

## The Discourse of TV Arabic Advertisement With Reference to English

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### الملخص

تبحث هذه الدراسة البنية الخطابية للاعلانات التجارية التلفزيونية باللغة العربية. تركز الدراسة على تحليل ووصف الوسائل اللغوية والمرئية وبنيتها خصوصا الخصائص التي تحاول ان تقنع المشاهدين وكذلك خصائصها النحوية وتلك التي لها علاقة بالمعنى والتي تم الحصول عليها عن طريق مواقف تسجيلية لخمسة وسبعين اعلانا تم عرضها على قناتين في القمر نايل سات. اما الوسائل الغير لغوية فقد تم ذكرها دون تفصيل. يعتقد ان الاعلان المؤثر يمكن عرضه اذا كان المعلن يعلم كليا الوسائل اللغوية والمجازية المستخدمة في الاعلان. بالاضافة الى ذلك، نامل من هذا البحث ان يرفع مستوى الوعي فيما يخص تقنيات الاقناع المستخدمة في الاعلانات، طالما اصبحت اللغة العربية والانكليزية تستخدم على نطاق واسع في دول العالم. وقد يكون هذا الوعي مهما على سبيل المثال لطلبة الترجمة في ان يمكنهم هذا البحث من استخدام افضل للغتين العربية والانكليزية عن طريق اطلاعهم على استخدام هذا الحقل من اللغة. تفترض هذه الدراسة ان الاعلانات التجارية التلفزيونية تتنوع في الوسائل المستخدمة في عرض الاعلان، كما تفترض ان المبالغة هي الوسيلة الأكثر استخداما في الاعلانات، فتوصلت الدراسة الى عدة حقائق ، اولها، ان الاعلانات التجارية التلفزيونية تحتوي على وسائل لغوية متعددة والتي تستخدم معها وسائل مساعدة اخرى لتمثيل افضل للاعلانات. ثانيا، تترهن الدراسة ان المبالغة تستخدم بكثرة في الاعلانات التلفزيونية وهذا واضح خصوصا في استخدام الصفات التفضيلية على الاغلب.

### Abstract

This study investigates the discursual structure of TV commercial (consumer) advertisements in Arabic. It focuses on analyzing and describing the visual and linguistic verbal strategies and their structures, specifically aspects attempting to persuade the viewers together with their syntactic and semantic features, which are reached through tape-recorded situations of 75

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samples shown on two channels of Nile satellite. However, non-verbal strategies are going to be tackled just in passing. It is believed that an effective advertisement can be best presented if the advertiser is well acquainted with the linguistic and rhetorical devices used in the advertising message. In addition, since both Arabic and English have increasingly come world-wide use, we hope this research raise the level of awareness of the persuasive techniques used in advertisements. Such awareness might be important, for example, for students of translation whom we hope to enable to a better use of Arabic and English through exposure to the use of this particular variety of language. We hypothesize that TV commercial advertisements vary in the strategies adopted in presenting the advertising message. We also hypothesize that exaggeration is the most prominent strategy. The study has come up with the findings that first, TV commercial advertisements involve various strategies accompanied by some modes that help for an effective presentation of the message. Second, the study proves that TV commercial advertisements are highly exaggerated; this is really reflected in the use of adjectives that are mostly superlative.

### **1. Introduction:**

Language has a great influence over people and their behaviour. This can be seen in the field of advertisement. The design and visual content have a great impact on the audience or consumers, but what helps people remember and identify the product is the language used in the advertisement (www.1,2005: 25).

### **2. What is Advertisement ?**

Advertisement is any paid form to motivate large audience for commercial purpose (www1, 2005: 11). For Hermerén (1999: 4), it is a short message that consists of sentences to persuade viewers or readers to buy or sell a product or service. On his turn, Al-Nasiri (2002: 44) argues that it is a complex phenomenon since it involves two interacting processes, viz, communication and persuasion. Weilbacher (1979: 11) states that, in present time, the word "advertise" means 'to heed the attention and notify someone about something'. Gradually, the word has acquired a more general meaning particularly, 'to make something publicly known'.(ibid).

### **3. History of Advertisement:**

Many historians think that the signs above shop doors were the first shape of advertisement. As early as 3000 BC, the Babylonians, who lived in Iraq, used signs above their shop doors. The merchants used signs or symbols such as a boot that advertised a shoe maker's shop because few persons had the ability to read (Kaufman, 1980: 18 and Al-Nasiri, 2002: 6). Rusu (2000: 5) says that the first printed advertisement was in 1477 in London. By 1771, there were 31 newspapers; all carried advertisements. The development in translation during the last half of the 19th century increased the number of readers who could read magazines and newspapers. The growth of radio usage was fast. So, by 1926, there was much greater use than before of radio as a major advertising media. (Rusu, 2000: 6).

