

Discourse Analysis of Telecom Ads: A Critical Insight from the Applied Linguistics Perspective

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Inspiring Excellence

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Abstract

Advertisements, evident all around, are part of the daily lives of people. It is a kind of communication which is also part of social process. In a particular culture advertisements have dominance to influence the audience. The consumers cannot escape the effect of advertisements. The study concentrates on the use of linguistic tools in the telecommunication advertisements, as communication is the new craze of people. It tries to understand which linguistic tools are used to make the discourses of the advertisements so powerful that it can affect the audience to shape the belief psychologically, attitude and ideology along with the intention of these advertisements, whether advertisements only persuade the audience or manipulate them. The study also attempts to have a critical insight to understand the effect of these advertisements on language, society and culture.

Key Words: Advertisements, Telecommunication, Discourse Analysis, CDA, Linguistic tools, Persuasion, Manipulation.

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Chapter 1: Introduction

1.0 Introduction

Globalization and need for uninterrupted communication has seen an upsurge in the telecommunication industry across the world. Bangladesh being a developing economy is no exception. Mobile telecommunication in Bangladesh has become saturated with 66.36% of the population under its reach but still there is more potential in the industry to grow further. (Islam, 2013)

Telecommunication companies, in their effort to dominate in the highly competitive and dynamic market, undertake varied marketing initiatives. They deploy dedicated marketing/communication agencies to formulate promotional strategies, develop communication and execute them to promote the brand and its service among the mass.

These agencies use different tools of language while formulating effective communication to grab the attention of the audience and to allure the consumers, influence their minds and subsequently promote certain services. To communicate successfully with the potential consumer groups, they have to play with varieties of linguistic strategies. (Simpson & Mayr, 2010). In most cases, they apply discourse while coding the message for the consumers in their attempt to persuade or convince the audience to take the services. However, the advertisement is not only promotion of the services but also a creative work which is either depicting the prevailing social culture in which it is created or itself creates the culture of those text makers. Though it is short lived, it can have a long lasting effect on our society as they reflect on the ideals of the influential groups of the society. (Goddard, 2001, p.3-4). The language or discourse used in those advertisements has the power to charm the audience and play an intrigue to take control over them.

1.1 Problem Statement:

The study mainly concentrates on the discourses put in use in the advertisements of mobile telecommunication service which promotes different services of these operators to grab the

attention of people, how they work to influence consumers' mind to take desired action and the effect these advertisements have on the society. As we get in Goddard (2002) 'Advertisement' and 'advertising' are two terms both of which are coming from a Latin word, 'advertere', means 'turn toward'. It is easy to guess from the root word that the main purpose of advertisement is to draw the attention from other same things or services, to the product or service which the advertiser wants the consumer to buy; and to fulfill the purpose the copywriters need to use different linguistic tools to shout out loud to reach the their advertised products to the ear of the consumer. (p.9)

The consumer also get the chance to know about diverse products and services in the market and can have the chance to judge about the products which one will be good to be taken into count and which one not.

Although the mobile telecommunication industry is quite a new sector in our country, it has flourished within a very short time period. People without mobile phone are hardly found in the country, from the top level industrialists to the root level people, all are in the mobile network.

Gradually mobile telecommunication is taking over communication and becoming the primary mode of communication. 'It is substitute - a replacement allowing for free and unrealistic interpersonal communication.'(Biliniski, 2004)

The advertisements also show that this is not a communication system only. These networking systems provide all updates, make people smart and progressive. Moreover, these networking systems give people all new ideas and help them across boundaries. Through different services like low call rate, low rate to text people, internet services and giving other beneficial packages these companies make the mobile service affordable for everyone. These companies even give the subscribers bonus on using the specific network, using a certain amount of internet service.

The study uses the help of Fairclough's (1995) three dimensional approach to discourse to understand the impact of mobile operating advertisements have on the audience in Bangladesh.

1.2 Purpose Statement

The study has been conducted to find out the impact of the discourse the mobile operating advertisements have on the people of the society of Bangladesh. Is it only persuasion to take the people use the services they provide or the packages they promote through the advertisements; or these advertisements can take control over the mind of the people and manipulate them.

As Sutherland stated ‘Almost everybody is interested in advertising.’(2010, p.3) but are the consumers aware of the reality of the services, are they getting what they are being informed in the advertisements, are they having all the information correct, are they having the full information or half of the information are being shown and half are not. The purpose of the study is to the linguistic power of those advertisements to rule over human mind and take control over their action which can affect our society as well.

1.3. Broad Objective

- To analyze how various linguistics tools used in the articulation of communication message in television commercials of mobile telecom services impact the lifestyles of the target audience and bring about a sustaining behavioral shift in them.

1.4. Specific Objectives

- To identify the various linguistic tools that are commonly used in the articulation of communication message in television commercials of mobile telecom services in Bangladesh
- To assess whether the target audience relates/ associates usage of specific linguistic tools with television commercials of a particular mobile telecom service
- To identify the common behavioral shifts that are triggered in the audience by the television commercials of mobile telecom operators (i.e. how the audiences behavior is influenced post exposure to the television commercials)

1.5. Central Research Questions

1. What are the linguistic devices used in the advertisements of mobile networking companies?
2. How does the language of advertisements influence people?

1.6 Sub-questions

1. Do these advertisements persuade or manipulate the consumer?
2. Do these advertisements have an impact on our society and cultural values?

1.7. Significance of the study

The study has been conducted to search out different linguistic strategies the creative writers apply in the discourse of advertisements broadcasted in television as well as those published in printed media to draw attention of the audience. The discourse of advertisements is worthy to investigate as it has the power in shaping human behavior, attitude as well as beliefs and ideology. Advertisement, when articulated well, has the potential to impact human behavior and create an urge in the mind of the audience. Advertisement can create consumer demand and induce desirable action, which more often than not involves consumption of the product or service advertised. Furthermore, it can also create the fundamentals of initiating a fraternity by directing consumer behavior towards a certain trend or phenomenon and giving the audience or associates an identity (e.g. Grameenphone bondhu garage). The analysis also can bring out the impact of advertisement's discourse on the society and cultural values.

“advertising is one of the most controversial of all contemporary genres, partly because it is relatively new, but also because it is closely associated with the values of the competitive high-growth global market economy in which it thrives. In a world beset by social and environmental problems, advertising can be seen as urging people to consume more by making them feel dissatisfied or inadequate, by appealing to greed, worry and ambition. On the other hand, it may be argued that many ads are skillful, clever and amusing, and that it is

unjust to make them a scapegoat for all the sorrows of the modern world. Thus to ask someone their opinion of advertising in general, or of a particular ad, can be to embark upon an emotionally and ideologically charged discussion, revealing their political and social position, and their acceptance of, or alienation from, the status quo.” (Cook, 2001, pp.1-2)

Besides, this study is based on the advertisements of the telecom companies because interacting through mobile networking is one of the most popular communication media. The telecom companies approach different services with loads of facilities to keep them in the business stream as in Bangladesh, there are five major mobile networking companies, Grameenphone, Banglalink, Airtel, Citycell and Teletalk working. They provide their service information through advertisements in different media. The language, visual images, music and depiction of different lifestyles in advertisements strike the audience and also certain image of people which goes with the service of particular mobile networking company. By providing different services of those mobile networks, they even build up new behaviors in particular group of people. It is noteworthy that information provided by the companies through advertisements can have sublime messages as well as impact on the audience. Fairclough (1995) discussed on media discourse suggested that, discourse used in different media has function on social control by the means of ideology and it also affect social production. Moreover, he stated that though discourse of media controls the social production and has social control ‘but they also operate as cultural commodities in a competitive market.’ However, along with entertaining people of the particular society, it also informs about different social and political rights. In addition, the discourse reflects the movement of cultural values and identities. (p.48)

The study, conducted on the advertisements of print and electronic media (television) has its central focus on the discourse of the advertisements in applied linguistics’ perspective. How the linguistic devices are used and how do they work on the audience. To understand the function of ads influencing in broader aspects, as mentioned above that the discourse is able to persuade the audience and can shape their thoughts, it is necessary to understand the construction of these persuasive language.

1.8. Delimitation

The study focuses on the linguistic strategy in the discourse of advertisements but it only considers the discourse of advertisements made for mobile networking services. It narrows down in the use of media, as it concentrates on the printed advertisements of mobile operating companies published in newspapers and the electronic advertisements, broadcasted in different television channels. There are other media to advertise products or services, for instance, leaflet, text messages provided by the mobile networking companies, online ads. However, those media are not counted to conduct the research

1.9. Limitations

The researcher conducted the research on the people and the creative writers of Dhaka only. The general participants of the research are residents of Dhaka and of different professions. The experts of Ad Agencies are also from the capital city. Due to time constrain and political unrest it was not possible to have opinion from the general audience from all over the country as well as to contact the agencies of other districts which are also involved in making advertisements. Additionally, the research was conducted only on the creative writers of the agencies of Dhaka which work on the ads of mobile networking companies.

1.10. Operational Definitions

Advertisement: Advertisements are a form of communication by which the companies and organizations come in contact with their consumers or clients (Arens, 2002, p.6). To proceed their business the companies take help of this communicative tool but Goddard (2002) has not considered it only as a device to represent commercial promotion of products rather it incorporates the text in use to broaden the image of singularity, group or organization. (p.8)

Discourse Analysis (DA): Discourse analysis means the analysis of language in use. The analysis is not limited to the analysis of individual linguistics forms and it functions in

human affairs but it investigates the relationship of the language and the context it takes place. It includes both transactional and interactional view to understand the function of language in expression of 'context' and the function the language serve in presenting social relations and personal attitudes. (Brown& Yule, 1983, p.1)

Critical Discourse Analysis (CDA): Fairclough(1995) defined CDA, critical discourse analysis a kind of discourse analysis which aims at the exploration of the dense connection between discursive practices, events and texts and broader social and cultural structures. It also searches out how this kind of language practice arises and shapes up ideologically the relation of power and struggles over power. (p.132)

TVC: TVC is the short form for television commercials which is an audio-visual film usually 30 second to 2 minute in duration scripted to carry a message regarding a product, service or cause and impregnates a call for action resulting in desired action on the part of the target audience.

Chapter 2: Literature Review

2.0. Introduction

In this chapter different aspects of advertisements are discussed. It broadly discusses about advertisements, its evolution, the influence of advertisements on people. The studies conducted on different facets of advertisement discourse as well as the studies conducted on advertisements of Bangladesh. The function of advertisements and its positive and negative sides on the people's attitude and behavior, shaping into their ideologies and beliefs are briefly discussed. The chapter attempts to have a clear idea on Discourse Analysis (DA), Critical Discourse Analysis as well as the difference between these two.

2.1. What is Advertisement?

There is plethora of products and services out in the society, to make them noticeable or to increase the sell or profit the companies try to communicate with the consumers to make them know about their products or service in a very effective way which is advertising. Arens (1982) defined advertising as "the structured and composed non personal communication of information usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media." (p.7)

The sophisticated audiences observe advertising not mere marketing promotions which give message of marketing. It doesn't contain some catchy jingles, lyrics or language to take space in the news articles, magazines and TV programs, rather it is a way of communication which has its own aims and tactics to play which has the capability to take control over audiences' thoughts, feelings and even on their actions.

Some people find it amusing and a part of entertainment, which shows them the trends and fashion, let them get some good jokes in it, and contains good music with wonderful imagery, whereas, some people consider it as a bad thing as this advertisements are making them to do what they actually don't want to do. However, advertisements have effect on the society and vice versa. (Wells, Moriarty & Burnett, 2006, p.5)

As it is said before that advertising is a way of communication, which gives different information. McCann-Erickson, a renowned agency speaks out that advertising is “Truth well told”, that means the advertisement should depict the real picture but in an attractive way. This tells us that in advertisement there are also some ethical issues. (as cited in Arens, 1982,p.7) The advertisements should be giving the real and full information to persuade rather than distorted or half information to manipulate the consumer group.

2.1.1. Kinds of Advertisement:

There are different kinds of advertisement according to their formation or the way of presentation. There are printed advertisements which are published on newspaper, spread through brochure or leaflet; again there are also advertisements in the electronic media, which are broadcasted in radio or on television. These advertisements are different in their formation, the use of linguistic tools are also quite different in each of the advertisement of different media.

Cook has pointed out some contrasts of these varied advertisements. These are:

1. Product vs Non-product ads: the image of organization by using products image of company without the product
2. Hard sell vs Soft sell ads : approaching directly by making overt statements vs not approaching directly
3. Reason vs tickle ads: quality of direct persuasion and hard sell with a central purpose vs indirect persuasion with soft sell quality which has humor, emotion and mood.
4. Slow drip vs Sudden burst ads: using different media and then after a time being fades away vs advertising new products to get noticed in a very short time
5. Short copy vs long Copy: long copy is found in local newspaper. (as cited in Simpson & Mayr,2010, p.34)

The Reason ads and tickle ads are more close to hard-sell and soft-sell ads, as these are concerned with the direct persuasion and indirect persuasion. Reason ad as its name suggests centered round a purpose while the tickle ads are concerned with humor, emotion and mood.

The 'soft-sell' or 'tickle' ads which are promoted through different media and gradually slow (as cited in Simpson and Mayr , 2010, pp. 34-35)

Vestergaard and Schroder (1985) named these advertisements differently. They attempted to differentiate commercial advertising from non-commercial advertising. Commercial advertisements are also comprises two categories. One is prestige or good will advertising which is to uphold the name and long term image of an industry by publishing their reports on papers and make their existence noticeable in the market and another is trade or industrial advertising which advertises the products to other firms or equivalent. On the contrary, non-commercial advertisement does not talk about any product, service or any organization. It is to give information or creating social awareness. Most of the time the Government sponsor this advertisement to place new law or to aware people about some particular issues; so as part of the campaign it is broadcasted in media. Beside these advertisements, there are two more. One is display advertisements and the second is classified advertisements. The display advertisements promote their product and take help of the advertising agencies to formulate their promotion strategies through advertisements. The classified advertisements take special space in newspapers and magazines and maintain a sequence to inform about their product but do not use indirect or even any tempting way to do this like commercial advertisements.

(as cited in Ahmed,2011, pp.1-2)

2.2 The Evolution of Advertisements:

In the primeval age there was no necessity of advertisements as the people were dependent on the nature, collecting food and hunting animals. After that time when they learnt to do farming then understood that they can fulfill their other needs by selling their products and buying from others, the only advertisements was then to shout out loud about the products.

After the invention of paper during the preindustrial age there in 1472 the first ad in English was published. Before starting the public schooling symbols are used as advertisements. In the industrializing age which lasted till World War I, the technological progression took place. In this period of industrial revolution changed the form of advertisements. The invention of photography and other communication system like telegraph, telephone, typewriter, and phonograph and then the motion pictures let the people communicate in a different way. (Arens, 1982, pp.23-29)

2.3. Studies on Advertisements:

In the comparison of the studies conducted on Bangladeshi advertisements, its nature, its structure and the linguistic tools to make it influencing; there is abundance of studies on the discourse of advertising which focuses on the linguistic and semiotic aspects of advertising. (Tolson, 1996; Myers, 1994; Cook, 2001; Vestergaard and Schorder, 1985; Goddard, 2001; Tanaka, 1994).

Advertisement is a new form of literature, a genre and needs to be understood. (Cook, 2001) It has the intrigue and the power to catch the eye of the common people with subtlety, though the audience may think they are not noticing but the repetition of the same ads can cause 'learning without involvement' as some psychologists define it. (Sutherland, 2010, p.63). The advertisement, a form of communication has the ability to convey messages even when the audiences are not paying that much attention to it. The creators of the advertisements invest different techniques to the short-lived advertisements for long term effect.

"Advertising copywriters regularly produce texts which are as highly wrought as any piece of literature, using fully the resources of language and inviting creative and subtle readings from their users. Although advertisements are ephemeral that each one is short-lived their effects are longstanding and cumulative..." (Goddard, 2001, p.3-4)

As Arens claimed (2002) In spite of a medium for business communication, assumed that advertisements are assigned to accomplish sales goals, the main objective of advertisement is effective communication. (p.246)

The effectiveness of advertisements is also an area of interest. Advertisements as Goddard (2001) considered 'a clever puzzle' remained as a mystery for long.(ibid)

"Like graffiti, advertising has moved a long way from simply imparting direct information messages. Advertising and graffiti often have succinct, clever messages that are not direct statements of information." (Sutherland, 2010, p.60)

In the attempt to understand the messages of advertisements there are lots of studies conducted on the discourse of advertisements to decode the implanted messages they contain and also its impact on the mind of people apart from the purpose to sell products.

As Srukisno (2010) analyzed the advertisements by means of elliptical operation. According to him the use of ellipsis in advertisements play an effective role. If the elliptical clauses and sentences are derived from the advertisements then the meaning or the messages of advertisements are easily understood.

As mentioned earlier, the main purpose of the advertisements is communication and the use of different tools some are salient some or subliminal make the advertisements effective. As Vadid and Esmae'li (2012) attempted to discover the techniques the companies follow to increase their selling. They emphasized on the relationship of texts and images for the value they add to the advertisements and as well as the impact they have on the culture of a society and play the role of a catalyst in changing the thought and behavior of the people (p. 36). They considered ads as a kind of discourse that in its center power and ideology interact and can be used to express and impose one's ideology. (ibid)

According to Alperstein (1990) the language of advertisements has a greater impact both on social life and individual life. People even use the language of the advertisements in their everyday life, such influence has the language on people. For him it is a kind of 'language play' in which the discourse of ads are derived and used in the interpersonal communication. (p.15) He said, "This language play, then, is like life imitating art a kind of meta communication in which the content of advertising becomes the content of social discourse."(ibid)

Similarly, Images used in the advertisements also have the power to create an influence over the emotion of people. The visual component can be both influential and grab attention if the product is accompanied with the image of people. It happens because advertisements entreat our senses and our emotions and consequently it creates an imaginary world for the audience to determine with. (Elena-Cristina, 2010, p.6)

Diaz (2011) said, to sell the products, in the intention of persuasion the advertisements not only give information about the products but also create a need in the mind of audience. Advertisements along with persuasion have a sublime intention of manipulating people both mentally and emotionally. (p.27)

2.4. Advertisements in Bangladesh

Bangladesh owns advertising agencies before independence though; the advertising industry was not flourished like now. Anwar (2009) mentioned that Bangladesh or the erstwhile East Pakistan had only few advertising firms as it was not an industrialized country and those forerunners were Bitopi, Asiatic, and Interspan. Bangladesh Television has counted 150 agencies by the registration done with BTV but if formal and informal sectors are counted then it crosses 500. But according to Bangladesh Yellow Pages there are 293 agencies and counseling firms in Bangladesh. The renowned ad companies among all these are Adcomm, Asiatic, Bitopi, Unitrend, Grey, Interspeed, Popular, Madona and Matra. (Jamil,2012,p.101)

In spite of being a flourished industry there is no such study regarding the transformation of Bangladeshi advertisements to understand how it formed and has the present status .(Haque, 2013). He also mentioned the inadequacy of research on Bangladeshi advertisement especially when it is about the perspective of consumer and those studies are not accessible to even academic researchers let alone for general studies. According to Haque there should be some studies to understand the development of the advertisements in Bangladesh as well as more studies should be conducted on the basis of communication along with the consumers. He conducted a study on the admission advertisements of educational institutions and his main focus on the private universities. He tried to find out that what kind of discourse the

private universities use in their advertisements to get the attention of the students and guardians and whether these ads have slight manipulative tinge in the use of the discourse in private university admission ads which make education commodity rather one's right.

