kate: The Movie -100

*If you haven't yet seen this right royal cash-in, catch it today on 5

Game of Thrones -101

Enjoy shots of Sean Bean and the all-star cast of Sky Atlantic fantasy series
(Game of Thrones ([9:00pm](#)

Royal wedding -102

Over 10,000 children entered our competition to design the cover of the royal
wedding issue of Radio Times magazine - take a look at some of our favourite
...designs

Harry Potter -103

See the brand-new trailer for Harry Potter and the Deathly Hallows: Part 2, and
...watch a short featurette about the film, too

The Suspicions of Mr Whicher -104

Paddy Constantine dons some sombre Victorian garb for a dramatisation of
Kate Summerscale's carefully researched novel, available to watch now on ITV
.Player

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- .<http://www.gardensillustrated.com>
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- .<http://www.gardenersworld.com>
- .<http://www.lonelyplanet.com>
- .<http://www.radiotimes.com>
- .<http://www.topgear.com>
- .<http://www.intel.com>
- .<http://www.botox.com>
- .<http://www.rollsroyce.com>
- .<http://www.ox.edu.com>
- .<http://www.hp.com>