After that, in 1920s, during World War 2, the progress in commercial television slowed up. However, there were 75 stations operating commercially in the US in 1949. Nevertheless, in the US, advertisement has developed more than any other place. (ibid).

There were developments in magazines and newspapers and the development in radio and television with the use of moving pictures led to the establishment of a commercial force by the mid – 1950s, and the dominate medium during the 1960s and 1970s. (Weilbacher, 1979:12).

### **4. Advertising Strategies:**

Advertisers hope to make the audience pay attention to the advertisement throughout using verbal and non-verbal strategies. These strategies attempt to persuade the consumer. Moreover, Al-Joburi (1998: 46) states that in any advertisement, there is an introduction, which gives an idea about the product, a development, which gives some details, and conclusion.

Rusu (2000: 7) believes that the techniques of advertisement are important principles in many nations. In addition, Dirksen, 1977( cited in Al-Nasiri, 2002: 67) states that there are some features that can be considered to be practical and objective bases for the advertisement. They are:

1. Be brief: Presenting the ideas briefly helps to be understood easily and to be remembered well. White (1980: 23) and Al-Nasiri (2002: 68), believe that no one reads long advertisements.
2. Be simple and clear: To be clear, the message should be simple, well- structured and the ideas should be arranged logically. In this sense, the advertiser should make his message involve no extra effort on the part of the audience (Al-Nasiri, 2002: 69).
3. Be appropriate: The advertising message should be appropriate in both form and content. Its sounds should be familiar to native speakers of a language in a specific situation (ibid: 70).
4. Be objective: In an advertisement, both objective and subjective types of language are manipulated to get certain amount of effect. Subjective language tells the audience very little about things and events with which it deals. The advertiser embodies the objective aspects by placing emphasis on the objective sides of what he/she has to tell. The advertiser claims that he is telling the truth, he emphasizes his objective sides trying to convince the audience to believe his message (Al-Nasiri, 2002: 71).
5. Be credible: Advertisers often speak to persuade the viewers to believe the message. In this sense, the language of the message should inspire credibility of what is being conveyed (ibid: 71).
6. Be pleasant: A pleasant message is able to attract the attention, it is more acceptable than unpleasant one. The sentences should vary in length, use illustrations, sex attraction, cartoons and any other pleasing devices (ibid: 72).

However, based on an eclectic model, the data analyzed in this study has shown that there are various strategies manipulated by the advertisers to persuade audience to buy their products. These strategies are:

1. **News:** The most important feature of it is that it explains the type of product by news or a sort of news. This can be seen clearly in the following excerpt:

1- خبر عاجل ... اعلن الثعلب مسؤوليته عن اختفاء الليمون والزهرة من الاسواق واليكم التفاصيل ...

"Breaking news, the fox declared his responsibility for the disappearance of the lemon and flower in the market; details as follows:"

This advertisement is about a detergent called "extra". An announcer appears, then a fox speaks to advertise the product in a narrative style.

- 2. Commands:** They are simple, easily understood and have strong power and effect on the audience (Al-Joburi, 1998: 93 and Al-Nasiri, 2002: 46). This can be seen in the following extract:

"Don't lose the opportunity"                      2-ما تفوتش الفرصة ،

This advertisement is about "Lipton" tea. A person is holding a tray to offer cups of "Lipton" tea to the customers who are sitting in a restaurant. In this advertisement, there is a free gift for the one who buys this type of tea, so, the advertisement says " ما تفوتش الفرصة " which means "Do not lose the opportunity of winning a free gift". At the same time, it urges the audience not to lose the opportunity to drink or to taste this kind of tea.

- 3. Specific – fact:** It attracts viewers' attention because of the specific facts of interest to those seeing the advertisement. This is shown in the following example:

3-اغلب الشامبوهات تنزع من شعرك زيوته وبروتيناته الطبيعية

"Most shampoos make your hair lose its natural oils and proteins".

- 4. Statistical:** It contains one, two or three of the statistics about the product. This is presented in the following excerpt:

4- كنور مايونيز الجديد مع ٦٨٪ دهون اقل

"The new Knor mayonnaise with 68% less oil".

A woman and her husband are in a kitchen preparing food. Then, they cover the food with "Knor" mayonnaise and taste the food and say: "mmm" to show that the flavour is perfect.

- 5. How-to:** In this type, the advertiser promises the audience to tell how the product will act. This can clearly be seen in the following excerpt:

-5- في ١٠ ساعات أعادت مرطبات Dove الحياة لجمال الزهرة .

"Dove moisturizers have brought back life and beauty to the flower in 10 hours"

تخيلي كيف سيعيد الحياة لجمال بشرتك

"Imagine how it will bring life back to the beauty of your skin, too."