There are other research conducted but most of them are mainly on the development of the advertising industry and its potential in this country which can be said is the business perspective rather in linguistic perspective. As Jamil (2012) tried to find out the recent advertisements trend in Bangladesh both in print media and electronic media and its future prospects. He found out that at present advertisements in Bangladesh have great influences on people's mind. It has such power that it can make anyone so popular that people even don't hesitate to make the person one of the parliament members. For instance, According to the report of Bangladesh National Parliament Secretariat (2009) Momtaz the folk-singer cum actress is now one of the members of parliament. Thus, it tends to give the clue of the novelty in use of techniques advertisements possess to influence human emotion and can direct people in accordance to the intention of them which even can stimulate a nation. (ibid)

Kashem and Rahman (1994) also have investigated the malpractices in Bangladeshi advertisements and focused on the ethical issues. The attitudes of the consumers towards the products and the response to the advertisements have been consulted by Hasan (1989). Again same kind of study has been conducted later by Alam and Rahman (1997) but they examined students' attitude towards advertising in Bangladesh.

Ahmed (2011) by comparing both the advertisements of Bangladesh and Australia tried to find out the similarities and dissimilarities between advertisements of these two different cultural states. She has discussed the discourse of the advertisements on sociolinguistics, lexical, semantic and stylistic level. She found out that advertisements of both these countries have some common features which show the influence of globalization in advertisements of Bangladesh. Besides, she has claimed that there is cultural imperialism on the discourse of advertisements as the use of different words of popular languages like the international language English and Hindi, the language of the neighboring country, are seen along with

following the same kind of strategies to influence the consumers while the cultures of both the countries are not same.

According to Jamal (2012) advertisement is the mixture of both art and business and it has enchanting and appealing effects on different segments of population. (p.99)

The culture and different concept of the society are also depicted in the advertisements especially in television commercials. Haq (2009) has attempted to find out the status of women in Bangladeshi advertisements. He tries to inform the hidden agenda of the society as well as to aware people from this hidden structure embedded in the language of the advertisements. (Haque, 2008)

Rosul (2007) has also studied the discourse of the advertisements in the intention to find out the hidden message the advertisements are providing and also attempts to show people the truth behind the language of the advertisements based on the beauty products both for men and women. Her study shows the difference between reality and appearance. She has also wanted the people being aware of the manipulation and the mind controlling power of advertisements. Most of the time people tend to believe which are shown in the advertisements and sometimes even if it known Advertisements as the part of media have many complex ways to use influencing the minds of people. (Vandijk, 2008)

2.5. Common Features of Advertisements:

According to Leech(1966) the language of advertisements are mainly ‘ loaded language’ and the purpose of this language is to divert or control the audience will and motivate them to act accordingly. (as cited in Ahmed, 2011, p.4)

In discourse analysis both the text and context should be reflected, moreover, it is needed to be understood human cognitive process carefully, in specific culture to analysis the discourse. (Cook, 2001, p.4)

Cook (2001) claimed that advertisements are compilation of different elements and these elements are interrelated to each other.(p.6)

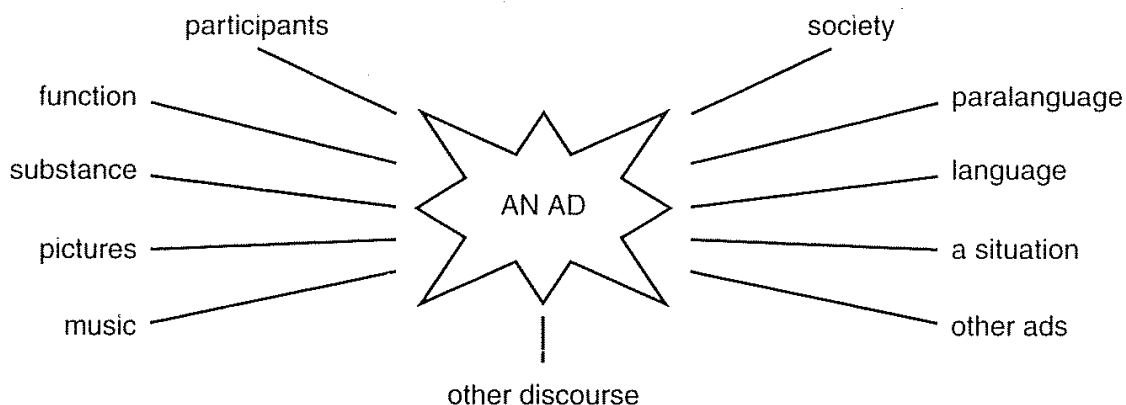


Fig. 1: Interaction of elements in ads (Cook, 2001, p.6)

Cook (1992) described the components of the ads which should be taken care of while scrutinizing the discourse of ads, in a certain way given below:

1. Substance
2. Music and pictures
3. paralinguage
4. situation
5. co-text
6. inter text
7. Participants
8. Function (p.4)

There are some common traits which are found in the language of advertisements (Cook, 1992; Goddard, 1998), discussed below:

1. Cohesive devices: Cohesion is a linguistic device which is used to make relation among the sentences and clauses of the discourse. There are a number of cohesive devices used in the language to have links among the words, phrases and among the sentences as well. Among those devices there are again some which are frequently used in the language of the advertisements. For instance:
 - a. Repetition: Repetition of particular lexical items in the language of advertisements is a common trait. It may be used to support the memory system of the audience,

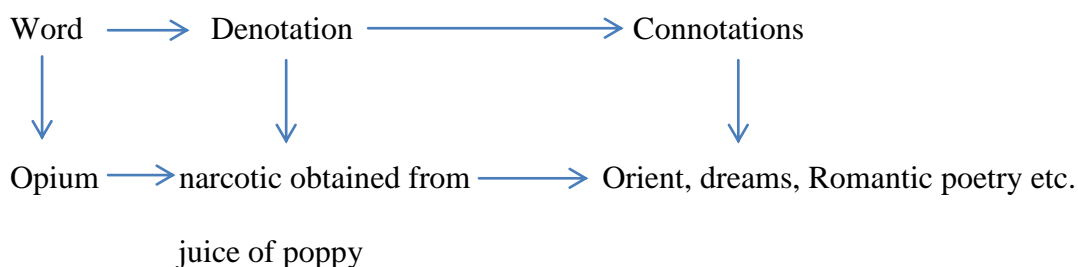
the more they will see or hear the word, the more it will be retained in the memory.

- b. Ellipsis: It means the omission of words. In the adverts sometimes phrases and words are used individually to express full meaning. In conversation especially when it is a face-to-face interaction ellipsis is used to avoid a large sentence. For instance, 'Going to office?' instead of "Are you going to office?"
2. Use of Pronouns: In majority of the advertisements, 'I' and 'We' pronouns are used by the narrator. While the use of 'We' connotes the territoriality and the classified group, use of 'I' is kind of manipulative to make the language overemotional intentionally. (Goddard, 1998, p.105)
3. Vocabulary: Vocabulary items play a very crucial role in the language of the adverts, as the copywriters choose the words that are strongly connected with the product and also use the words which can relate the target group of people. The words from everyday conversation are coined in the advertisements as the advertisements are for mass people and providing them the information in an intelligible way makes it more tangible.
4. Buzz words: This term is coined by Goddard (1998) who claimed that in the advertisements new or words in the flow are used, for instance 'selfie', 'wassap' it is a new word in the trend and used frequently in the language of media, as well as in advertisements to relate it with the young generation. The new form of words can also be used in the name of brands in the slogans used. The change in advertising language is connected with the process of language as it shows the change in the corpora of the world and as well as in the values and attitude. (Goddard, 1998, p.64)
5. Grammatical Structure: As colloquial language is used in the advertisements, the grammatical structures are not strictly maintained. The initials or abbreviation of the words are used instead of full form of the word.
6. Comparative reference: Comparative reference is used as a technique of advertisements. Most of the time it is an unfinished comparison or the compared brand or product is not mentioned in the advertisements.

7. Deviation: 'Like literature, advertising frequently uses language in ways which depart from convention.' (Cook, 2001, p.142). Widdowson (1972) asserted that though the use of unique words might not be structured with the rule of English grammar, the meaning it expresses is intelligible. (as cited in Cook, 2001, p.142)
8. Code- switching and Code-mixing: In a bilingual society code-switching and code-mixing are usual phenomena and the use of the words and sentences in mixed languages are also one of the salient features of adverts' discourse. According to Wardaugh (2010), people all over the world use different codes in different situations. They not only choose the code while speaking but also switch codes or mix word of two or three languages in one conversation. By switching codes in short utterances a new code is created which is termed as code-switching. When the switching is within a word or phrase is named as code-mixing. In the language of advertisements whether it is vocalized or printed, the code-switched elements get more attention than other text in the advertisements. (Luna, Lerman & Peracchio, 2005, p.418)
9. Figurative language: Use of different figures of speech is noticeable in the discourse of advertisements. The purpose of the copywriters is to persuade the audience which they try to do by articulating interesting words and phrases with the help of the narrator. In the task to make language remarkable pun, metaphor, hyperbole, symbols, euphemism, connotation and other figures of speech are applied in the discourse of commercials.
 - a. Pun: "Puns are popular rhetorical figures in advertisements." (Mulken, Enschoot-van dijk& Hoeken, 2005, p. 707). According to Morner and Rausch (2004), witty use of words which involve more than one meaning is called pun. (p.178). Goddard (1998) has reported about use of polysemy, one word with several meanings in the advertisements, whereas pun is one of its classifications. She claimed that in advertisements puns are deliberately employed. (p.63) Elbers (2015) has stated that pun, used as a humor device in television advertisement in the end attempts to give the resolution of the absurdity the advertisement prompted. (p.11)

- b. **Metaphor:** Metaphor is similar to pun which involves two meanings of a word. One is explicit meaning and another is sublime. Rosa(2009)remarked that metaphor would be defined as a cognitive device which allows us to deal with abstract domains of experience by understanding and experiencing one thing in terms of another, which implies that it pervades our use of language as a reflection of our thinking no matter how unaware we are of it or how hard we try to avoid it. In advertisements along with the words which have metaphorical meaning, (Forceville, 1996) talked about the presence of visual metaphor in contemporary advertising. (as cited in Cook, 1992, p.61)
- c. **Denotation and Connotation:** The words used in different context have connotations rather owning one meaning or denotation. ‘a word has many aspects for its user other than its denotation, which supposedly persists across different contexts, and its pragmatic function, which supposedly varies systematically across contexts.’(Cook, 2001, p.103)

For instance, ‘Opium’ as fragrance name.



The word has different connotations which connect the word ‘Opium’ with the name of the perfume. However, Cook (2001) stated that many analysts considers connotation a must thing in language processing. (p.109)

- d. **Euphemism:** ‘Euphemism’ means the use of polite words or language while expressing the ideas which are not easy to articulate or which are related to some issues not to talk openly in the public, for instance, sex, death or some private physical matters. (Goddard, 2002, p.64)

- e. Taboo: It's also representing kind of issues which are not like to have acceptance in the society or can have impact on particular social groups and also on particular experience (Goddard, 2002, p.65). For instance, the advertisements of contraceptive which show that, it is easy to escape from the embarrassment of being pregnant before marriage by using certain pills, the advertisements of sanitary napkin. The uses of certain words which are forbidden in particular context are also considered taboo. It noteworthy that, a word or issue which is taboo in a society, can be accepted in other context and might not be countered as taboo.

2.6 Discourse Analysis (DA)

"The analysis of discourse is, necessarily, the analysis of language in use. As such, it cannot be restricted to the description of linguistic forms independent of the purposes of functions which those forms are designed to serve in human affairs." (Brown & Yule, 1983, p.1)

According to Brown and Yule (1983) the importance of language as the conveyer of information is connected with the cultural myths. Almost everyone believes that it is the task of language to lead the human race to create different cultures, each of which has unique social customs, the way of looking at religious issues, rules and regulations, legislative prosecution, oral customs, way of business policies and others. (p.2)

On the other hand, Gee (1999) attempted to differentiate 'discourse' with small 'd' and 'Discourse' in capital 'D'. In the words of Gee (1999) 'Discourse' with capital 'D' is the way to assimilate the language in use with other things like different ways of thinking, acting, interacting, valuing, feeling, believing and using symbols, tools and objects in the right place in the right time. He further stated that using these non-language things in perfect place and time enable people to act accordingly to let them identify diverse actions and identities. It gives the material world a particular meaning, a certain way to allocate social goods, can build up powerful connection with the experiences in a certain symbolic system and the ways

of understand others. (p.13) Besides, he considered discourse in small 'd' only as 'language-in- use' or the 'stretches of language'.(ibid)

However, it can be said that discourse is not only the use of language but there are other things included with it. Macdonnell (1986) defined discourse in this way, "whatever signifies or have meaning can be considered part of discourse."(as cited in Miller, 1997, p.13)

Adding with definition , Miller (1997) said "Whilst this may be seen by some as being too wide a definition of discourse, it does emphasize the fact that discourse are not simple grouping of utterances or statements but consists of utterances which have meaning, force and effect within a social context." (p.13)

Discourse is not only about language but there are some other aspects related to it. It is not concerned with the language that is used alone but who used it and why and in which situation all are included in discourse. With the text, the context of the discourse has same importance.

"Although the main focus of discourse analysis is on language, it is not concerned with language alone. It also examines the context of communication: who is communicating with whom and why; in what kind of society and situation; through what medium; how different types and acts of communication evolved, and their relationship to each other." (Cook, 1992, p.3)

Cook (1992) claimed that if the language is combined with music and picture, the discourse analysts must include those modes of communication in the analysis. He said that if any of the components are left out then the specific acts of communication or the internal mechanism of language cannot be understood properly. (p.4)

Jones (2012) explained that discourse analysis cannot stated as the study of language as other studies mentioned, it focuses on the real life use of language by people to express different feelings, for instances to make fun, to argue, to persuade and in various other purposes. It also shows variety of persona people have and they are also can be in different groups.

Thus, discourse is a linguistics form has to deal with other modes of communication which are involved for the better understanding of the language in use. That is why, it includes the

situation, not only the interlocutors in the communication but also their fashion, gestures, their way of talking. Because without taking these on account one cannot understand what is expressed in the conversation. However, discourse is wholly connected with social identities and social relationship, which includes the nature of people and the power exercised over them through language. (pp.4-5)

2.7.Critical Discourse Analysis (CDA)

Flaircough and Wodak (1997) remarked that CDA considers discourse which is language used in written and spoken text as a form of ‘social practice.’ Hence, it brings out the dialectical relationship between a particular conversational occasion and the situation(s), institution(s) and social structure(s). This is a unidirectional process where discursive occasion is formed by them and they are formed by the events simultaneously. Furthermore, it has some ideological issues which are important in the social effect for instance the discourse has the power to create inequality in the power exercise of men and women, the presentation of different things and position of people can build ethnic or cultural majority or minority.(as cited in Wodak & Meyer, 2009, p.5)

Therefore, CDA does not look for the outward part of the culture, rather the unseen ideologies found in common beliefs; those are expressed through different analogies and metaphors attracted by linguistic attention. (Wodak & Meyer, 2009, p.8)

Similarly, Vandijk (2001) has defined Critical discourse analysis (CDA), “is a type of discourse analytical research that primarily studies the way social power is abused, dominance and in equality are enacted, reproduced, and resisted by text and talk in the social and political context.”(p.352)

Flairclough (1992) remarked that the language of people in a society, replicate the relevant, new and communicative values. He added that CDA aims at the language people use in the society to express their emotions with real intention and purposes. (p.110)

Wodak and Meyer (2009) cited seven common features of critical discourse analysis and other sectors of studies which deal with discourses as well. It focuses on the properties of

language used by the real users in practical situation. It rather concentrates on the larger unit of language than individual words or phrases and it examines on the aspects of action-interaction both of verbal and non-verbal, for instance semiotic, multimodal, visual, gestures, images, film, the internet and multimedia. Hence, it analyzes the language and its use in social, cultural, situative and cognitive milieus.(ibid)

The significant difference between discourse analysis (DA) and critical discourse analysis (CDA) is that CDA does not examine the linguistic unit rather it concentrates on the social phenomenon which needs much attention and would be multi-disciplinary and multimodal.(ibid)

CDA also focuses on the theoretical concepts of power, ideology and discusses on the issue of appearance versus reality. It also takes the history of the prevailing language in the society as well the change of discourse which generates the change in socio-cultural structure.

