**Commercials – Assignment 3**

|  |
| --- |
| **The language of advertising** |
| **Introduction** |
| Language has a powerful influence over people and their behaviour. This is especially true in the fields of marketing and advertising:  ***The choice of language to convey specific messages with the intention of influencing people is vitally important.***  Visual content and design in advertising have a very great impact on the consumer, but it is language that helps people to identify a product and remember it. The English language is known for its extensive vocabulary. Where many other languages have only one or two words which carry a particular meaning, English may have five or six. |
| **Assignment #1** |
| The **target audience**, of course, also puts its own meaning into certain words. Different people sometimes interpret language in different ways:  “You can *buy* the movie.”  “You can *own* the movie.”  **#1 Assignment:** What is the difference between these two sentences? – Is there a more effective word? – Why? |
| **Assignment #2** |
| Both the mass media, when reporting news items, and marketing and advertising personnel have to consider the emotive power of the words they use. The language of advertising is, of course, normally very **positive** and emphasizes why one product stands out in comparison with another:  Words such as: *new*; *special*; *awesome*; *good*, *better*, *best* are positive adjectives.  **#2 Assignment:** Think of ten other positive adjectives to describe a product.  (**Tip:** Remember, an **adjective** is a word that fits into this sentence: “This is a **…** product!”) |
| **Assignment #3** |
| Another way in which advertisers adapt language to their own use is to take **compound words** and use them as **adjectives**. These compounds often later become widely used in normal situations. Examples of these compounds which have become part of the English language are: *economy-size*, *chocolate-flavoured*, and *longer-lasting*.  Consider the words *top* and *quality*. Put them together and you get *top-quality*, as in *“Our product is top-quality!”*  **#3 Assignment:** Think of five other positive compound words to describe a product. |