A wilted flower appears as a symbol of the skin. As soon as this flower is put in "Dove skin cream, it becomes alive.

**6. Testimonials and Endorsement:** They are direct quotations from statements made by individual customers or individuals in customer companies or even by experts. The advertisers tend to assure the audience that the product has been checked thoroughly by a specialist who confirms that these products are free from common diseases. This is reflected in the following extract:

-6- انت خائفة من انفلونزا الطيور ؟ منظمة الصحة العالمية اقرت ان الفايروس ييموت عند درجة (٧٠).

"Are you afraid of bird flu? The International Health Organization approved that the virus dies at 70".

"Koke" is a chicken company. The International Health Organization endorses this product to make the audience be sure that with "Koke" they will be away from "birdflu" disease.

Furthermore, the advertisers, sometimes, tend to mention the ingredient and the features of the product in order to assure viewers that the products are safe, natural and more acceptable. For example:

-كنور مايونيز مع ٦٨٪ دهون اقل ، "Knor mayonnaise with 68% less oils"

-حبة شيتوكال محتواها طبيعي ١٠٠٪ ، "Shetokal pill 100% natural content"

-دجاج مذبوح على الشريعة الاسلامية

"Chicken have been slaughtered according to Islamic rules".

These quotations, however, are believable since the advertiser is not making any statements of his own about the product. (Hermerén, 1999: 27,34-39, Rusu, 2000: 10 and Al-Nasiri, 2002: 20).

**7. Dialogue:** It is a conversation between two or more people or characters. The characters are either real people or cartoon characters or even speaking shapes from the advertiser's

imagination. This can be seen clearly in the following excerpt:

-7- ملك الديناصورات انقرض منذ ملايين السنين

وهل ستدوم اسناننا طوال هذه المدة ؟

انا اسناني ستدوم ....

"King of dinosaurs died millions of years ago."

"Will our teeth last for the same period of time?"

"My teeth will stay".

The conversation is between a dentist and few boys surrounding him. He explains how this toothpaste "Golgate" keeps the teeth safe from food acids. The dentist says that the dinosaurs died long time ago. One boy asks the dentist if their teeth will last for along time, too. Another boy answers that his teeth will remain safe because he uses "Golgate". Finally, the dentist tells them that by using "Golgate" they will reach the aim of keeping their teeth safe from tooth decay.

**8. Reason-why:** It tells viewers whether the thing advertised will interest them or not. This can be seen in the following example:

-8- ليش مش عم تحكي ؟ " Why don't you speak?"

In a farm, a little boy is sitting with a little girl watching cows. The girl asks the boy the above question but he doesn't answer because he is busy eating "Kery" cheese. The girl asks the boy this question and he answers nothing.

**9. Comparison:** The advertisers compare the product with competitive ones or with other models of the same product to improve results which are positive points to the audience. This can be shown in the following excerpt:

-9- مع Tide في الغسيل ما في مستحيل

"washing with Tide, there is nothing impossible"

The TV. screen is divided into two parts. On the right, there is a shirt that has been washed by normal detergent. On the left, there is a shirt that has been washed by "Tide". The shirt which is on the left is

whiter than the other because "Tide" has made the clothes look new.

**10. Prediction:** It is effective if there is logical explanation why the prediction is made. In this type, the product promises some positive benefits (Al-Nasiri, 2002: 50). This can be seen clearly in the following excerpt:

10- لأن أولادي دائما آخذينلي عقلي وعلى طول بدّي امنحهم حب أكثر وعناية أكثر  
بختارلهم شكلاتة Kinder

"Because my children are always in mind, and I want to give them more love and more care, I choose Kinder chocolate for them".

A mother surrounded by her children is speaking. She gives them the chocolate. The chocolate is shown to the audience to arouse their appetite.

**11. Question:** This type arouses the viewer's curiosity and makes him/her follow the advertising message. For example:

11- شعرك جاف وعم يتقصف ؟

"Is your hair dry and breaking ?"

Beautiful women with thick and healthy hair are walking in the beach, riding horses and wearing crowns on their heads to advertise a shampoo called "Sunsilk".

**12. Teaser:** It has the ability to arouse enough interest within the viewers by presenting a problem with its solution. Let us look at the following:

12- تفتيح البشرة الدهنية أصبح ممكنا

"Brightening the oiled skin has become possible".

Oiled skin sometimes represents a problem for some people. The solution is by using a product, viz. a cream. A woman with oiled skin appears again with dry, white and soft skin after using the cream.

**13. Emotional:** It arouses people's emotion throughout showing comfort, relax and fresh scenes. This can be seen in the following:



13- انتعش مع صابون دوش الجديد

"Refresh yourself with the new Dosh soap".

"Dosh" soap is presented by photos of faces and hands of men or women. The foam of the soap, the water and the good smell have been shown with happy, fresh and comfortable faces with wide smiles.