“CDA ought in contemporary circumstances to focus its attention upon discourse within the history of the present –changing discursive practices as part of wider processes of social and cultural change—because constant and often dramatic change affecting many domains of social life is fundamental characteristic of contemporary social experience, because these changes are often constituted to a significant degree by and through changes in discursive practices, and because no proper understanding of contemporary discursive practices, and because no proper understanding of contemporary discursive practices is possible that does not attend to that matrix of change.” (Fairclough, 1995a, p.19)

Van Dijk(2001) mentioned that CDA builds the gap between the micro and macro level of social order. In micro level language in use, discourse, verbal interaction and communication are present while in macro level power, dominance and question of equality are discussed.(p.354)

On the other hand, Rogers (2004) asserted that CDA is used to understand the power relationships prevailing in the society and as well as discover the inequalities. Besides, there is another explanation of ‘critical’ in CDA that is to analyze the form and function of language. (pp. 3-4)

Van Dijk (2001) remarked that the common issues talked over are ‘power’, ‘domination’, ‘hegemony’, ‘ideology’, ‘gender’, ‘race’ in CDA. Power comes from the dominance of the social institutions on the public by controlling the common discourse. Similarly controlling over the mind of people causes the reproduction of domination and hegemony. He, furthermore states that the common people are the victim of dominance, for instance, doctor, teacher, advocates, journalists who have control over discourse and can determine which one to belief and which not. These dictate beliefs turn into ideology afterwards.

Thus, CDA puts emphasis on the language used in the society and its impact on society as well as cultural structure.

2.8 Difference between DA and CDA:

It is clear from the very terms that both DA (Discourse Analysis) and CDA (Critical Discourse Analysis) are connected with discourse but in the language of Van Dijk(2009) ‘critical approaches to discourse is commonly known as Critical Discourse Analysis.’(p.62) Wodak and Meyer (2009) tried to make a distinction between discourse analysis and critical discourse analysis. For them CDA does not focus on scrutinizing the language unit rather it emphasizes on different social occurrences which are obviously complex in nature and need a multi-faced and multi-theoretical approach. The social problem which are critically analyzed no need to be negative all the time, nor it should a serious issue which must be taken to be investigated critically. Any of the social events can be critically examined, challenged and not to be counted as a normal phenomenon.

2.9. Fairclough’s Three-dimensional Model

Fairclough(1992) approached a new way to analysis the discourse to show the relation of linguistically oriented discourse analysis with the social and political thought related to language and discourse. He created a framework by which social changes through language use can be analyzed. This three-dimensional model can be used to analyze discourse as text first, then the discursive practice of it and later the social practice of discourse. (p.62)

Flairclough (1995a) claimed, “I see discourse as a complex of three elements: social practice, discursual practice (text production, distribution and consumption), and text and the analysis of a specific discourse calls for analysis in each of these three dimensions and their interrelation.”(p.74)

He again mentioned that the hypothesis explains the noteworthy connection among the elements of the social practice of the text elements. (ibid)

Bourdieu (1977) stated that there is a connection between the social practice and the use of language in particular situation. Both of these have cause and effect which is normally unnoticed in general condition. (as cited in Flairclough, 1995b, P.54)

Furthermore, there is an obvious power relation in the use of language of which people are totally ignorant whereas it is important to understand it.

Unlike other social theorists , analysts and linguists, for instance, Foucault (1972), Fraser (1989), Stubbs (1983), Van Dijk (1985); Flaircough (1995) thought that ‘Discourse’ does not refer only spoken and written language which is used in different context but other semiotic activities produce meaning should be counted as discourse. (ibid)

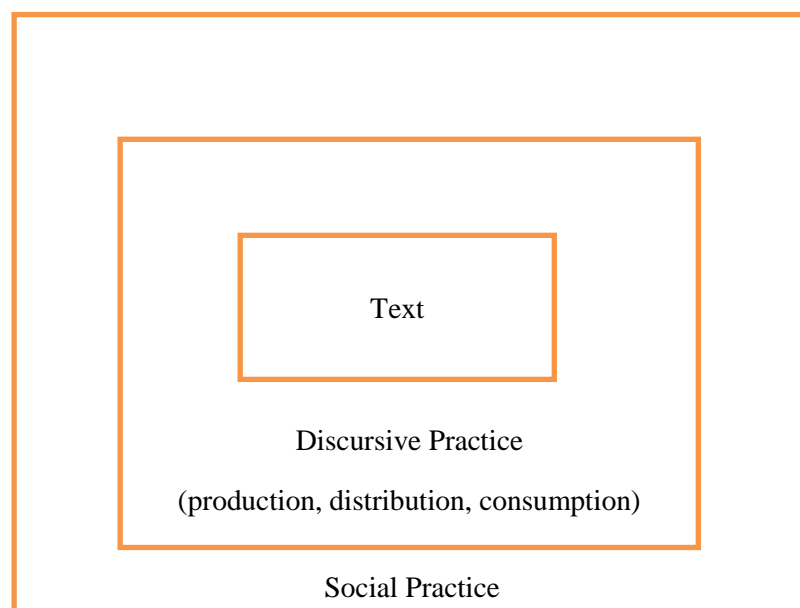


Fig.2: Three-dimensional conception of discourse (Flairclough, 1992, p.73)

Language has the impact on society and culture. It shapes social identities, social relations and the system of knowledge and belief. However, language in use follows both the conventional and creative ways to preserve and reshape existing social identities, relations and system of knowledge and belief at the same time renovate them. (Flairclough, 1995, p.55)

According to Flairclough (1995b) any kind of discourse should have two consecutive emphases to be analyzed. They are:

1. Analysis of communicative events:

The analysis of communicative events in CDA is the analysis of the relationship among the text, discourse practice and sociocultural practice. 'Text' is considered as written, spoken and even spoken and visual (television). Text analysis is concerned with both the meaning of the particular text and as well as the forms of it. Form analysis, counts analysis of vocabulary, semantics, grammar, small units of the sound system as well as writing system and also covers the relation among the sentences used in the text which is named as cohesion. The meanings texts present particular beliefs of the providers of those texts which mean representation of certain 'ideologies'. Besides, the relationship between the sender and receiver and their identities are also discussed. The ways texts are articulated and taken, are considered as discourse practice and the sociocultural practice means the society and culture where the communication has taken place. Hence, for the analysis of audio-visual representation photographic images, visual arrangements, lay out, sound effects should be included.

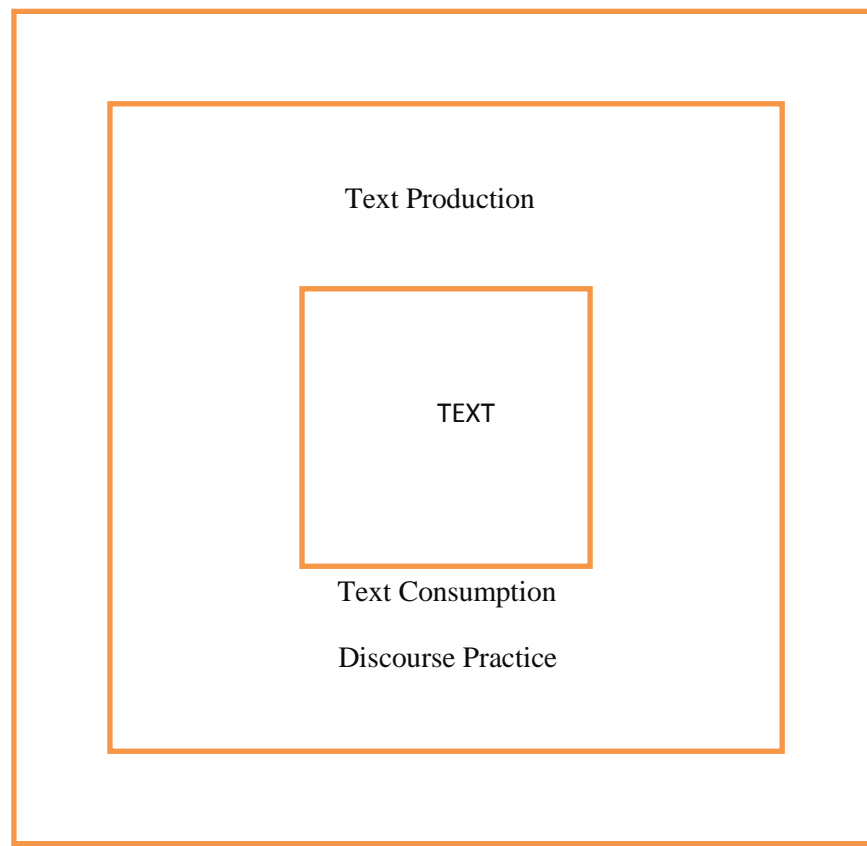


Fig.3: A framework for critical discourse analysis of a communicative event (Flairclough, 1995b, p.59)

2. Analysis of the order of discourse:

The analysis of the order of discourse defines relationship between genres and discourses and also distinct them. Flairclough(1995b) suggested, ‘ A discourse is the language used in representing a given social practice from a particular point of view. Discourse appertains broadly to knowledge and knowledge construction’ (p.56). The example can be different social practice of politics, like Marxist, socialist political discourse. On the other hand, genre is the language used in particular situation of social practice. Genres are associated with particular institution. For instance, interview, advertisements. These two are quite different from each other and can be called genre separately. (ibid)

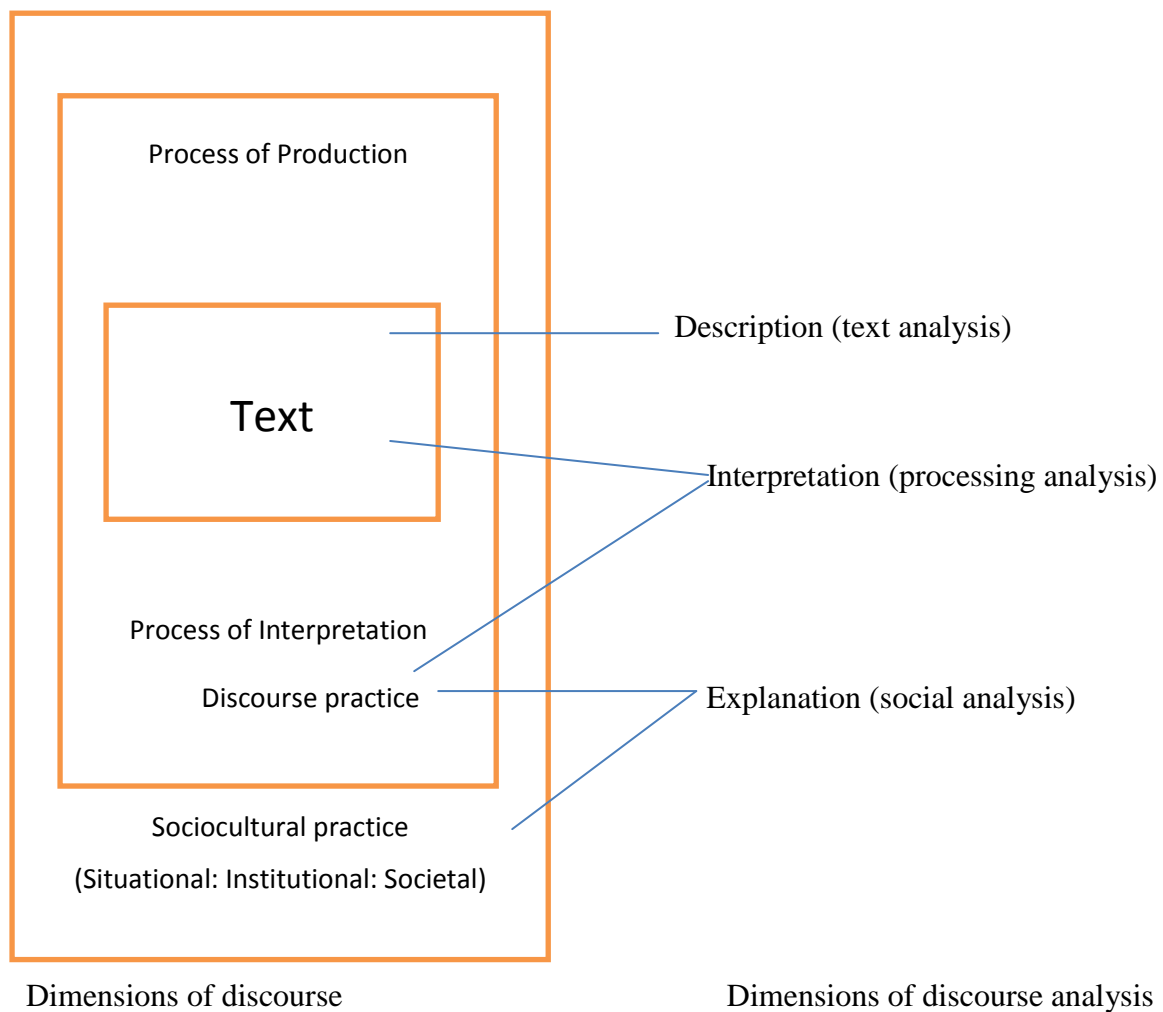


Fig.4: Flairclough's Three-dimensional model (Flairclough, 1995a, p.98)

Flaircough (1995a) believed that this approach is perfectly applicable to study the socio cultural change which is associated with the change of discursive practice. Furthermore, it searches out the connection between social practice and language. It also implements a structured way to find out the tie between the nature of social processes and elements of language texts. (p.96) He explained the three-dimensional conception of discourse and the three-dimensional method of discourse analysis. He stated, 'Discourse and any specific instance of discursive practice, is seen as simultaneously (i) a language text, spoken or written, (ii) discourse practice (text production and text interpretation), (iii) sociocultural practice. Furthermore, a piece of discourse is embedded within sociocultural practice at a number of levels; in the immediate situation, in the wider institution or organization, and at a societal level.' (Flairclough, 1995a, p.97)

The method used for discourse analysis comprises with the linguistic description of the text, depiction of the linkage between both of the discursive process, productive and interpretive and the text. Again, it also reflects and explains the relationship between the discursive and the social process. (ibid)

2.10. Language, Ideology and Power:

Language, Ideology and Power, these three are interconnected to each other. Mullins (1972) provided four main characteristics of ideologies given by the Political scientists:

1. Power is more important than cognitions.
2. They are capable of guiding individuals' evaluations.
3. They provide guidance through action.
4. They must be logically coherent (as cited in Wodak & Meyer, 2009, p.8)

Wodak and Meyer(2009) said that, ' Although the core definition of ideology as a coherent and relatively stable set of beliefs or values has remained the same in political science over time, the connotations associated with this concept have undergone many transformation.'(ibid)

Flaircough (1995a) argued that language is implemented by ideology in different ways of different platforms. He also claimed 'ideologies reside in texts' (p.71). Similarly, the content and form of texts contain the structure and formation of ideologies. (ibid)

Power is another issue which is in relation with both the language and ideologies. Webner (1980) defined power as 'the chance that an individual in a social relationship can achieve his or her own will even against the resistance of others.' (as cited in Wodak & Meyer, 2009, p.9). Three different approaches are distinguished by Wodak and Meyer (2009). They are:

- power as a result of specific resources of individual actors
- power as a specific attribute of social exchange in each interaction
- power as a systemic and constitutive element/characteristic of society

Flairclough (1989) found out three constraints between discourse and power. They are:

- contents, on what is said or done

- relations, the social relations the people enter into in discourse
- subjects, or the 'subject position people can occupy.(p.46)

Besides, He talked about the hidden power, exercised on the people. He mentioned about the discourse of mass media, for instance, television, radio, film and newspaper. He found the discourse of mass media quite interesting as it is the power relation invested in the media discourse are often subtle and not so clear to everyone. So, it can be said that the aspects of power relation is sublime in the texts.(p.49)

Similarly, Wodak and Meyer (2009) discussed about power and they said it as central issue of CDA. The language used by those who are in power have the ability to dominate others who are not in that position and in this way social inequality is created. (p.9)

Wodak and Meyer (2009) have also discussed the term 'technologies of power' which is coined by Michel Foucault (1975). He (1975) remarked that the power of technology emerged during 18th and 19th century. Power is forced upon consciously but it was not an individual task to do. There are many ways of exercising power, one is by threatening, creating violence. Hence, the advertisements which make a false need among the people and try make them show that the consumers would be more satisfied and get more comfort by getting the particular product is also a kind of power exercising. He also attempted to interpret the way different technologies make people their subject and take control over their bodies, gestures and eventually in their behavior. (p.9)

2.11. Persuasion and Manipulation

According to Van Dijk(2009), manipulation is not the use of power exercise rather when the power is abused then it is manipulation and most of the manipulation occurs in text and talk. (p.360)

It is kind of power abuse which attempts to dominate people in different events. This is an illicit influence which works with the association discourse. Even pictures, photos, movies or other media can be manipulative. The people who manipulate others want them to behave or act in accordance to their will for the benefits of manipulators. (ibid)

On the contrary, persuasion which also takes place in text and talk or works by the means of discourse is not counted unlawful. Though it is tough to distinguish persuasion and manipulation because both of them are context dependent and also depend on the participant, in persuasion people have freedom to choose their own action as they want. Besides, it is participants who can determine whether the discourse used is persuasive or manipulative because the same discourse can be manipulative for some recipients while other may find it persuasive. (Van Dijk, 2006, 361)

Chapter 3: Methodology

3.0. Introduction

This chapter of the dissertation focuses on the methodology applied in understanding the linguistic strategies used in the advertisements of mobile operating companies of Bangladesh, the influence of the linguistic devices used in these advertisements on people as well as on the culture and society of Bangladesh. It discusses on the research design, the theoretical frame work, screening of primary and secondary sources of information for the study, sampling, data collection and analysis.

3.1. Research Design:

The central study is about the strategic linguistic devices and the influence of advertisements' discourse on the consumer. Both the print and television commercials in concern have been selected from a time-from September 2014 till February 2015.

The research survey was conducted on two separate set of people:

- People from different profession and socio-economic strata living in Dhaka who are exposed to the communication referred to. 100 individuals, randomly selected, were surveyed.
- Those who are involved in formulating and creating these communications – copy writers, ad film makers and agency client service professionals. While selecting the professionals, the primary concern was those employees of agencies dealing with telecommunication communications. Survey was conducted with 20 individuals 5 of whom were interviewed in depth.

The Three-dimensional model (refer to Figure 4, in section 2.9), approached by Flairclough (1975a,1995b), is applied as theoretical framework for the research. According to

Flairclough, discourse that takes place in any context should be considered a language text which can be either spoken or written; discourse practice which is related to production and interpretation of text and sociocultural practice. The discourse is deeply connected with different levels socio cultural practice. From the individual situation the relation to the broader level can be denoted.