**14. Slogan:** It is a short expression which creates a favorable image of a product. (Rusu 2000:10 and Al-Nasiri, 2002: 20). This is reflected in the following excerpt:

"Haircode, cream gel"

14- Haircode كريم جيل

Many young boys and girls are dancing and singing to advertise the hair gel. They are repeating the name of the product more than one time with musical harmony.

**15. Cumulative:** This type is characterized by the fact that two or more elements of the headlines are physically separated from each other in the advertisement. It enables the audience to get more information, news and benefits of the products. For example:

Nokia 6111 -15-

مدهش بأدائه ، رائع بحجمه

"Nokia 6111 is amazing in action, wonderful in size".

Photos of Nokia mobile are presented to show the features of the mobile, shape, technology and size. The words and the photos are used to give information to the viewers about the product.

**16. Negative:** It includes negative words or phrases. So, the viewers can easily consider the negative thought not the positive one which the advertiser wants to convey. Let us look at the following excerpt:

16- لا ورق الخس ولا الطماطم إليّ تخليّ الساندويج لذيذ وخفيف

"Neither lettuce leaves, nor tomato makes the sandwich light and delicious".

The negative lies in the use of the words: ( لا ورق الخس ، ولا الطماطم )

**17. Brag and Boast:** Advertisers use very exaggerated expressions to arouse the attention of the viewers. They make their product the perfect one by using unbelievable expressions. For example:

17- انتاجنا بنفتخر نخط اسمنا عليه ، "

"We are proud to put our name on our product "

GMC company for electrical apparatuses presents the advertisement throughout photos of its electrical tools and apparatuses to show the features and characteristics of the products. Brag and Boast expression lies in the use of the word: (بنفتخر)

**18. Exaggeration:** Information and evidence about the product make the advertisement more truthful. Exaggerated words, expressions, phrases, drawings, pictures, photos and colours have an important role in the success of advertisement (Al-Joburi, 1998: 89-90). This is applied to our data:

18- علاج فعال لأعراض البرد ،

"An effective cure for cold symptoms "

"Panadol" is a medicine for headache. A woman is putting her hands on her head to show that she is suffering from headache. The exaggeration lies in the use of the word: (فعال)

19- Piffpaff القوة التي تحميك

"Piffpaff, is the power that protects you "

The insecticide "Piffpaff" appears on spray can and few flying and creeping insects appear alive. After the insects had been sprayed by "Piffpaff", they became dead. The exaggeration lies in the use of the words: (القوة التي تحميك)

**19. Offer:** In this type of advertisement, the advertiser offers the products or the services in a way which creates satisfaction on the part of the audience. Let us look at the following excerpts:

-20- إليك Oust الجديد ، "

" Here you are the new (Oust )

"Oust" air freshening spray is shown to be able to remove bad smells completely. Women appear in this advertisement in bathrooms spraying "Oust" and smelling the good smell of this product. ( إليك ) is an offer.

-21- يمكنك الان اختيار طريقة افضل ،

"Now, you can choose a better way "

The offer in this advertisement lies in the use of the word: ( يمكنك )

**20. Pressure:** This type is used to make people choose quickly without long consideration. Some advertisements, for example, use the expression:

"Buy now, before they're all gone!" (www1, 2005: 10). This can be presented in the following excerpt:

-22- اسرع واشتري Raffaello ... يلاً بسرعة ...

"Hurry up and buy Raffaello ... hurry up ... "

Raffaello is a type of candy presented in its coloured packet. Then photos of different beautiful places, rivers and islands appear to show that with this candy, one can win a voyage to that beautiful places.

**21. Narration:** In this type, the advertisers use a narrative technique in presenting their products. Sometimes, they use real people to narrate but

some cartoon characters or children may be used instead. Let us look at the following excerpt:

-23- على مر الاعوام اضى فري Fery على حياتكم لمعانا جديدا...

"For many years, Fery added a unique brightness to your lives".

The passage of time is presented in this advertisement by showing many occasions which happened in the past. For each occasion, there

are photos or video scenes in which Fery bottle is put in the sink to be used in washing the dishes after each occasion. The advertiser presents "Fery" as if he narrates a story or a tale.

- 22. Pun:** In using pun in advertisements, the advertiser has two aims: first, he wants to make fun; second, to heed attention of the audience to the words themselves. (AL-Joburi, 1998: 99 and Al-Nasiri, 2002: 98). This can be seen in the following excerpt:

-24- انا اسناني ستدوم لاني استخدم Golgate بالكالثوم والفوريات

تقصد بالكالسيوم والفلورايد

"My teeth will stay because I use Golgate with Kalthom and Al-faoreat."

"You mean with calcium and floride".

The boy says ( الكالسيوم والفلورايد instead of الكالثوم والفوريات )

- 23. Reversal:** A pair of words in a phrase is repeated in reverse order and there is incorporation of binary opposites in phrase as well ( Al-Nasiri, 2002: 91). This is clear in the following example:

-25- قوي على الجراثيم لطيف على البشرة ،

"Tough on germs, sweet on skin "

The words ( قوي ) and (لطيف), as binary opposites, have been used to show the reversal.

This advertisement talks about soap for killing germs. A mother with her son enters her house and there are germs in her son's clothes and hands, shown by black small points. As soon as she washes her son's hands, by ' Life boy plus' soap, the number of the germs is reduced to one or two.

- 24. Rhyme:** The advertiser uses repeated sounds at the end of words or phrases to create rhyme. This involves repetition of consonants, syllables or even repeated words at the beginning and end of the phrases. This is shown in the following excerpts:

26- بياض زيادة ونظافة فوق العادة ، (مسحوق غسيل) "

" Extra whiteness and abnormal cleanness"

Rhyme lies at the end of the two words: (زيادة ، العادة)

- خلينا مانلفش وندور انت خايقة من انفلونزا الطيور ؟ 27-

"Don't let us go round and round, are you afraid of bird flu ?".

Rhyme lies in: (ندور ، طيور)

**25. Repetition:** It is a fundamental technique in advertisement. The advertisers use repeated words, headlines and repeated slogans to draw the attention. (Al-Joburi, 1998: 101, Rusu, 2000: 11 and Al-Nasiri, 2002: 21-22). Moreover, Rusu (2000: 10) affirms that this technique involves repetition of the advertisement several times a day. It helps to build or reinforce a company's reputation. This can be represented in the following excerpts:

28- Dove لبشرة دائما نظرة ... دائما ناعمة

"Dove for always bright skin and always soft"

Many women of different ages (young, middle, old) are presented to show that they use "Dove" soap and the skin is active, clear and young without any wrinkles. Repetition in words appears in this advertisement through repeating the word " دائما " twice.

29- hair code كريم جيل يغذي ويثبت

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hair code كريم جيل يغذي ويثبت

"Hair code cream gel feeds and fixes".

Repetition is very clear in this advertisement when this headline is repeated more than one time.

30- Dettol لتبقى منتعشا ... " Dettol to stay refresh"

Dettol كوني متأكدة ... " Dettol be sure"

الاسرة التي تستخدم Dettol قليلا ما تمرض .

"The family which uses Dettol rarely gets sick"

Bad smell of body sweat is a problem talked about by a little girl in referring to her father. One of the mother's friends advises the mother to use "Dettol" soap. Before using "Dettol", the girl closes her nose by her fingers and runs away from her father, but after using the soap, the girl comes to hug and kiss her father. Repetition is clear in the name of the product "Dettol" which is repeated three times.

**26. Homonymy:** It is used in advertisement when one word can have two senses (Al-Nasiri, 2002: 97). This can be represented in the following excerpt:

31- دجاج Deux صحي اكثر ،

"Deux chickens are more healthy"

In a farm, there is a large number of chickens; they are large and active. These chickens are eating, walking in French countryside. The advertiser wants to say that consumers can get not only one chicken, but two normal chickens. This is indicated through the use of the word (Deux) which means 'two' in French. So, when the consumer buys one chicken of a large size, as if he/she buys two, so he/she saves money, as a result.

**27. Metaphor:** It is used in advertisement when there is substitution based on underlying resemblance (ibid). Let us look at the following excerpts:

32- انا الست حواس يعني الحواس الخمس ،

"I am miss Hawas which means the five senses"

An actress presents 'food fat' called (الهانم). This actress is called (الست حواس) Mrs. Hawas in the advertisement. The advertiser connects and makes similar the name with the real five senses.

33- Olay ولادة جديدة لبشرتك ،

"Olay, a new birth for your skin"

The advertiser uses the word 'ولادة' as if he wants to say that with 'Olay' women can get new skin, and a new birth, in result.

-34- حياتك من غيري سلطة ،

“ Your life without me is salad”

A woman and her husband are in a kitchen. The man tastes the salad without "Knor", he gets no flavour. Then, his wife brings "Knor" and adds it to the salad and says: (حياتك من غيري سلطة) She wants to say: "Your life is without flavour, without me it is empty and without meaning just as the salad is without flavour because of the lack of "Knor" So, indirectly, the advertiser urges viewers to use “Knor” to add flavour to their salad and their life .

**28. Ellipsis:** It is shown in advertisement when there is a gap or omission that has to be completed (ibid: 95). This can be seen in the following excerpt:

-35- من الصعب الحصول على كريم اساس من دون شوائب لكن ...

"It's difficult to find a foundation without defects, but ...".