Text Analysis:

Text analysis is comprised with both the form of the text and the meaning. Flairclough (1992) proclaimed that it is a very complex process to analysis a text in the basis of meaning as texts are ambivalent in character and can be interpreted in various ways. Furthermore, both the potential meaning of form and interpretation are needed in text analysis. (p.75)

He added that text analysis has four main features, ‘vocabulary’, ‘grammar’, ‘cohesion’, and ‘text structure’. (ibid) Here, images are also counted in the textual analysis.

Discursive Practice:

Production, distribution and consumption of text are collectively known as discursive practice. The relation between the text producers with the context of the production is also focused in discursive practice. Discursive practice also focuses on the consumption of the text. It means how the text is considered by the receiver. It can also detect the social identities of individual or of groups. The context of the discourse controls over the text interpretation. (ibid)

Discourse as social practice:

Discourse in social practice shows the relation of discourse with ideology and power. Ideologies are signs of reality. The realities linked with the physical world, social relations, and social identities. These realities are built upon different levels of forms or meanings of discursive practices. These influence production, reproduction and transformation of relation

of domination. Discursive practice of different context turns into ideologies and then creating the domination gets the power. There is always a struggle between ideologies which use discourse in different levels of power exercising. (ibid)

The analysis of discourse in socio cultural perspective brings out the relation among language, power and ideology. How discourse takes part in shaping the thoughts of people and form the ideology and then the struggle of ideologies give the participant power through language use.

3.2.Sampling:

For collecting data, both qualitative and quantitative questions are used. Data was collected from 100 common people and 20 experts of five advertising agencies situated in Dhaka. A structured interview was taken from the creative writers to find out the strategies they play to influence people. Along with the surveys, ads of both the printed and electronic media are collected. 16 newspaper ads and 10 TVCs are collected for analysis.

3.3.Settings:

The advertisements are collected from different newspapers, for instance, The Daily Star, The Dhaka Tribune, Ittefaq, Jonokontho, Prothom Alo and some of them are downloaded from Google archive due to less appearance of advertisements of a few existing mobile networking companies. TVCs are recorded from different television channels as well as downloaded from YouTube. These are collected in the time period of the study (September 2014 to February 2015).

The researcher took a structured interview of the experts. Some of the interviews were taken at the office they work and due to political unrest and also for their busy schedule some were taken over phone. Common people of different professions and of different age are chosen randomly as participant and the researcher got some of the participants in their residence,

some in their work places, some in the educational institutions and also got the data through email.

3.4. Instrumentation:

To collect data from common participants a survey questionnaire was used while a structured interview questionnaire has been used by the researcher to collect data from the experts. Some of the interviews are recorded on mobile phone (Samsung Galaxy Core Duos) with the consent of the participants and then are transcribed in the interview questionnaire and some participants preferred writing their feedback according to the questionnaire by themselves. The printed ads are collected from daily newspapers from researcher's house as well as the house of the neighbors and some of them are downloaded from the Google archive. TVCs are also recorded with the help of mobile phone (Samsung Galaxy Core Duos) and some are downloaded from you tube.

3.5. Data collection procedure:

Data was collected from the newspaper, television advertisements. Both of the surveys, from the common people and the experts helped the researcher to get data of the study. Most of the survey questionnaires of the common participants are collected in their physical presence while some of them are collected through mail due to present political unrest. Similarly, some of the interviews were face to face interaction and some are taken over phone due to the prevailing political unrest as well as for the busy schedule of the experts.

3.6. Data analysis procedure:

The discourses of the advertisements are analyzed under the framework of Fairclough's (1995) three-dimensional model which gives the three aspects of the discursive event.

In the first stage of analyzing data, they were counted through tally after that Microsoft Excel is used to synchronize data and have charts and other diagrams. Data from the qualitative questions are analyzed on the basis of the feedback of the experts.

3.7. Obstacle encountered:

Due to prevailing political unrest it was difficult for the researcher to collect data from the participants and it was also hard to get appointments from the experts belong to the Ad agencies as they had very busy schedule. While collecting advertisements from the newspaper as well as from electronic media, the researcher found that advertisements a few mobile operating companies had less appearance or no appearance at all during the given time frame.

Chapter 4: Findings and Discussions

4.0 Introduction:

In this chapter the researcher attempts to analyze and discuss the findings from the data collected through surveys and in-depth interviews. First, for the textual analysis of the advertisements as it is the central issue of the study, texts of the ads are analyzed on the basis of lexical, semiotic and pragmatic ground. The images of the advertisements are also counted as images also infer messages of the advertisements. Then the languages of the TVCs are discussed. The impact of the languages and the visual images of the ads are analyzed in relationship with socio cultural context. Finally, the survey and the interview of the experts as well the survey of the general participants are discussed accordingly.

4.1. Analysis of printed ads:

1. **Use of fonts:** Use of different fonts is strongly noticeable in the print ads. Different information of the service and the packages are written in different fonts. Some information is written in so small fonts that they are hardly readable. According to Goddard (2001), using different fonts and typographies are attention seeking devices and use of different fonts creates a special effect.



Fig5: Use of different 'Font' as attention seeking device

It can be seen that the ad has used different font sizes and colors to grab the attention of the audience. It is also noticed that the information regarding the conditions that apply in availing the promoted product or services are given at the bottom of the layout in fine prints. People hardly read that part since it is written in very small fonts. People tend to ignore the information not deliberately but unconsciously, which are written in small font as it does not attract people as much as the big colored fonts. It is tactics followed by the ad makers to make the audience not to notice all the written information.

Comparative Reference

আর কে দেয়? মেসার্স ৩০ দিন ২৪ ঘণ্টা এক রেট

এয়ারটেল

বন্ধ কানেকশনে
আধা প./সেকেন্ড এয়ারটেল এ
আরও আছে 300 MB ফ্রি ইন্টারনেট
অফারটি পেতে ডায়াল *222*2#
সাথে Facebook, Whatsapp আর twitter ফ্রি

VAT প্রযোজ্য। বিস্তারিত জানতে ডায়াল 1212 (ফ্রি)
Join: facebook.com/airtelbuzz
Visit: bd.airtel.com

Indirect comparison with other networking companies

Fig: 6 Comparative References

With the phrase used here ‘আর কে দেয়?’ this advertisement has attempted to place an indirect comparison to other telecom companies and the services provided by those existing companies.

Code-switching and code-mixing:

Applying more than one code is also found in the text of advertisements.



Fig.7 Code-switching and code-mixing

Two code are used in making one compound word and also sentence

In this advertisement 'Playful' is written with 'play' and 'ফুল' and the sentence 'no চিন্তা , just play' is also an evidence of using two codes. The first one that is 'play ফুল' is code-mixing and 'no চিন্তা' is an example of code-switching. Code-switching and code-mixing are used in the advertisements as they add more value to the language of the advertisements. Here the word 'play ফুল' will certainly grab the attention of the consumers. As, it is an unusual form of the word 'Playful' so it certainly strike into the mind of people and get the attention of the customers. An unusual thing always catches the eye of people more than the usual. Words and sentences mixed up with more than one code grab the attention of the customer easily. In Fig.8, the phrase 'বাংলালিংকের অ্যাডভান্সড ইন্টেলিজেন্ট নেটওয়ার্ক-এ' is also code-switching. The headline of the ad is in Bangla but mixed up with English. The words 'advanced' and 'intelligent' emphasizes on the quality of the service. As English is the international language, so when English words are used along with other language or all alone in ad, it gives the ad a global value. The words 'Advanced', 'Intelligent' make the consumer relate the service with international quality.



Fig.8: Code-Switching

Using Onomatopoeia and Metaphor:

Onomatopoeia is the use of words which gives the effects of sound. For example, crack, buzz, hum, clang etc. Here, the onomatopoeic word ‘Ghechang’ is in Bangla which gives the sound of cutting down something by sword or scissors.

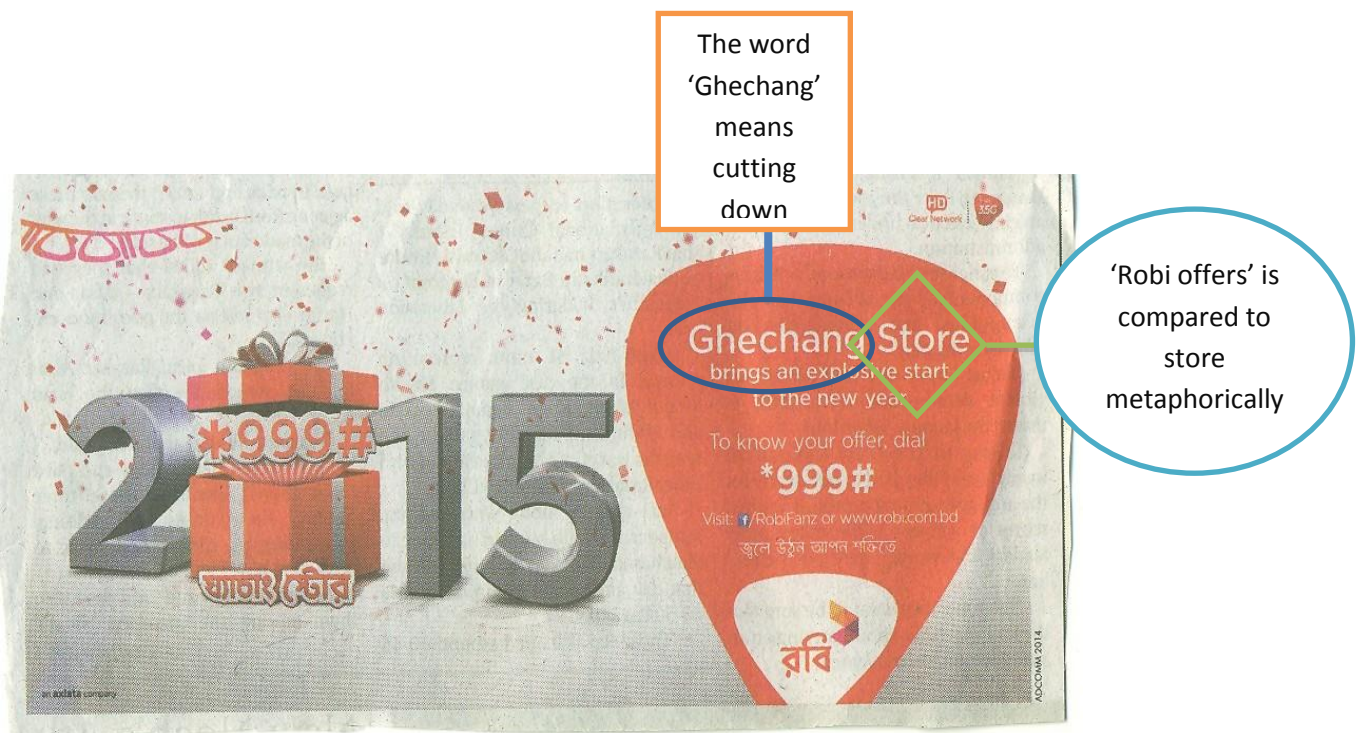


Fig.9: Use of Onomatopoeia and Metaphor

This word has been used here to make people know that by using ‘Robi’ mobile network, the customer can cut down their bills for calls and other service charges which might be high for other mobile networking users. There are many less paid service offer in ‘Robi network’. The offers given by Robi are metaphorically compared as store. As in store the customers can buy things according to their need and the rate of the product, in the same way the customer can choose their service in cheap rate from Robi offers. To know the offers the customer has to call in certain number and the ad does not mention whether it is charge free or not.

Word play:

Playing with words is salient in the advertisements. The creative writers try to input some new things to catch the eye of the audience. As advertisement is also entertaining, so the words with different formation amuse the audience and also serve the purpose of achieving attention of the customer. In Fig.10,



Fig.10: Word play- use of unique spelling

To make the language interesting the spelling of the word ‘plague’ is written in a unique way. Though, play and egg do not give us any such meaning which can give us a definite message, combining these two words which sound like the word plague which means something contagious.

Repetition:

To grab the attention and to insert the information in the memory some words or phrases are used repetitively.



Fig.11: Repetition of phrases

This ad, in Fig.11 shows the repetition of the words phrases like ‘আনলিমিটেড ফ্রি facebook’ and ‘আধা পয়সা প্রতি সেকেন্ডে’ to emphasize on the information about the service. Repetition of the brand name is also noticeable.

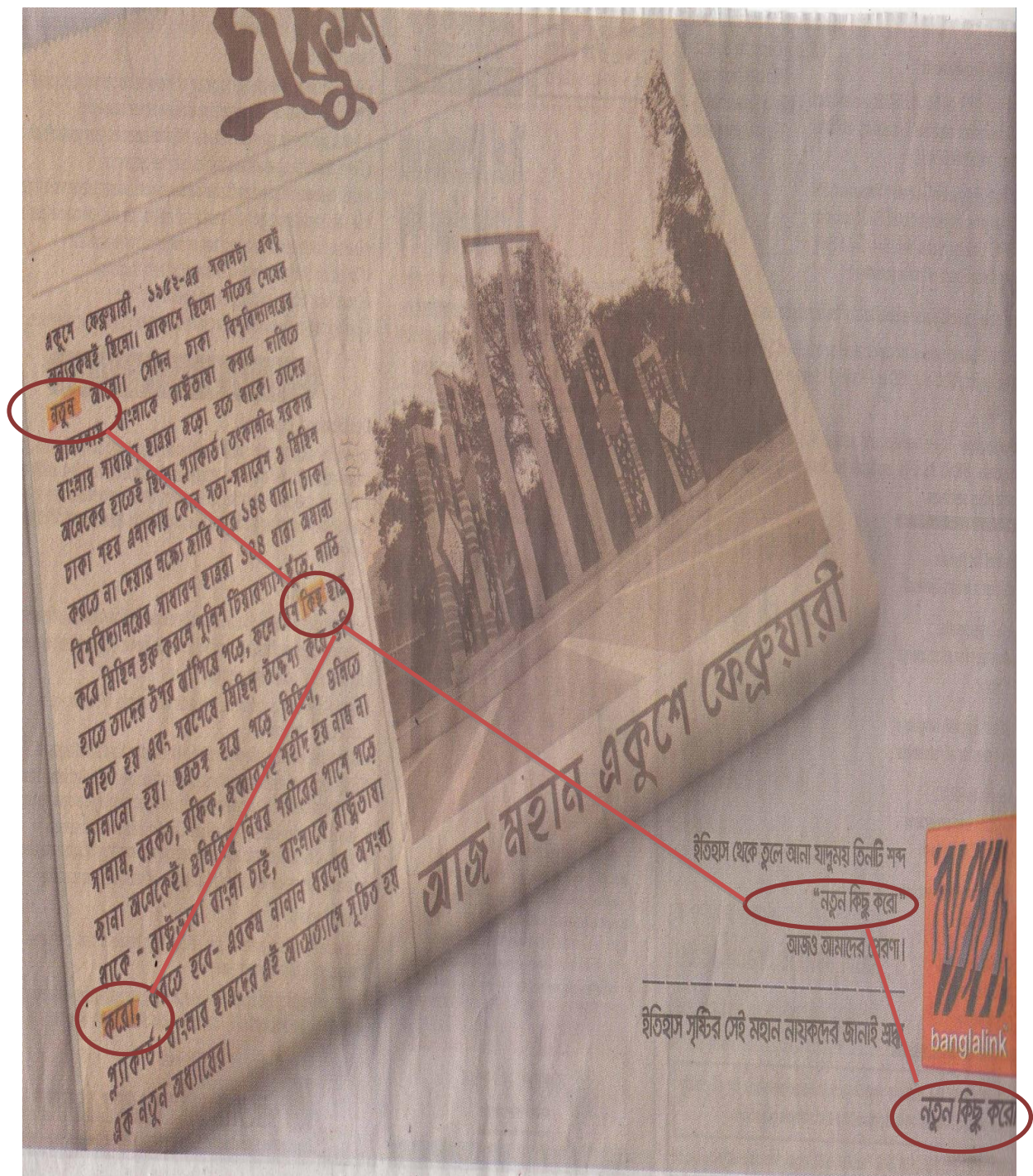


Fig. 12: Repetition of words and sentences

This ad of Banglalink applies the words repeatedly to show the value of their slogan 'নতুন কিছু করো'

Denotation and connotation:



Fig.13: Connotation through image

The image of the group of young people denotes the friendship which is mentioned in their package name as well 'Bondhu' again the color combination, the artwork on the wall behind and the color spray in the hands of the young boys and girls show the lifestyle and what they are up to these days. The use of adjective 'crazy discounts' is also remarkable as crazy is unusual adjective to describe the discounts which 'Bondhu' users are going to get. Young boys and girls use these kinds of words frequently in their daily conversation.