'Max factor' face cream is presented by a woman. She puts the cream on her face and appears with a soft and attractive face. There is a gap after the word (لكن) in this headline.

**29. Monologue:** It is used in advertising when there is one speaker. (www1, 2005: 3). This can be shown in the following excerpt:

-36- انتِ الّتي تفهميني ،

“You who understand me”

A woman is shown in this advertisement speaking to herself and looking at (المراعي) cheese. This woman holds her wedding dress in her hands and she is hesitant about her wedding party.

**30. Allusion:** It is a reference to an event, story, poem, drama, novel ..., etc that may be held in common with the audience (ibid: 1). This is represented in the following extract:

37-اليك Juliet الجديدة ،

“ Here you are, the new Juliet”

A handsome man appears in the advertisement. He is shaving with a tool to show the shape and the size of the tool and how to get soft and delicate skin by using "Juliet". The advertiser uses the name of the famous heroine Juliet in the famous play "Romeo and Juliet" to arouse the attention of the audience and as an indication of being handsome in using the tool as Juliet's beautiful face.

**31. Proverbs:** Though rarely, proverbs are used in Arabic TV advertisements. The advertiser presents the proverb to say much in little. As such, the advertiser aims at keeping the idea of the advertisement in the viewers' mind as long as possible since both the advertiser and the viewers have something in common, i.e. the proverb.

This can be shown in the following example:

- الروس السوداء راحة بلا رجعة

"The black pimples go out without return".

"Newtrogena" is a skin cream to remove pimples. A girl is shown to explain the problem and to show the solution. Small black balls are used to present these pimples. The girl pushes these small black balls to show that by using

this cream, pimples will be removed. The proverb lies in:

"- راحة بلا رجعة "

## 5. Miscellaneous Modes:

To arouse viewers' attention greatly and to persuade them when presenting the advertising message, advertisers use various modes within the previous strategies. According to our data, they are:

**a. Verbs:** Aitchison (1999: 146) states that most of the sentences do not contain verbs, but if the verbs are used in the main message of the advertisement, they are often commands. However, if they



are not commands, they are almost in the simple present tense and they express past and future. Furthermore, Vestergaard and Schorder (1985: 67 and Leech 1969, cited in Al-Joburi, 1998: 101) believe that the verb "buy" has unpleasant connections. So, instead, verbs which are synonyms of the verb "buy" are used. The most common verbs are: make, give, get, have, see, come, go, use, know, keep, look, need, love, feel, try, like, choose, take, taste, start, enjoy, and call. (www1, 2005: 4). On the other hand, the verbs used in our data refer to past especially in narrative style such as

اضفى (added), صافح (shook), وقف (stayed with), رافق (joined)

In addition, the verbs may have a present-time sense especially in referring to facts. This is exemplified in:

يشبع (satisfy), يمنح (grant), يغذي (feed), يمزج (mix)

Moreover, verbs may refer to future time, for example the verb:

ستدوم (will last forever)

Finally, verbs may be imperative, for instance اعتمدوا (depend, قولوا), say)

**b. Adjectives:** There are adjectives, Sells (2003: 18) calls them "positive adjectives", which are commonly used in advertisement. Another type, Sells calls "negative adjectives"; these are used to describe a problem before it has been solved. In general, the most common adjectives that are used in advertisement are: new, good, better, best, free, fresh, delicious, full, sure, clean, wonderful, special, crisp, fine, big, great, real, easy, bright, extra, safe, natural and rich. (www1, 2005: 4). Arabic TV advertisements use positive, sometimes superlative adjectives. They can be grouped in the following:

احسن (better), افضل (better), نظرة (bright), ناعمة (soft),

جميلة (beautiful)... الخ

**c. Specific Words and Expressions:**

Hermerén (1999: 182) defines the words used in advertisement as "a complement to pictures". So, advertising verbal message tends to

be expressed in few words. Al-Joburi (1998: 96) contends that the words used in the advertisement should be recognizable, easy and familiar. Furthermore, AL-Nasiri (2002:1) states that the words used in advertisement have a direct impact on expressing the idea of the message. The good arrangement of words has the ability to convince the audience. It should be noticed that language mixing or code mixing is manipulated in Arabic advertisement, in particular, English loan words.

For his part, Rusu (2000: 1) believes that the use of the words "sale", "bargain", "reduction" and "discount" with great frequency makes the advertisement attractive. On their turn, Vestergaard and Schorder (1985: 60-62) say that the promise of free gifts and the surprise element are also used as an attractive strategy in advertisement such as promises to give prize, cash money, presents or trips to some places. Furthermore, the use of the

word "secret" or "discover the secret" is also used to arouse consumer's curiosity, (ibid).

Let us look at the following excerpts:

" Lakty well, I like it" - 38-

" Lakty well" is hair cream. The advertisement explains the features of this product. The woman appears after she uses this cream, she says: "I like it". She says that in English while the advertisement is an Arabic one.

39- تمتعي بخصم ٣٣٪ ،

**"Enjoy 33% discount"**

A woman in this advertisement is trying the product. She puts some cream on her leg, she draws the shape of heart on her leg to show that there is no hair in her leg since she uses "Jonhson" cream, which removes hair from the body. The discount appears in this advertisement to arouse the attention that one can get the product with low price.

40- مجانا كريم النهار عند شرائك كريم الليل

"Day cream is free when you buy night cream".

A pail woman face appears before using "revlox", then the same

woman face appears again, but this time, it is bright, soft and active as a result of using the product. The word "free" "مجانا" is used to persuade the viewers.

-41- اربح رحلات بحرية الى ارقى الاماكن ،

"Win sea trips to best places"

One can win a trip to very beautiful places if he/she buys the product. The advertiser uses this attractive expression: ( اربح رحلات بحرية ) to convince the viewers to buy the product .

- 42- وتستمر مفاجآت Arial ألف مبروك كَسَبْتَ عمرة من Arial

"Arial's surprises continue. Congratulation, you won U'mra from Arial".

The word "مفاجآت" (surprises) is used in this advertisement to arouse people's attention. In addition, the expression

"مبروك كسبت عمرة" (congratulation, you won U'mra) is used to say that one can win U'mra by using this product.

-43- السر ، سر جمال شعري زيت دابر أملا

"The secret behind my hair's beauty is Daber Amla oil".

A famous actress is employed in this advertisement to try this hair oil for her hair. There is a mother with her daughter. The girl touches her mother's hair and says: "ماما شوفي شعرك يطيح" "Mammy, your hair is falling". The mother's

hair falls into her girl's hand. The mother says: "يا ريت شعري زي علا"

"I wish that my hair is like U'la's".

The girl says: "فكرة" "an idea", and then goes to the actress and asks her about the secret behind her hair's beauty. The actress replies that it is using the hair oil. The word "the secret", "السر" is used twice .

- لدي السر ، (I have the secret)

The word "The secret", "السر" is used to attract the attention of the viewers.

- d. Pronouns:** The pronouns that are used in advertisement are limited to "you" and "I". However, Al-Joburi (1998: 89-90) believes that the advertisement which uses the pronoun "you" is more believable and noticeable. Let us look at the following excerpts:

-44- انا شخصيا استخدم سانسوداين (معجون اسنان) من ٢٠ سنة تقريبا

"I myself use Sansodine ( a toothpaste) for almost 20 years"

-45- انت لازم تختاري سجاد بيتك بنفسك

"You should choose your home carpets by yourself".

- e. Association:** Desirable associations are found in Arabic advertisements when the advertisers depend on relax scene, puzzle words, signs, mimes, sentences, songs or some sounds to make the audience connect between these things and the product which is advertised. (For more details, see www1, 2005: 9). This can be shown in the following excerpts:

-46- لتزيلي البقع العنيدة ، استخدمني Jiff دائما

"To remove stubborn spots, always use Jiff".

A man, with dirty suit and hat which are covered with greasy spots, appears as if he has just come from his work. He opens a door and enters. The sound of water is heard. In this sense, the advertiser wants to say that the man wants to have a shower. Then the man appears with white and clean suit and hat after having the shower with "Jiff" [the liquid detergent]. This advertisement lacks the use of words except the slogan above which is printed on the screen.

-47- رن رن رن رن ... رن وفرحني ... كل اعصابي تون يمى تريحنى?

"Ring ring ring ring ...and make me happy ...all my nerves are hurting me. When will you relief me?"

The Iraqi famous singer Kadim Al-Sahir sings a private song to advertise a mobile communication company. So, employing such a celebrity makes people connect between the value and position of this famous singer and this

mobile company especially when the singer has not used one of his songs, but he sings a new special song for "Iraquna" company.

- f. Animation:** The advertisers in some advertisements give human features to the products such as drawing a mouth and eyes for the product to make it act like a human being, i.e. speaking and dancing. Some advertisers call this technique "personification" (www1, 2005: 10). This can be presented in the following excerpts:

-48- حبوب شيتوكال

This advertisement is about medicine that reduces the weight called " شيتوكال" Two capsules are speaking about a fat cartoon woman. The first capsule says that this woman wants to eat everything and is still slim at the same time. "Shetokal" capsules have the ability to reduce the high weight. The fat cartoon woman appears slim after using this medicine. The capsule says:

- كل ما تريد وزنك ينقص ما بيزيد مع حبوب شيتوكال

"Eat what you want, your weight will decrease and not increase with Shetokal."