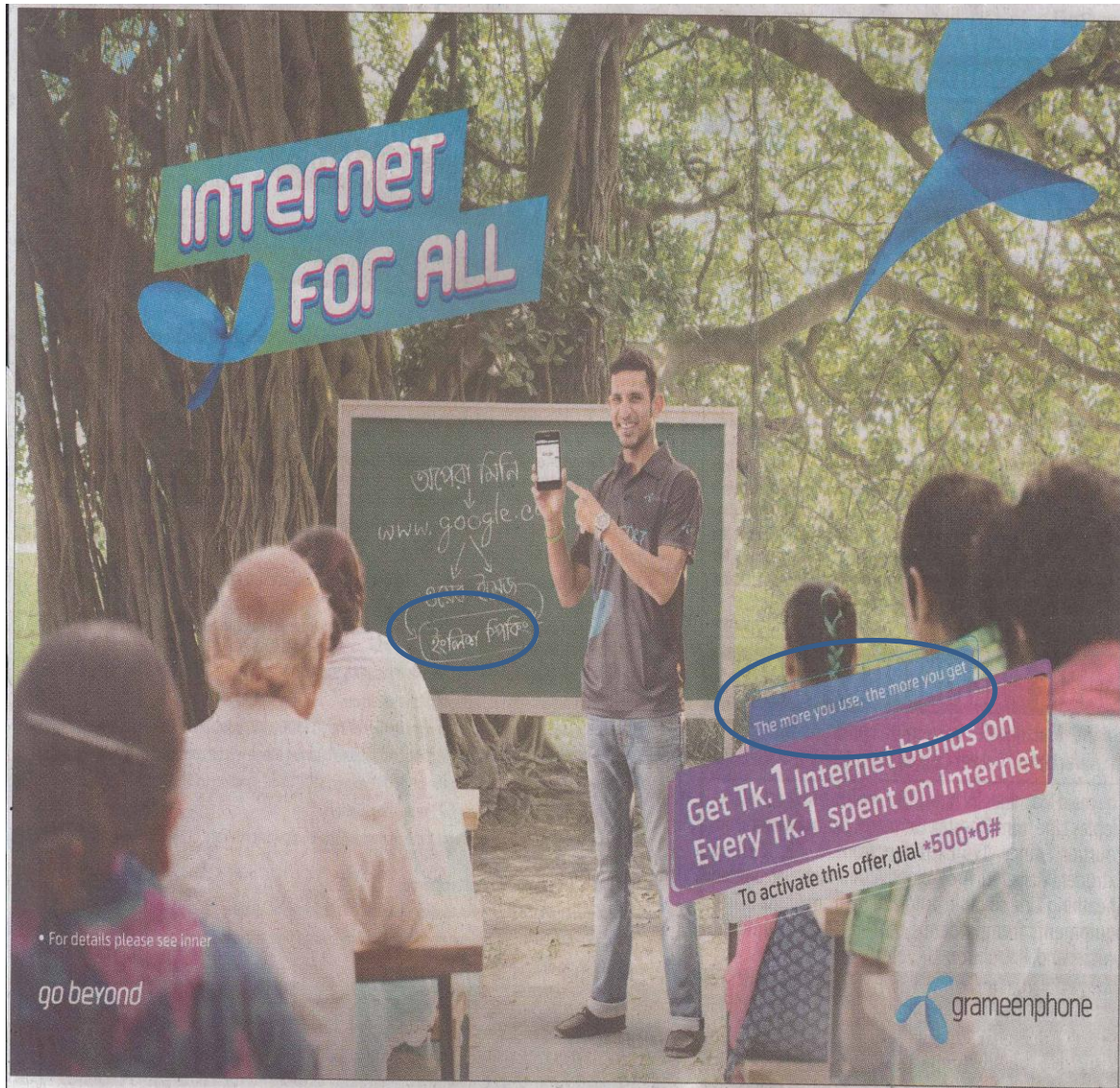


Fig.14: Connotation

This picture denotes that the internet service is for common people and also can be used by people of different stage, while the board and the man in front of the board connotes education and knowledge which can be recognised in this way getting knowledge of internet service can make people wise and advanced. Not only that the phrase written on the board 'ইংলিশ স্পিকিং' symbolises that it is important to learn English and it can be easy if one uses internet. The image also gives us a picture of progress in educational system as the school under a banyan tree symbolises the 'pathshala' which is the early version of school and the mobile in the hand with internet is the most version of learning institution. The sentence

‘The more you read, the more you learn’ is used in different way , ‘The more you use, the more you get’.

Ellipsis:

Full structured sentences are not used in the advertisements most of the time. Some words are omitted keeping the words from which the message can be assumed.



Instead of using, ‘It’s a magic offer’ only ‘MAGIC OFFER’ is used

Fig.15: Ellipsis

Use of one code only:



Fig.16: Using only Bangla

In Fig.16, the use of only one code, primarily Bangla, is noteworthy. Not only the use of the mother tongue but also the image of Bangla letters are used in the ad, and again the name of the package is ‘বর্ষমালা’ which means alphabet. It gives a feeling of nationalism and feeling for the mother tongue, Bangla, as Teletalk’ is run by the government. Words like ‘অননেট’ ‘অফনেট’ are borrowings. Feeling of nationalism has been used here to attach the people

emotionally with the service the mobile network company is providing, as language and country are always close to people's heart.

Symbols:

Symbols are also used in the ads. The picture of the elephant in Fig. 17 symbolizes the huge amount of mobile data provided by the service. The big size of the element has been connected to the big amount; here the big thing is the data.



Fig.17: Use of Symbols

Rhythm and Rhyme:

Rhythm and rhyme are also used in the advertisements. To give a lyrical effect rhyme and rhythm are applied as linguistic device in the ads.



Fig.18: Rhyme and Rhythm

‘বোনাস প্রতিদিন/ কথা বলে বুঝে নিন’ - These two lines used in Fig.18 gives a lyrical effect to the ad. The attractive rhythmic words infer messages very quickly as it can have the attention of the consumer without difficulty.

Alliteration:

Alliteration means the use of same consonant letter in the words which are arranged one after another. This is also gives a lyrical effect in the advertisement

Alliteration, use of words with same letter

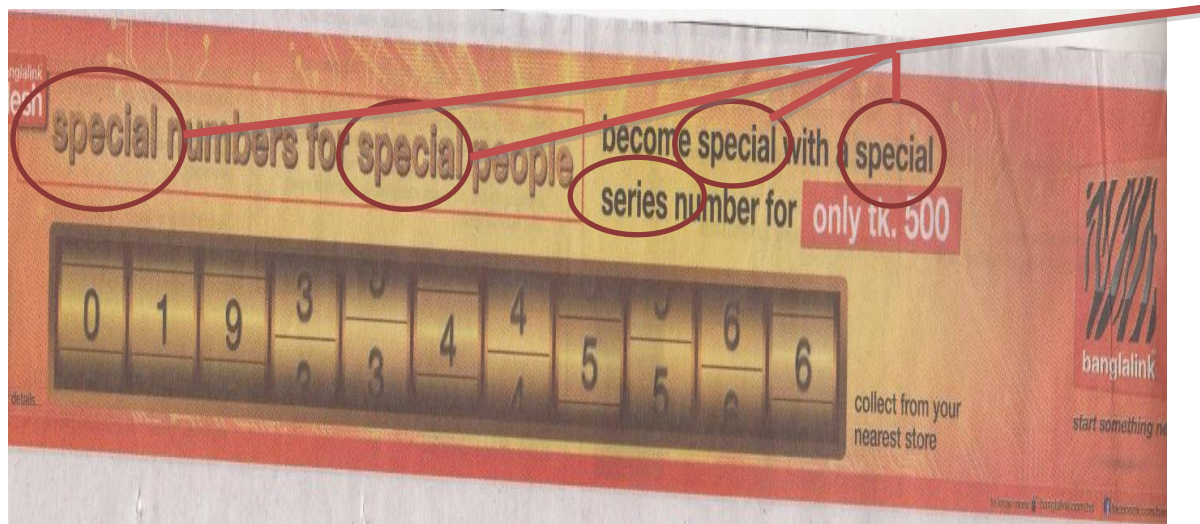


Fig.19: Alliteration

Homonym:



Fig.20: Homonym

Homonym is used in Fig.16. The word 'Hottest' means 'warmth' and also 'comfort' while here the word is giving two meanings at the same time. One is warmth and the other meaning is 'trendy' and 'happening'.

4.2. Analysis of the TVCs:

To analysis the discourse of TVC's 10 TVC's are collected through two different media. Some ads are downloaded from you tube because after a certain period of time full version of ads are not broadcasted rather the short version are broadcasted which contains the package information only. The most popular ads of existing mobile operating companies are collected.

I. Grameen Phone 'Bondhu Garage':

The first ad is of Grameen phone 'Bondhu' package. It shows several groups of young people trying to create novelty in several things. The theme is that the youth can rule their own way of life, if they are in the 'Bondhu Garage' community. They have the 'power' in them which can be exercised by the group of 'Bondhu Garage'. The scene opens with three or four girls and boys trying to take a unique photo. Then all the unique activities are shown done by the youth. For instance, Board skating, doing stunt with the cycle, playing 'foosball', dancing hip-hop, surfing net all the time, posting the status in Facebook while roaming around, participate in events organized by 'Bondhu Garage'. It shows a community of youth who are using 'Bondhu package', wants to do something unique, something new and innovative, is part of the group 'Bondhu Garage'. The dresses of the casting character are totally western and the taste for things like food, hobbies are influenced by the western culture because, we hardly see young people with board skating in the street or see doing stunts with cycle. The ad allures youth that if they become the part of the community of 'Bondhu Garage', they will get varieties of fun and also exotic things they will get with the help of this group. The lyrics of the ad asserts that the youth has the 'power' to create his/her own road and 'Bondhu

Garage’ will support them to do whatever they want to. ‘Bondhu Garage’ gives them the ‘power’ to give a shape of their imagination. Use of pronouns like ‘আমার’, ‘তোরা’ are noticeable, the phrase ‘আয় তোরা’ is an invitation to be in group of the community, ‘Bondhu Garage’. In the total ad nothing is mentioned about progress in studies, art and culture, technologies or even shown the Bondhu Garage community is doing any social or voluntary works. It is only about changing lifestyle of the present youth which is influenced by the western culture. All they need is fun together, have parties and get entertained through the event organized by this ‘Bondhu Garage’ community. The picture or the lifestyle depicted here is of a certain class. Not every youth has a car to drive, own DSLR camera to take picture, do not practice hip-hop, and have the taste of Rock-music. A social inequality is noticeable here in portraying the image of the young generation.

II. Grameen Phone ‘Social Networking’

The theme of the ad is Grameen phone internet is for social networking all day long. This ad opens with a girl waking up in the morning by the alarm of her mobile phone. She has Grameen phone internet with her connection and even before getting out of bed she starts surfing internet. Then, while brushing her teeth she posts a status in her facebook. Afterwards she walk into a market and gets a bakery shop to have a donut for which she was craving, before having the donuts she takes picture of the served donut in instgram. After, returning home she wanted to cook donuts and then use pinterest to find recipe of donuts and use Youtube for cooking donuts. Then again, she takes picture of donuts cooked by her and uses Linkedin to share this. In the last scene her friends come to have those donuts with her. No verbal text is used in the ad without the background music and some typed text appeared along with the name of the social sites. The text informed the customers that more than half of total populations of the world use these social sites for different purposes and stay

connected with others. So with the help of Grameen phone internet connection it is possible to be connected with the world. The girl has been shown alone in the apartment and was moving all alone. Her mobile with Grameen phone internet package is her only companion for whole day long and she was shown quite happy being busy with the social sites. It shows that even a lonely person will not bother about loneliness as s/he can be connected virtually with people all around the world. The texts shown to give information about different social sites and their users are provocative to use internet package and be a member of the majority people to be in the stream. The ad is influencing the customer to socialize through different social sites, to use social sites one will be in need of internet connection and Grameen Phone is proving unbeatable internet connection. It shows that one need not to communicate with people around him/her verbally rather, there are vast social networking sites in the internet, with the help of which one can be socializing with thousands of people, and they can be friends or can be strangers. The alienation of modern society is glorified here because, the girl was totally alone in the house and even shown alone outside in the market, but she was not bothered about it. She was sharing every single thing just cross her mind, even before having her donuts she takes the picture to share in the social networks. The usage of internet in this manner and also introducing different sites is making people distracted from real socializing. People talk more in the social networks rather talking face to face with the family and friends. The use of internet shown here is also influential as they show the number of users of those sites and it is mentioned that majority of the population of the whole world use those sites, so the customer should be in group of the majority, be in the trend of socialization.

III. Grameen Phone 3G Internet :

There is another ad on Grameen Phone 3G internet where a young boy is seen in ferry, accidentally meets a rock star and his group, going to perform somewhere have in crisis of

drummer. The young man who is a drummer as well shows willingness to be in the group of the rock star. He attempts to show his video on you tube but the internet connection he uses is too slow to load the video quickly. Then his friend gives his mobile with GP 3G network and the young man shows his video which opens the chance to be a part of the band group. The advertisement concludes 'Grameenphone' 3G internet has 'Super Speed' and the customer will get the this 'Double Speed' service in a 'particular time' of the day. The ad shows that people can have opportunities anywhere and with the super speed internet connection they can be successful as well. Here, about the service they mentioned super speed but with the phrase 'দিনের নির্দিষ্ট সময়ে' which is from 4 p.m.-10 p.m. and rest of the time the customers will get 'maximum available speed' which is not accurately mentioned which signifies that the customers can be deceived because the service can provide as much as the company wants to as the advertisement has not given the clear information. Here also the ad shows that one can have the opportunity to change their fate or can have their desired profession with the help of Grameen phone internet as it has maximum speed available all the time.

IV. Bangla link 'Raater Kotha Offer'

This ad shows a girl calling her boy friend who is travelling in the bus. While she calls him, the conductor is asking for bus fair from the boy and he couldnot concentrate on what the girl was telling him. He speaks very roughly to the conductor what the girl thinks he said to her again what he tells the girl over phone, the bus conductor thinks that it is told to him. Then the conclusion comes that there are certain conversation which should be kept for the night. Daytime is not perfect for those conversation. Then in the last scene, the boy talks to his girl friend at night in a very relaxed mood. The ad creates a certain need of talking at night and offers low rate to talk more at night. The low rate offer is to influence customers to talk more at night along with the day time conversation which people cannot skip actually because people are at work in the day time and talk on purpose. Moreover, the ad is to have more calls

instigating people to talk day and night in same manner. People tend to talk more when the call rate is low and as the ad mentions about a specific time to talk in cheaper rate the customers tend to talk more at night and the ad wants to change the attitude towards the night call as it says, ‘সব কথা, সব সময়ের জন্য না, কিছু কথা থাক রাতের জন্য’। It placed their ideology before the consumer that for fruitful conversation night time is better rather than day time and it is good for maintaining relationship as it is probable to have miscommunication at day-time as people stay outside home, go to work places and can be in chaotic situation.

V. Banglalink ‘Surprise Gift’

The ad starts with a girl, wearing traditional attire, wishes her father on his birthday and makes his eyes closed to give a surprise gift. She shows a boy in ‘rap star’ attire, wearing long loose T-shirt and loads of chains around his neck and wrist. She introduces the boy as ‘Yo Yo Kids’, her would be husband. The boy then tries to give a gesture to show respect to his would be father-in-law and says, ‘Yo pops!, yo yo’. Then the ad gives the message that Banglalink doesn’t shocks you with surprises like this by consuming more money than they offers. It also gives an indirect comparison to other network that the customer might get the shock of paying more bills then they are informed while Banglalink is a mobile operating company which takes the bill according to the offer. The cultural shock is metaphorically used to compare the call rate offers. Dominant presence of code-switching is there. Though, the father and daughter both are in traditional outfit, they were using english in the language. For instance, using ‘Happy Birthday, বাবা’ rather ‘শুভ জন্মদিন, বাবা’, again the father also gives feedback with ‘welcome, মা’. The term ‘surprise gift’ is the extra charge that is not informed to customer through ads or any other media. This means that other mobile companies might add extra hidden charge which Banglalink does not do with their customer. The company provides clear information about their service. The ad wanted to show the

transparency of Banglalink service in comparison to other mobile networking services to have more customer. In this ad the influence of western culture over the culture of Bangladesh is reflected as the girl symbolises the tradition of Bangladesh by her attire which is saree, shown that she liked the boy who symbolises western culture again with the accent and use of English as well as by his attire. People these days like western more than the culture of this country.

VI. Banglalink 'Call Drop'

Two young lovers are talking over phone. The conversation starts with meaningless addressing of the lovers. Then the girl asks the boy that she wants to ask him a question and want to hear the answer. She asks him whether she is his first love or not. Just after asking the question the call drops and the girl raged with anger. The story concludes in the marriage of the girl. The message is call drop is harmful for the relationship. Banglalink is such network where call drop is a rare case and if it happens any how, the customer is getting the call back. The ad has shown the solution of call drop problem which is Banglalink network. Though it doesn't ensure that the customer will be free of call drop problem but if it occurs then they are giving the call back to the customer. But is it true that a call drop can be so harmful for the relationship, if it is the ad is not ensuring that the network is free from call drop. The ad talks about the network that Banglalink has such network where one will not have a call drop but if one has ever s/he will get the call back immediately. The ad does not ensure that the customer will not have any call drop but emphasizes they have better network. Here again, the ad give importance on clear, uninterrupted communication which are helpful in maintaining good relationship. A good mobile network is needed to keep the relationship better and long lasting.

VII. Airtel Ad

The ad shows young men and women with various taste in music, fashion, hobby. Some love to walk, some love to ride cycle, some experiments with fashion (cloths, make up, shoes), try to experiment with music and instrument. All these visual images are shown to prove that everyone is unique and can have their own taste and friends do not think them weird. All friends are equal to each other. It connotes the idea that like in friendship all are same, in the network of Airtel everyone gets the same privilege of low rates. The ad also shows the people of unique taste and concentrates on the western culture, as it shows young man playing basket ball, young men and women having different flavours of pizza slices in one plate, practicing ballet etc. Moreover, the slogan they use 'The Smartphone Network' which shows an inequality between smartphone users and users who do not have smartphone. Here again just like the Grameen phone 'Bondhu Garage' young people are more concerned with lifestyle, especially, food, clothes, make-ups. It shows art and games but not of this country as the ad shows a person playing basketball, another in a band, practising with new version of guitar. All these portrays again a certain class of people and the target consumer, young generation are seen busy with fun and entertainment. The 'cool' factor is more important and doing unique and unusual thing are 'cool'. The overt message the ad gives here is though the people shown there have different taste, they are equal in the friendship. In airtel they all are getting the same service at same price. The influence of western culture is also noticable here in this ad.

VIII. Airtel Network

In the ad a group of friends shown and one of the friends wants to help an unknown girl as she stands alone beside the street. to help the girl he leaves his friends. Eventually they reach the station from they can continue their further journey but the girl meets her lover there and leaves the boy who helped her to reach the station. All through the journey the boy was

posting status updates in social site. For this reason his friends find him again in the station. The ad conveys the meaning that if you leave Airtel you will be losing networks. They symbolises 'Bondhu' as 'Airtel' as they claims that 'যেখানেই বন্ধু সেখানেই নেটওয়ার্ক', so, Airtel provides the customer strong mobile network with which the customer can be connected with their friends all the time. This ad also says about good connection of 'Airtel' and also the benefit of internet because it connects one with his/her friends all the time. The use of internet is also noticable, the boy uploads picture and posts the status of the places he moves with the girl. Uploading the picture of the girl sleeping onto the boys shoulder shows the abuse of internet.