- g. Cartoons:** cartoon animals which are familiar to people are used in some advertisements to attract the attention and create a sense of fun and to give a value to the product as well. (ibid). This is clear in the following excerpt:

- 49- اعلن الثعلب عن مسؤوليته عن اختفاء... ( اعلان عن منظف غسيل)

"The fox declared his responsibility for the disappearance of ...".  
(detergent advertisement.)

- h. Celebrities:** Advertisers recently have the custom of advertising the products through a celebrity figure. Celebrities are used to persuade the viewers. The use of a very famous actor/actress gives the product more value and more persuasive effect especially if precious and expensive products such as jewelry are to be advertised. People may trust the celebrity's claim especially if the person image suits the product. (Rusu, 2000: 10 and Al-Nasiri, 2002: 20). This is presented in the following excerpt:

50-انت متألقه دائما مع Galery

" You are always bright with Galery "

Miss Lebanon appears in this advertisement to advertise very expensive and

attractive jewelry. She employs her beauty and fame for this advertisement to give the product high value.

**i. Children:** The use of beautiful, handsome, smart and attractive boys/girls and babies is found in some advertisements to heed great attention. Their lovely faces, movements, voices, smiles and sometimes their crying and tears make them exciting. It has been mentioned in (www.1, 2005:23) that rascal and innocent kids are employed to arouse people's emotions and attention but the use of children is often limited to advertising children's products. This can be represented in the following examples:

/ جبنة كيري / very innocent beautiful boy and girl with beautiful voices  
are used in the advertisement

Pampers / a very beautiful sleeping baby is used in this  
advertisement

/ زيت شعر دابر املا / a beautiful girl with long hair is used in this  
advertisement.

شوكولاتة Kindor / two boys and a girl appear in this advertisement  
taking the chocolate from their mother's hand.

**j. Women:** Women are found in advertisements to attract the attention to the product and give it value. The manufacturers employ beautiful sale – girls to make the advertisement a particular one. What is more, they organize competition with surprises and prizes for the winners. Nevertheless, the use is not limited to their images, but their voices are also employed as an important element in advertisement. (Tibbitts, 1979: section5 and www1, 2005: 21).

Vestergaard and Schroder (1985: 102-106) believe that for making the advertisement attractive, the use of women with attractive looking, who are intelligent, well spoken, well dressed and 23-33 years old is employed. On his part, Rusu (2000: 9) adds that 'sexual themes' are often used in advertisement to attract the opposite sex, for example an advertisement for a sexy perfume might suggest that the product would help a man attract woman and vice versa. This can be seen in the following excerpts:

( men shaving tool) Juliet -51-

A woman comes and smells the sexy perfume on the man's cheek.  
(sexual theme)

( shampoo) Sunsilk -52-

Very beautiful women are used in this advertisement

( hair colour) Koleston-53-

'Koleston' hair colour is presented in this advertisement by employing very beautiful women with attractive coloured hair to show 'Koleston' colours and results.

## 6. Conclusions

The study has come up with the following:

1. To convey their aim and to persuade the viewers, advertisers manipulate thirty one strategies which are accompanied by various modes such as the use of specific verbs, adjectives, expressions, pronoun, animation, cartoons, women, etc.
2. The discourse of Arabic TV advertisements tends to be friendly and informal; it has a persuasive nature.
3. It has been found that the structure and style of advertisements are determined by their purpose. Thus, advertisements may represent a complete text of a considerable length or they may consist of short sentences or even phrases.
4. The words used in advertisement are easy in meaning and pronunciation.
5. The information about the product includes the advantages of the product, though sometimes disadvantages precede.
6. The exaggeration is the most prevailing strategy adopted by advertisers. This is, in fact, an attempt to make the advertisement sound more truthful. The exaggeration is presented through the use of comparative and superlative forms of adjective.
7. Arabic advertisements tend to make heavy use of command, narrative, rhyme and repetition strategies.
8. Arabic advertisements are characterized by code – mixing. They combine different languages for their symbolic value, viz. the use of words from English.
9. Arabic advertisements are building in interactive features, dialogue- like structure.
10. Brighter colours and white spaces have been used in Arabic advertisements. Sells (2003: 30-31) argues that these colours show happiness and cheer that can be caught once the problem has been solved and give the advertisements high salience..
11. It has been found that children do not always advertise children's products.



**7. Suggestions for further studies:**

1. Further research might be done on studying thoroughly the non – verbal strategies in advertisements.
2. A further study may investigate advertisement on the net.
3. The strategies found are, to the best of our knowledge, almost similar to those adopted in written (printed) texts, so a research is required to show the similarity and differences between the two media or even other media such as outdoor advertisements.
4. A contrastive study may be made with English or any other language as far as advertisements are concerned.
5. An investigation may be done to show whether or not there are culture-specific norms behind making any advertisement.
6. The study of viewers' psychology and behaviour is necessary to those specialized in the art of advertisement.

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