IX. Robi Unlimited Bonus:

The ad shows that everything diminishes after a certain period but Robi is providing unlimited bonus in talk time, SMS, Internet if the customer activates his/her deactivated Robi SIM. This ad uses hyperbole to show the extravaganza of bonus in Robi network with the support of the adjective 'unlimited'. The customer will get the unlimited service if they return to the mobile network. This ad also shows signs of numerous social sites and says that the customer will have more lifelong bonuses which in reality cannot be happened. The unlimited use of internet, specially using the social sites is increasing day by day just because of some services the mobile network company offers. Like in this advertisement, Robi is providing unlimited bonuses in call service, sms and internet as well. People when heard about the offers do not think about reality just tries to take the servicer just for the low rate.

X. Robi Krishi Barta:

Here the ad starts with a poor farmer comes to lend money from a rich and influential person of the village. He returns home with the money and his wife get worried as they lost money in farming due to bad weather. Then his friend activate the package 'Krishibarta' by using it

farmers can get to know about weather, any other suggestion regarding farming. it gives the message that using Robi package one can have success in the profession. Moreover, the ad does not talk about the charge of the package. The theme of the ad that poor farmer can be successful and get benefitted by the help of Robi Krishi Barta. As the farmer can know about different problems of their plantation as well as know about the weather, when it will rain or not, they can take step accordingly and eventually get success. The farmer can get the correct information about weather from the service and can have success which he cannot get if he doesn't have Robi and this service, RobiKrishi Barta.

XI. Teletalk:

This ad is based on a Bangla idiom ‘জামাই আদর’। The ad shows that a father in law is very busy with huge preparation to welcome his son-in-law. He tries to do all the best and unique things to receive his son-in-law. The ad declares that if the customers return to their network, they will be treated as this son-in-law, as in Bangladesh son-in-laws are counted as very important persons in law's houses. They are treated as king of the house. Traditional concept regarding son-in-law is depicted here and the treatment to son-in-law is compared with the services the network is providing to the returned customers. The theme is the customers will be treated grandly with several offers if they come back to the network of Teletalk. Here, the traditional conception that son-in-laws are the chief guest of their in law's house and they get the best from treatment, is taken to compare the service the customers will get from teletalk by getting back into the network.

XII. Teletalk Bornomala:

In this advertisement a university going boy is shown, who enrolled recently and comes to the canteen to have food. His attire and get up worth mentioning. Unlike other ads, where the young boys and girls are shown wearing colourful, western attire, for instance Grameen

phone Bondhu Garage, Airtel ad, he was wearing a normal full sleeve shirt, the get up is not so fashionable. After seeing the menu, he gets dishearted and when he starts eating, he starts hick up, the serving boy tells him that someone must be missing him. A parallel picture comes on the screen the boy's mother is having lunch as well but she can't eat as she is thinking of her boy who is far away from her. then the mobile rings and the boy talks to his mother to ensure that he is alright. The ending of the ad gives the message that the relation between son and mother is not explainable. This ad is made in relation to the concept of love for mother, mother tongue and love for country. That is why, green and red are used as these colour symbolises Bangladesh, the Bangla letters are the symbol of mother tongue of Bangladesh, both of the mother tongue and country are considered as mother who is very close to heart. The package denotes that the package is for certain group of the society, it is for college and university going students. The name of the package 'বর্ণ মালা' is a word which can arouse nationalism in customer as people of Bangladesh are very much sensitive about their mother tongue. The ad ends with two lyrical phrases, 'এখন যখন তখন, চিন্তা মুক্ত থাকুক আপনজন'। Nationalism is used to touch the heart of the customer. Though the boy also belongs to this generation but shown very normal. A distinction of class is also noticable here. The ad shows the nature of a middle class boy, shy and scared to talk to anyone for anything, even scared to stand for his right, he is close to his family, depends emotionally on his mother. Totally different scene was shown than other two ads of 'Grameen phone Bondhu Garage' and 'Airtel'. In those two ads the youth were care free, bold and courageous to change their life and lifestyle, have the power in their hand to rule their destiny but middle class boy who is away from his family scared to speak a word even rather change his life and life style. In the setting, might be the canteen of student hall, the students sitting around here and there are not much fashionable, not wearing any flamboyant dresses nor experimenting with their fashion.

XIII. Citycell:

It depicts the revolution through the networking system of Citycell. A village school teacher is shown as lead character who narrates the revolutionary progress which is creating digital Bangladesh. He is shown to use 'Zoom Ultra' modem to teach the students and give them information with the help of internet, the sub-district health care center is also using internet to video conference with specialists, Government officials are also using computer and internet to solve the problem of the villagers, to know about pesticides and the diseases of the plants are now so easy as it is a phone call away. the farmers instantly get solution of their problems with cultivation. It is easy to buy tickets and sending money, people don't need to go to the bank or station to do all these. With the help of mobile and internet these services are at the door of the customer. The language of the ad is English, Bangla is not used anywhere except in a dialogue of the man who is shown to narrate all the progress in digitalization of Bangladesh. As English is a global and international language, so English symbolises the progress is in international level and global acceptance of the product or service. People get mesmerized and believe when they see something depicted in English. The ad shows the digitalization of village and it is done with the help of citycell broadband 'Zoom Ultra' showing that in village school the teacher is using citycell modem to show them planetary movement in the solar system where in Bangladesh most of the city school even colleges do not have the resource to explain different subjects with the help of computer projection. The use of health complex or the government offices are not the same as depicted here. To influence people that by using internet of Zoom Ultra, people can have facilities to change their life.

4.3. Analysis of the Expert's Interview:

The researcher conducted in-depth interviews of primarily creative team members (copy writers) and client service team members working in different agencies. 20 such individuals were selected to give their feedback on a structured interview. Different questions were asked regarding the structure of the advertisements and the use of language devices in the advertisements. The questions according to their feedback are discussed below:

1. What, in your opinion, are the more important elements in crafting a TVC?

Ans: According to their opinion, while crafting a TVC, it is very important to understand the psychographics of the Target Group (TG), it enables them to bring out the language, which links up the TG and also able to create an emotional hook with the target group. By understanding the psychology of the target group, the ad makers come up with unique ideas about the product related to TG which eventually turns into a good story line. Moreover, what appeals TG is also be in their consideration. Some of them said that along with the concept and structure, character building and crafting scenes are also need much concentration. So, the storyline which can make on the target group a psychological impression with the language, emotionally connect the target group are needed to craft an electronic advertisements.

2. Do you have or use any particular structure for the advertisements?

Ans: In the answer of the question, 50% of the experts said that yes they have particular structure to follow while making an advertisement but 50% said that there is no such structure in making advertisement.

- a. Those who have mentioned that they follow a certain structure have given a brief description of it. The first think is the idea, the basic of the advertisements. The experts first work on the idea, then comes building of the story and at last single

lines to deliver the message they want to pass on to TG. However, an intriguing starting which triggers the curiosity of TG. In addition, it might have a twist in it.

- b. Others who denies to follow any particular structure, on the question how they create a logical flow in ads, said that, the articulation of logical flow varies according to advertisements. The main target of ads is to deliver a message that will be easily intelligible for the TG. The script plays a very important role. For TVC, the jingle based ads, story based ads and collaged ads, all have different formats though not specific format. The message related to the product or brand should be well mingled with emotion of TG.

3. What factors would dictate the choice of language for your advertisements?

Ans: In the reply of this question, they said that they choose the language based on TG and the product brand, furthermore, they have to be careful about the popular culture or what kind of language is popular among the TG which is also associated with the brand image. They keep the language which relates the brand image or the image they want to portray. One of them said, “Very simply my target audience for specific communication. It is not use communicating for a tin sheet TVC in English. The said communication will not stay in their head rather it will go above theirs. If it’s mass communication, Bangla is the most preferred language.”

4. Do you think using only one language in your advertisements is more effective?

Ans: 40% of them said that using one language is more effective than using multiple languages in advertisements while 60% of them denied the effectiveness of one language in ads. The experts, who are in favor of using one language, said that it is easier to provide the message in one language rather mixing too many languages in advertisements. However, as advertisements mean communicating messages, so they

said it is better to communicate in one language. Besides, using one language also depends on the TG, overall message and the product or the brand concerned.

Other 60%, who said that mixing language is more effective than using one language, had different opinions for using different languages. Some said that mixing languages depends on the brand's image or the image the brand wants to create relating the TG. As English words are frequent in usage of Bangla and using English in Bangla has become a trend at present, so to go with the trend they use two or more languages in ads rather than using only one. They said along with English, Hindi even Urdu words are also used in communication. One of them remarked that there is no specific reason to use multiple languages and how it makes the advertisements more effective. He explained, "It again depends on the brand's image and the target audience. For example, a brand like Lux can use Bangla in every communication as English speaking people are not their core target a brand like iPhone6 can use English everywhere because using English always gives the product a 'premium' image which iPhone aims for.

A brand like Airtel uses both the language in same communication as it wants to talk with the mass youth but keeping the 'cool' quotient in it, thus, speaking Bangla with some English thrown in the mix for the cool effect." Some other said that using multiple languages especially use of English along with Bangla gives advertisements a wider reach and again it depends on providing message. If English or use of English, Bangla or other languages fit to convey the message in a better way to get the target group or it has the purpose to cover the cultural gap then the language should be according to the need of communication.

5. What other linguistic devices do you use? (simile, metaphor, pun etc)

Ans: Most of them said that they use the linguistic devices according to their need to make a good story which can give provide effective message and clear concept. They said they use hyperbole, certain exaggeration in ads. Other than this, they use metaphor, sarcasm, black humor, pun, alliteration, imperatives, rhetoric, and colloquialism, dramatic and emotive languages. They remarked that metaphor and alliteration have been used a lot in advertisements.

On the contrary, few said that they do not use linguistic devices like pun, simile, metaphor and others, as, they claimed that most of the Bangladeshi audience do not understand the message provided via these types of linguistic tools, so keep the story simple and easily intelligible for the audience they do not usually use these kinds of devices in discourse of advertisements.

6. Does the target audience define the language used in advertisements?

Ans: All of them said that the target audience defines the language used in advertisements.

7. Do you articulate the message of a certain advertisement considering a particular target group or generic audience?

Ans: They claimed that they articulate the message for the particular target group except one of them said that the message of a certain advertisements is for both the particular target group and the generic audience as well. While articulating the message they take some aspects in consideration. For instance, the custom, social linguistic trends like lingos which are frequent in their conversation. Furthermore, education, economic condition or class, lifestyle and above all their social background should be taken in to consideration while crafting the language of ads. To reason their feedback they said that if they do not consider all these, they will not be

able to relate the target group with the brand image or it cannot make any impact on the target audience.

8. Do you think the language used in articulating the message plays an important role in persuading the target group?

Ans: All of them ensured that this is the language which plays an important role in persuading target group.

9. Do you think advertisements or its message works in bringing about a behavior shift?

Ans: 90% of the experts claimed it strongly that advertisements or the message they provide works in bringing about a behavior shift. Only 10% denies the fact that they have not influence on audience's behavior.

10. Do you think language used in advertisements or its message affect culture and society as a whole?

Ans: Half of them admit that the language applied in advertisements affect our society while half of them do not think so. They think society and culture are broad things; only the language of the advertisements cannot affect it.

11. Do you think language of the advertisements affect regular conversational language?

Ans: 70% of them agreed that language affect regular conversation, only 30% did not agree that it can affect the language. While explaining how the language influence regular conversation they said that many phrases used in advertisements mostly when audience get any phrases funny or cool, for instance , ‘ফিরে এলেই জামাই আদর’, ‘চা কি Banglalink দামে পাইছস?’etc. If audience can relate a jargon created through

advertisement which can associate their generation or group can become part of their regular conversation especially when they are with their friend group they use certain catchy phrases for fun and at times it becomes a norm. One of them to explain it said, “Many times many campaigns /brands become so popular, people start using those terms in their daily conversations. For example, a whole generation of Bangladesh was known as ‘the djuice generation’, as that particular brand defined that generation, also through these communications, terms like ‘আজাইরা পেচাল’ were not introduced but popularised, Banglalink ‘দিন বদলের পালা’ was taken over by a political party while Airtel ‘বন্ধু ছাড়া life impossible’ became a well-accepted friendship mantra.”

Another creative director also mentioned ‘djuice language’ to explain how the language enters into regular conversation or become popular by the help of advertisements. He also attempted to explain, “The djuice talk is old ঢাকাইয়া talk. In Bangladesh this type of conversation was almost forgotten till djuice came out and now stuff like ‘আজাইরা পেচাল’ is part of the youth lingo back into the society.”

12. Do you think jingle based TVC works better in passing on the message?

Ans: 25% of the respondents think that jingle based TVCs work better in grabbing the attention of the audience while 75% of them do not consider it as effective as using a good story with well fabricated language to pass the message.

13. Do you think repetition in the TVC works more to keep the message in the memory of the audience?

Ans: Repetition is an important tool to pass the message and also to keep them in audience’s memory. All of them agreed that it helps to retain the message in the memory of audience.

14. Do you use comparative reference?

Ans: 67% said that comparative reference is used in the advertisements and 33% stated that they do not use comparative reference.

15. Is comparative reference useful in presenting the information about the particular product or service?

Ans: 80% of them said 'yes', it is important and useful to present the information about the particular product or service and 20% of them said 'no', it is not that much important.

The majority who feel that comparative reference is important explained the reason how this technique is important in presenting information and what impact it has on the mind of audience. It is said that audience would not know about the strength and quality of the product or the service if there is no comparison given in advertisements. It creates a buzz in their mind about the product and they find the reason to use the product or take the service.

16. Do you use only Standard Bangla Language?

Ans: Only 20% of them said that they use standard Bangla language and the majority that means 80% of them says that they do not use the Standard Bangla language only.

17. Do you use colloquial language mixed up with different language?

Ans: 91% said that they used colloquial language mixed up with other languages while 9% said they do not use colloquial language.

18. Is there any particular reason in choosing colloquial or standard language?

Ans: All of them said that there are reasons behind the choice of language. They choose the language relating the target group, the language which fits the target group is used in advertisement. The popular culture also plays an important role in choosing the language. It determines whether the language used in the advertisements will be Standard Bangla language or will be the colloquial language.

19. Do you concentrate on the grammatical structure in the language of the TVC?

Ans: 82% of them stated that they concentrate on the grammatical structure in the language of TVC while rest of the 18% said they do not think much about the grammatical structure used in the language of advertisements.

20. What are the impacts of pun (a word with double meaning) both on the language of the advertisements and the mind of audience?

Ans: Different opinions are come out of this question, some said that Bangladeshi audiences are not mature enough to understand pun in the language of advertisements. On the other hand, some other said that it can do wonder if it is used properly in the language, it might be a little bit confusing but can make people keep engaged with the message of advertisement longer and the ad maker is successful if his/her advertisement keep the audience think about the advertisement more than usual.

21. Is there any particular pronouns used in the advertisements?

Ans: 12% said about the use of certain pronouns like ‘আমরা’, ‘আমাদের’, ‘ওরা’, ‘তারা’ etc. On the contrary, 88% said that there is no certain pronouns which is used in the advertisement.

22. Do you prefer using slangs(informal language) in the advertisements?

Ans: Majority of the experts, 73%, said that they do not prefer using slangs in the advertisements while 27% of them do not mind using slang as long as they are not offensive or serving the purpose of delivering message as they want to. They use it because the admakers want to show the language of popular culture to make a connection with the target group and if the slangs bring popularity with conveying message to the audience then it can be used.

23. Do you explicitly express all the information to the audience?

Ans: All of them said that they do not provide all the information explicitly in the ads.

24. Do you link-up advertisements(contents/information)in different media for TV commercials (e.g, please see details ini newspaper)

Ans: All of them said that they link up the ads,TVC and newspaper ads but they also mentioned that it depends on the product or the service again. when there are more information ito provide the audience but it is not possible to fit all the information in one ad then they refer to other medium for details. This occurs, as they claimed, in the terms of the telecom ads specially.

4.4. Analysis of the survey of Common participants:

The researcher has conducted a survey on 100 common people of different background. The survey was done through a Questionnaire with fourteen questions. First three questions were about their personal life as, age, academic qualification and profession. Then 4 and 5 are related to the mobile network companies that they use and the reason of choosing that particular network. After that question number six was how they get to know about the packages offered by the mobile operating companies:

6. How do you get to know about the package updates?

Ans: Among the 100 participants 38% claims that they get updates regarding mobile networking packages from print ads, 31% from TVC, 18% from sms given sent by the companies, 8% from online advertisements or other digital resources, 2% from POSM, 1% from Billboard, 1% from WOM and another 1% from other resources. So, it is seen that the majority of the people get information from print ads and electronic ad specially TVC.

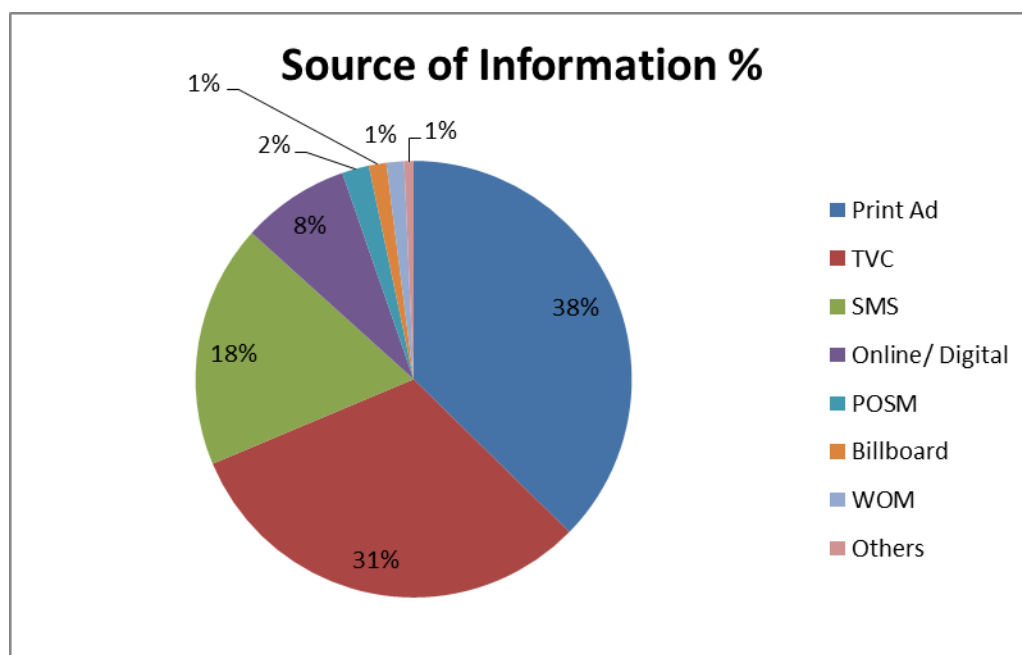


Fig. 21: Source of Information (Product Information/ Package Updates)

7. Is there anything in particular that you can recall about the commercials of your preferred network?

Ans: In this question it has come out that most of the people are not concentrate the much on the elements of the mobile operating companies' advertisements which they use. The percentage shows that only 20% can recall certain elements while 80% cannot even recall anything of those ads. Moreover, the 20% who say that they can recall elements are unable to mention anything particular.

8. Have you noticed any constant/ consistent element in the commercials of your preferred network?

Ans: In this question the 42% considers language/ tonality as constant/ consistent element in the commercials, 24% casting or character, 20% visual/graphics, 10% sound/Background music and 2% mentioned about other things, for instance, story line, relating the story with common people etc. Therefore, it is understood that language or tone has greater impact on the customers than other elements of the advertisements.

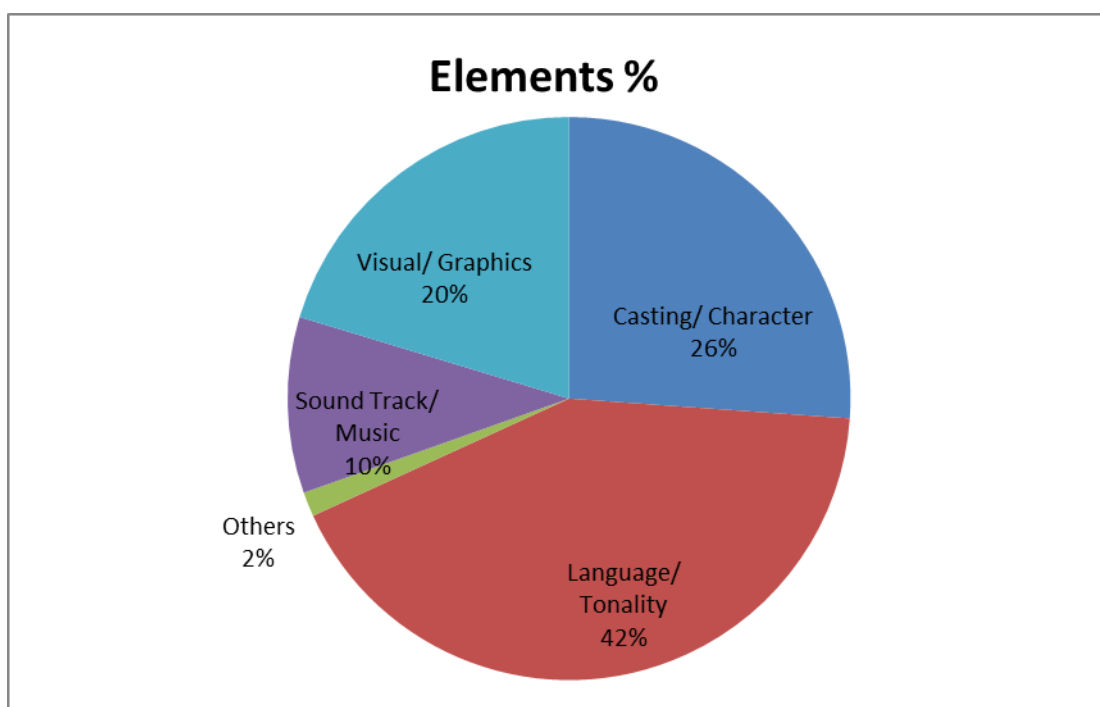


Fig.22 Elements of Advertisements

Question number 9, 10 and 11 are about the service, whether they get full information in the ads, 58% say that they do not get full information about the service in the ads, 42% say they don't. The next question queries about the promised delivery, 57% say that they do not get same service as the ads promise and 43% say they do not get the service as depicted in the

ads. Number 11 is about the influence over action of people, it was asked to know whether ads can influence to take certain action regarding the use of the package. For instance, when the ads offer low rate at night whether people tend to do more calls at night than day time or when they offer some bonus over certain amount recharge, coming back to the connection or using certain amount of money for phone calls etc. 67% of the participants accept that ads can influence their action whereas 33% deny the influence.

12. The situation they depict in the TVCs (the behavior/attitude of certain group) can influence the behavior of the audience in real life?

Ans: On this lie card 51% agree that the depicted situation in the TVCs can influence the behavior of the audience in real life, specially a particular group of the consumers. 21% have neutral opinion about the notion, 19% disagree, 6% strongly agree and 3% of the participants strongly disagree the notion that the ads' depicting situations have influence on the behavior of the audience.

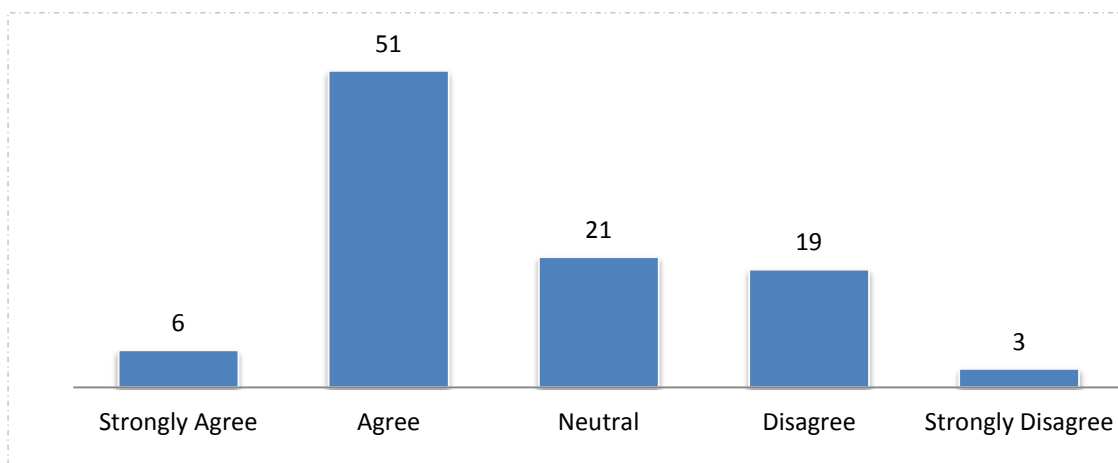


Fig.23 Influence on the behavior of the audience

13. The language (accent/ choice of vocabulary) of the advertisements has an effect on our language

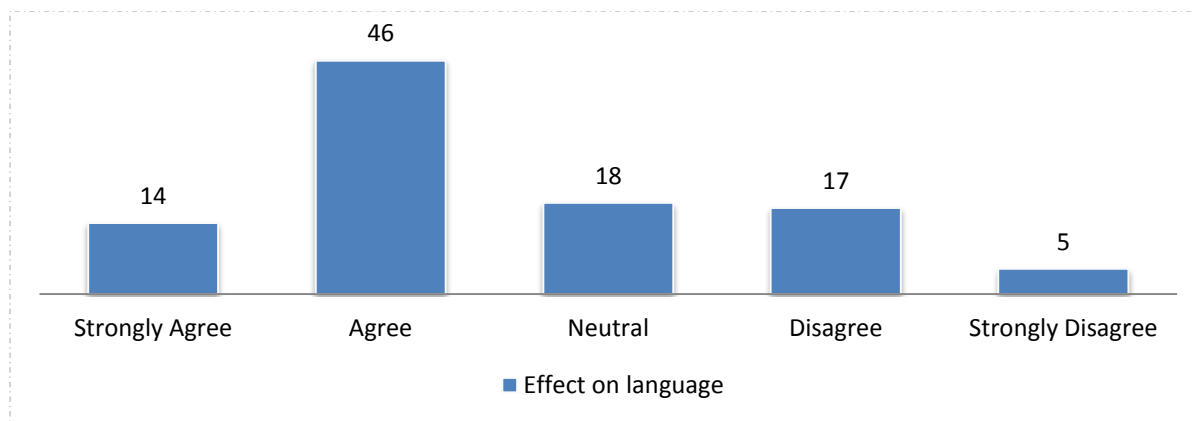


Fig.24 Effect on language choice and vocabulary

46% says that they agree with the notion that the language, accent and the choice of vocabulary have effect on our language. 18% people are neutral. 17% disagree, 14 % strongly agree that language and choice of words that are shown in those ads can affect our language. Therefore, majority have the same opinion.

14. These ads are affecting our culture and society.

Ans: In the last question the participants had to respond on a lie card which says that the ads are affecting our culture and society. Here, 56% agrees that yes, the ads are actually affecting our culture as well as our society. 17% disagree, 12% neutral, 13% strongly agree, 2% strongly disagree on the notion. However, majority of the participants have the same opinion that these ads are affecting the culture and the society.

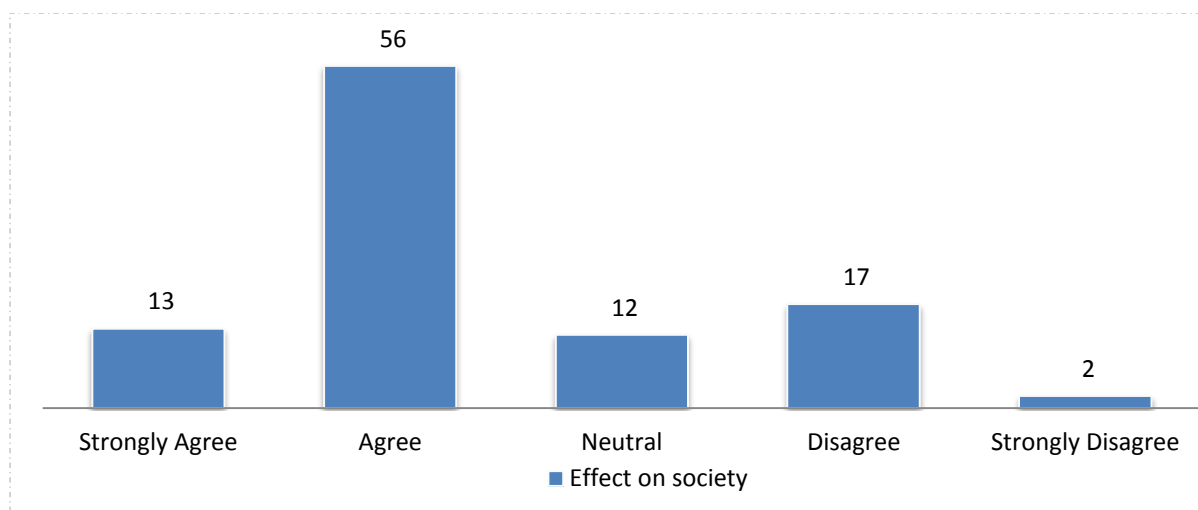


Fig. 25 Ads' effect on the society and culture

4.5. Findings in the purview of the central research questions:

From both the analysis of the print ads and TVC, it is clear that there are lots of attention seeking devices and the creative writers use different linguistic tools to make the advertisements more influential. Most of the audience considers the language used to be the main element of an advertisement. The use of different font sizes in the advertisements is noticeable to attract the customers and give the desired information in the memory of the customers. Other linguistic tools like use of different codes, metaphor, rhythm and rhyme, onomatopoeia, buzz words, pun, comparative references, idioms, ellipsis and also other devices are used to catch the eye of the consumers and deliver those information in customers short term memory which can have a long term effect. As the creative writers mentioned that they use these devices to make the consumers think about the advertisements so that, they keep thinking on the advertisements and the more they will ponder over the language used in the advertisements, it will keep in their mind for long time and can make them take actions accordingly.

The study has shown that people using different mobile networks get information about the packages and services mostly from the newspaper and television. Robert Pirsig(1991) said, “The theatre is a form of hypnosis. So are movies and TV. When we enter a movie theater you know that all you are going to see is twenty-four shadows per second flashed on a screen to give an illusion of moving people and objects. Yet despite this knowledge you laugh when the twenty-four shadows per second tell jokes, and cry when the shadows show actors faking death. You know that they are in illusion yet you enter the illusion and become a part of it and while the illusion is taking place you are not aware that it is an illusion. This is hypnosis. It is a trance.” (as cited in Sutherland,2010, p.91) Sutherland (2010) claimed that though television has a hypnotizing effect on the audience, the consumers do watch it as they like it. They do not take them as viewers rather they become part of a good advertise. If an ad can make the consumers part of the ad, it can be called a successful advertisement. (p.98) As the consumers do not even that they have become a part of the advertisements so they follow the messages which are given through the advertisements. Even though the consumers think that they are aware of the persuasive or even the manipulative words of the companies, they take actions subconsciously. So, it can be said that the advertisements found in the newspaper and broadcasted in the TVC plays an important role in choosing the services offered by the mobile networking companies. The language and tonality is the main element which attracts the people more, as along with common people, the experts said, they craft the language of the advertisements which link the people emotionally and can make an impact on their psychology.

The language of ads can change the mind-set of the audience regarding the use of mobile network as well as can shape some behaviors and attitudes among the consumers as well. The behavior of people is shaped by the influence of social norms of the majority, when people get to know what other people or the majority is doing the same thing then others try

to follow them just to be in group. The choice people make create a distinction between in group and out sider. The popularity of a particular attitude also provokes people to shape their behavior. (Wang, 2001) In advertisements on which the study is conducted show the popular culture of the society which sometimes becomes norms of people. The image of the young generation depicted in those advertisements are fully influenced by the western culture where according to national broadcast policy-2013, it is important to uphold the tradition and culture of the country while broadcasting any program or advertisement in television or radio. It is because media can shape the mind of people especially of the youth. (para.3). It is also important to keep in mind about the rights of the consumers while advertising any product or service. It is clear from both the survey and the interview, that advertisements also have a certain influence over human mind. The advertisements of the telecom companies portray their own world and come up with some ideologies which they place in front of the consumers. They want to make people believe the way they depict the lifestyle in the ad and also about the benefits they are providing to the customers. They place the ideologies they want to project in consumers mind, create a world of them and try to emphasize that as the real world.

As Goddard (2001) mentioned, “Advertising, as a very public form of discourse, is also part of the way we construct our ideas, about the world, around us: what people are like, who does what, who is important and why, what we should be worried about, and so on. So advertising often taps into what it itself has helped to create.” (p.65)

The slogan the telecom companies use with their Brand name also persuade the consumers with the ideology they present through the slogans, for instance, Banglalink- notun kichu koro, Robi- jole utho apon shoktite, Grameen phone-cholo bohudur, Teletalk- amader phone , Airtel- Smart phone network, all give an ideology of progress and have power to be in the advancement. These represent that with the help of mobile networking it is possible to have individual progress and as well as societal progress. They have super strong network to

connect people, internet service with lots of free usages and they have different groups in their services but the survey says that the service quality they depict in the ads do not match with the service they provide to the customer. The need they create through their advertisements also manipulative, for instance, it is not necessary to talk at night to have a hassle free conversation to skip any kind of miscommunication but the offer to have night calls in cheap rate made a habit to talk to people at night, and unwanted call increases at that time as people get the cheap rate. The picture of socialization as depicted in the ad made people more self-centered, though they share photos and ideas on face book, Twitter, instagram, their verbal communication reduces. Even sitting beside their friends people enjoy surfing these social sites rather than having fun by talking to each other and these happens when the customers get free facebook, twitter, whatsapp use offer in different mobile networks. People are drifting away from their close one in the name of socializing. Through the survey, it is also come into light that advertisements have influence over the consumers, as the majority accepts the fact that the advertisements can motivate them to build up their behaviors, even, the majority of the experts who create these advertisements agreed about the fact of building up behaviors. The languages of the ads also get into the regular conversation of people especially of a particular group; they are influenced by the accent and tonality as these can give them an distinctive image of a “smart group”, others aspiring to be a part of the group try to imitate the language, accent, adapt the taste of the group displayed in the ads, to be in the “smart group” and to be considered as ‘cool’ in their term. Besides, the creative writers of the advertisements use language assimilating the popular culture or what they think will tap into consumers’ minds, by using humor, using emotional attachment or just by showing the images of the trend can have an impact on the culture and society because society is formed by people and behavior as well as attitude form the culture. So, when the behavior of the people is affected, eventually it will affect the culture and the society.

Gamson et al (1992) asserted, "Television imagery is a site of struggle where the powers that be are often forced to compete and defend what they would prefer to have taken for granted."(p.373)

Media controls the world as well as the minds of people since the images of social and political matters are shown through it. Besides, the images media shows are the construction of dominating people, can be the political as well as economic elites. Furthermore, the way it depicts the images such a manner as they are all true, normal and natural. (ibid)

Advertisements are not playing opposite role. This as a part of media has the power to dominance over the opinion of the consumers. Consumers sometimes even after knowing that the messages or images can be partially true, sway in the flow of the ideologies the advertisements try to inject into the mind of consumers. They choose the discourses that have an imperative effect, to create a need in the consumers and change ideologies regarding the service in the advertisements. For instance, in the Grameenphone 3G internet, the friend with dominating tone says to his friend, 'কি mobile use করিস? আমার Grameenphone টা নে' 'What mobile do you use? Take my Grameenphone.' This asserts that one should use Grameenphone to get better internet service. So, it is setting an ideology that better internet network means Grameenphone.

As it is understood now that advertisement has the power to dominate the consumers, otherwise people would not have taken the services provided for them. Where there is power in use, must be power in abuse. According to Van Dijk (2006), manipulation is not about involving power but the abuse of power. Manipulators make others believe the ideologies which are in favor of manipulator but against the interest of others who believe in the ideology. (p.360)

Manipulation through discourse occurs when others do not understand the hidden intention of the manipulator.(ibid,p.361) In the advertisements, discussed, it is evident that the company do not give all the information explicitly and the intention of the mobile networking company are not clear to the consumers, as in Banglalink 'Rater kotha offer', people are said to have a relaxed conversation within 11:30 p.m. to 8 a.m. in cheap rate, shows the concern about the people who wants to have a good communication without any hamper they can call at night even in cheaper rate than the day time and it is benefitting the consumers while the picture is quite different, to increase the numbers of calls at night and to have benefits from the call was the purpose. People do not calculate the charge for their call duration. Along with this, people got in them a new habit to talk to people at night which was not existed few years back.

These advertisements also have effect on the language of the consumers and the influence of language can even create a different identity to them.

Heller (1982,1987,1988) believed that language and ethnicity are linked in several ways and ethnicity determines the participation in different situation and the dimension of individual's part. It also denotes the ethnic background which can be understood by the behavior, values, language and lifestyle which are share by individuals in a group. (as cited in , Hansen & Liu, 1997, p.569)

Similar to this notion, in the interview of the experts, some of them talked about the 'Djuice generation' which is generated by the use of language. The language used in the advertisements of 'Grameen Phone Djuice pack' became the language of the then young generation and it became their identity. 'Bondhu Garage' is such a group created by Grameen Phone, in which, as the advertisements has shown, people of same background are involved who have the same mentality, same language and same lifestyle. A social identity also created by this 'Bondhu Garage group'. According to Tajfel(1974) social identity is " that

part of an individual's self-concept which derives from his knowledge of his membership of a social group (or groups) together with the emotional significance attached to that membership" (p.69)

Heller (1982) concerned about the language choice and the language use in different context by the group. According to her there is a distinction between language choice and language use in the context. Language choice is choice of language as code in the context, on the other hand, language use is a kind of manipulative, and she stated it as "manipulation of conventionally-defined ways of saying things." (p.4)

Therefore, the discourse used in the advertisements of telecom has the power to lead the consumers by using certain linguistic techniques in the discourse of the ads. A new group, identity and even a class struggle has been created by the advertisements. The companies with the help of the creative writers get the control over the psychology of consumers by influencing the beliefs, attitudes and ideologies of the consumers by shaping the behaviors of them.

Chapter 5: Conclusion

5.0. Introduction:

“In advertisements, the images give us the dreams of glamour or fulfillment, or the allusions to forbidden pleasures and gratifications; the words give us the information we need (if any), the specification of the product, the addresses where we might buy it, the price.”

(Leeuwen, 2008, p.136)

Advertisements are intrigues to play over the mind of the consumers. Mobile networking advertisements not only with the linguistics tools but also with images of popular culture, trends, create a need in consumers' mind to believe in the ideologies the advertisements convey. The creative writers of Bangladesh tend to use the languages which define the target group of people, as if they (the consumers) can relate them with the image is shown in the advertisements and the action shown in the advertisements also attract the consumer. As Sutherland (2010) said, “The closer we feel to a character and the greater the similarity between that character and ourselves, the more effect a commercial is likely to have on us.”(p.132). The consumers also want to be the part of the glamour, popularity, smartness, coolness and be in group of majority people, be the character shown in the advertisements.

5.1. Summary of the findings:

Considering all the findings from the analysis of the printed ads, electronic ads(TVCs), survey on common participants and the experts ad makers, it is easily understood that the language of the telecom advertisements are influential enough to take actions according to the persuasive message conveyed by the ads. The creative writers imply different linguistic tools in the ads to make a greater impression over the customers that they(the customer) do not even think twice about the hidden intention of the advertisements, just let the advertisements play their trick on them (the consumers). It has a psychological effect on the consumer.

Levy(1995) stated that, In the era, where people cannot live without sharing the life with others, must be in a certain mobile networking system. That is why; it is easy to allure the consumers by offering numerous services through the advertisements to have them under the particular networking system. The advertisements have control over the consumers behavior, attitude and it also affects the language, culture and society.

5.2. Recommendation:

It is certain that while making advertisements the ad makers will use the language to persuade the consumers that's what the advertisements aim for, but it must be taken in consideration that the language and image have been implied in the ads should be of the kind which will not affect individual's lifestyle, society and the culture negatively. Government should be stricter in using the broadcasting policy as it says about the right of the consumers by giving them explicit information about the service and also make sure that the language used in the ads are not leading the customers to another culture rather encouraging the customers to cherish their own culture and ideology relate to their country. The customers also should try to decode the hidden message provided by the companies without swaying away to the offers they provide should judge the intention of the services provided by those companies.

5.3. Further Study:

According to Cook (2001), advertisement is the new form of literature, it is a new genre.

It has many aspects as a part of literature and also as a part of communication media.

This study which concentrates on the telecom advertisements only focuses on the linguistic tools the creative writers use to make those advertisements effective. There is lot more advertisements of different products, broadcasted in different media. The study has been narrowed down to the newspaper ads as printed media and television ads as electronic media, so further researches can be done on other advertisements, regarding the products and also

the media used to reach the consumers. Furthermore, a comparative study on advertisements of Bangladesh with any other country can be an interesting study to conduct.

5.4. Conclusion:

‘Within a culture, advertising is considered both a communication and a social process that is used to influence its audience.’(Morris & Waldman, 2011, p.943)

It is very interesting to study how advertisements work on people, though not easily explainable.

The advertisement of telecommunication, which is itself a communication medium, plays a significant part in the life of people. The linguistic devices while making the discourse of advertisements attractive make the consumers grasp new language, new beliefs, attitudes and ideology. As Gamson et al (1992) asserted, “a wide variety of media messages can act as teachers of values, ideologies, and beliefs and that can provide images for interpreting the world whether or not the designers are conscious of this intent. An advertisement, for example, may be intended merely to sell cigarettes to women, but incidentally it may encode a message about gender relations and what it means to be a “woman”.”

Therefore, advertisements not only promote brands or sell products but at the same time also tend to dominate the consumers to believe in the ideologies they place in front of the consumers.

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Appendix A1: Questionnaire for other participants

1. What is your age?

<input type="checkbox"/>	below 18	<input type="checkbox"/>	25 – 35
<input type="checkbox"/>	18 – 25	<input type="checkbox"/>	above 35

2. What is your educational qualification?

<input type="checkbox"/>	Below SSC	<input type="checkbox"/>	SSC-HSC
<input type="checkbox"/>	Graduate	<input type="checkbox"/>	Post Graduate

3. What is your profession?

<input type="checkbox"/>	Student	<input type="checkbox"/>	Private Service
<input type="checkbox"/>	Businessman	<input type="checkbox"/>	Public Service
<input type="checkbox"/>	Housewife	<input type="checkbox"/>	Others

4. Which mobile operator connection do you use?

<input type="checkbox"/>	Grameenphone	<input type="checkbox"/>	Robi
<input type="checkbox"/>	Banglalink	<input type="checkbox"/>	Teletalk
<input type="checkbox"/>	Airtel	<input type="checkbox"/>	Citycell

5. Why do you use this particular mobile operator?

<input type="checkbox"/>	Low rates	<input type="checkbox"/>	Portrayed lifestyle
<input type="checkbox"/>	Better Network	<input type="checkbox"/>	Corporate image of the operator
<input type="checkbox"/>	Peer pressure/ influence	<input type="checkbox"/>	Others _ _ _ _ _

6. How do you get to know about the package updates?

<input type="checkbox"/>	Print Advertisement	<input type="checkbox"/>	Online Advertisement/ Content
<input type="checkbox"/>	RDC (Radio commercials)	<input type="checkbox"/>	Point of Sales Materials
<input type="checkbox"/>	TVC (television commercials)	<input type="checkbox"/>	SMS
<input type="checkbox"/>	Billboard (or other outdoor media)	<input type="checkbox"/>	Others

7. Is there anything in particular that you can recall about the commercials of your preferred network?

<input type="checkbox"/>	YES	<input type="checkbox"/>	NO
--------------------------	-----	--------------------------	----

If answer to Q7 is YES, then proceed to Q7a. Otherwise, proceed to Q8.

- a. What element(s) can you recall?

8. Have you noticed any constant/ consistent element in the commercials of your preferred network?

<input type="checkbox"/>	YES	<input type="checkbox"/>	NO
--------------------------	-----	--------------------------	----

If answer to Q8 is YES, then proceed to Q8a. Otherwise, proceed to Q9.

- a. Which of these element(s) do you think were constant?

	Casting/ Character		Visual/ Graphics
	Language/ Tonality		Sound Track/ Background Music
	Set Design		Others (Pls specify)

9. Do those advertisements provide you full information about the service?

	YES		NO
--	-----	--	----

10. Do you get the same service as depicted in advertisements?

	YES		NO
--	-----	--	----

11. Do you think that these advertisements have control over your action to choose the particular service?(if yes then how)

	YES		NO
--	-----	--	----

12. The situation they depict in the TVCs (the behavior/attitude of certain group) can influence the behavior of the audience in real life

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
----------------	-------	---------	----------	-------------------

13. The language (accent/ choice of vocabulary) of the advertisements has an effect on our language.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
----------------	-------	---------	----------	-------------------

14. These ads are affecting our culture and society.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
----------------	-------	---------	----------	-------------------

Appendix A2: Questionnaire for agency personnel/ advertising professionals

1. What, in your opinion, are the more important elements in an advertisement (TV Commercial)?
2. Do you have or use any particular structure for TVC?
 - a. YES. Please give a short account of the structure.
 - b. NO. How do you articulate a logical flow of information in an advertisement?
3. What factors would dictate the choice of language for your advertisements?
4. Do you think using only one language in your advertisements is more effective?
 - a. YES. How?
 - b. NO. How is usage of multiple languages more effective?
5. What other linguistic devices do you use? (Simile, metaphor, pun, etc.)
6. Does the target audience define the language used in advertisements?
 - a. YES
 - b. NO
7. Do you articulate the message of a certain advertisement considering a particular target group or generic audience?
 - a. Particular Target Group. What aspects about the particular target group do you consider while articulation?
 - b. Generic Audience. Why?
8. Do you think the language used in articulating the message plays an important role in persuading the target group?
 - a. YES.
 - b. NO.
9. Do you think advertisements or its message works in bringing about a behavioral shift?
 - a. YES.
 - b. NO.
10. Do you think advertisements or its message affect culture or society as a whole?
 - a. YES.
 - b. NO.
11. Do you think language used in advertisements affect regular conversational language?
 - a. YES. How?
 - b. NO.
12. Do you think a jingle based TVC works better in passing on the message?
 - a. YES.
 - b. NO.

13. Do you think repetition in the ads more to keep the message in the memory of the audience?
 - a. YES.
 - b. NO.
14. Do you use comparative reference? Is it useful in presenting the information about the particular product or service?
 - a. YES. How?
 - b. NO.
15. Is comparative reference useful in presenting the information about the particular product or service?
 - a. YES. How?
 - b. NO.
16. Do you use only standard Bangla language?
 - a. YES.
 - b. NO.
17. Do you use colloquial language mixed up with different language?
 - a. YES.
 - b. NO.
18. Is there any particular reason in choosing colloquial or standard language?
19. Do you concentrate on the grammatical structure in the language of advertisements?
 - a. YES.
 - b. NO.
20. What are the impacts of pun (a word with double meaning) both on the language of ads and the mind of audience?
21. Is there any particular pronouns used in the advertisements?
 - a. YES. WHY?
 - b. NO.
22. Do you prefer using slangs or taboos in the language of advertisements?
 - a. YES. Why?
 - b. NO.
23. Do you explicitly express all the information to the audience?
 - a. YES
 - b. NO
24. Do you link-up advertisements (contents/ information) in different media for TV commercials (e.g. please see newspaper for details)?
 - a. YES
 - b. NO

Appendix B: Print Ads

শুধুমাত্র এয়ারটেলের
শর্তহীন-বাধ্যতাহীন
কথা বলা

এয়ারটেল

নতুন প্রিপেইড এ
সবার সাথে ১ প./সেকেন্ড
সাথে Facebook আর Whatsapp ফ্রি

● বর্তমান কাস্টমাররাও ২৪ টাকা বিচারে ১ প./সেকেন্ড রেট ৩০ দিনের জন্য উপভোগ করতে পারবে
● নতুন প্রিপেইডে ১৯ টাকা বিচারে আধা প./সেকেন্ড রেট (এয়ারটেল এ) ৯০ দিন পর্যন্ত উপভোগ করা যাবে
● নতুন প্রিপেইডে কানেকশন কিনলেই মূল প্যাকেজ রেট হিসেবে ১ প./সেকেন্ড কল ব্যাপক করা যাবে
● ফ্রি Facebook এর মেয়াদ ৯০ দিন পর্যন্ত
● লাইফটাইম ফ্রি twitter আর Whatsapp

Join: facebook.com/airtelbuzz
Visit: bd.airtel.com

Fig:5 Use of different fonts

**আর
কে
দেয়?** মেয়াদ ৩০ দিন
২৪ ঘন্টা এক রেট

এয়ারটেল

বন্ধ কানেকশনে
আধা প./সেকেন্ড এয়ারটেল এ
আরও আছে 300 MB ফ্রি ইন্টারনেট
অফারটি পেতে ডায়াল *222*2#
সাথে Facebook, Whatsapp আর twitter ফ্রি

VAT প্রযোজ্য | বিস্তারিত জানতে ডায়াল 1212 (ফ্রি)
Join: facebook.com/airtelbuzz
Visit: bd.airtel.com

Fig:6 Comparative Reference



Fig:7 Code-Switching and Code-Mixing



Fig:8 Code-Switching



Fig:9 Word play



Fig: 10 Use of Onomatopoeia and Metaphor



Fig: 11 Repetition of Phrases



Fig:12: Repetition of words and sentences



Fig:13 Connotation through image



Fig:14 Connotation

★★★
airtel internet
with
no barriers
no conditions
★★★

MAGIC OFFER
TO KNOW THE BEST INTERNET OFFER
DIAL *222*5# (FREE)

চুফান speed 3G with
no speed limit only on airtel

Join: facebook.com/airtelbuzz
Visit: bd.airtel.com

Fig:15 Ellipsis

টেলিটক

এখন যখন তখন
চিন্তামুক্ত
থাকুক আপনজন

গেমলা

অননেট ৩০ পয়সা/মি:
অফনেট ৬০ পয়সা/মি:
১ জিবি ১৩০ টাকা
৫ জিবি ৪০০ টাকা

সিঙ্গেল লাইন
৩৫০

ডিজিটাল বকসন www.teletalk.com.bd | হেল্প লাইন ১২১

* বিজ্ঞপ্তি: কোডের পাছায় লেখুন

Fig:16 Using only Bangla

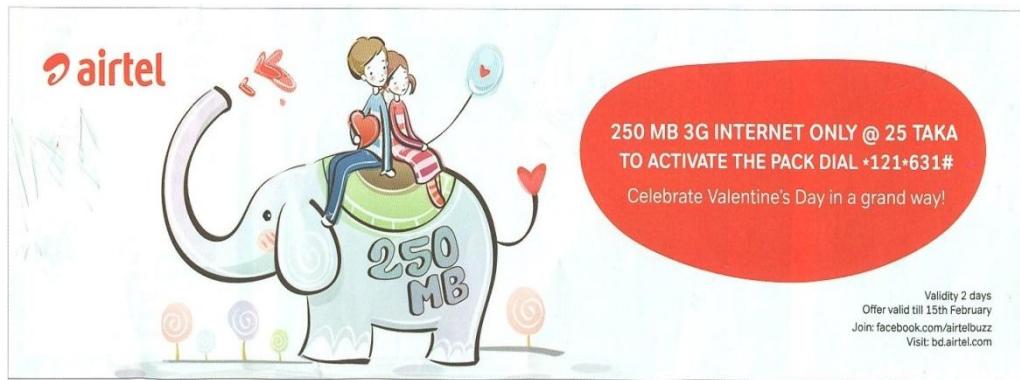


Fig:17 Use of Symbols



Fig:18 Use of Rhyme and Rhythm



Fig:19 Use of Alliteration

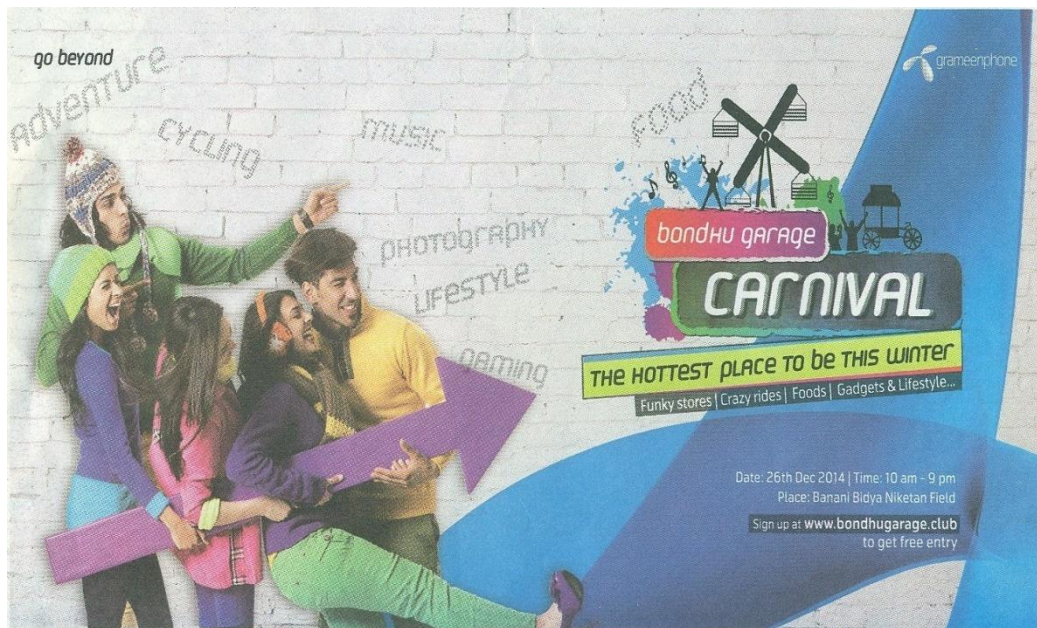


Fig:20 Homonym