

Advertisements of Kashmir Valley: A Phonological Overview

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Abstract: *The present paper is aimed at analyzing advertisements at phonological level of language. Language is very important means of communication. Being a very specific property of the humans, it finds its use in almost all spheres of life including advertising. Advertisements rely almost entirely on the use of language. Language of advertising is often found to be using various techniques whether it is an advertisement on radio, T.V or newspaper and phonological devices being one of the mostly used techniques. A brief study of different characteristics of language in terms of phonological devices is discussed in the present paper.*

Key Words: *Advertisements, Phonological devices, rhyme, onomatopoeia, alliteration, assonance etc*

1. INTRODUCTION:

According to Goddard (1998:6). “The word ‘advertisement’ is derived from the Latin word ‘**advertere**’ meaning ‘**to turn towards**’ ”. Advertising, a paid form of communication, is informative, persuasive and aimed at influencing the buying behaviour of consumers. It is brought to the public notice through various media like T.V., radio, newspapers, magazines, internet etc. In advertising, different techniques are “used to bring products, services, opinions or causes to public notice for the purpose of persuading the public to respond in a certain way towards what is advertised. Fatihi (1991: 1).

An advertisement is a good mixture of presentation in terms of language and images. Advertisements help in evoking a picture, image, concept etc. in the minds of the audience. Language use make advertisements more forceful and attention-grabbing. Hence, language forms an important part of advertisements and as such various linguistic techniques are being used in advertising language. Language is the subject matter of any linguistic examination and is made up of many units i.e. it has a hierarchal structure where the units break into smaller units till a level reaches, where a smallest indivisible unit known as phoneme is observed. Distinctive sound groups in a language are identified by the branch of linguistics called Phonology. This branch also establishes how the sound groups are put together to form meaningful sequences. Just as a language has syntax and vocabulary, it also has phonology in the sense of a sound system.

While analyzing advertisements, the different levels of language are to be taken into consideration for the same purpose. In this backdrop, the present paper is aimed at analyzing phonological devices as found in advertisements of Kashmir valley.

For analyzing ad messages using linguistic techniques both print and electronic has been taken into account. Ads were first collected, transcribed and analysed using linguistic insights.

Phonological Devices found in Advertisements:

The linguistic organization of advertisements at phonological level in case of present paper has been studied with respect to rhyme, onomatopoeia, alliteration and assonance etc. The commonly found features, at the phonological level, in case of Kashmiri advertisements are discussed as under.

Rhyme

Rhyme means a type of echoing formed by the close position of two or more words with equally sounding ending syllables. Rhyme is used to produce sounds that appeal to the ear. End rhyme i.e., rhyme used at the end of a line to echo the end of another line is most common in poetry as well as advertisements. The following advertisements show the use of rhyme in the following advertisement.

1.1. Advertisement

leman ka: jhaṭka:

Lemon (gen.) of shock

[Gloss: Lemon’s shock.]

te:sṭ ka: phaṭka:

Taste (gen.) of blow

[Blow of taste.]

anmol biskiṭs

[Gloss: Anmol biscuits.]

leman maza:

[Gloss: Lemon taste.]

The right bite for the right taste.

Source: Kashmir Uzma.

The final syllable in each line of advertisement rhyme alternately.

In the above advertisement, the rhyming can be seen in the words 'jhaṭka:', 'phaṭka:' and 'maza:.' The final syllable in the word *jhaṭka:* rhymes with that of the final syllable of the word *phaṭka:* and word *phaṭka:* rhymes with *maza*

1.2. Advertisement

sva:d khuṣbu: raṇ

Taste aroma colour

[Gloss: Taste, aroma, colour]

zabarvan ke: saṇ

Zabarvan with along

[Gloss: Along with Zabarvan] *egma:rk*

zabarvan maṣṭə:d ɔyil.

[Gloss: Agmark Zabarvan Mustard Oil]

Source: Greater Kashmir.

The above advertisement is about a brand of cooking oil namely 'zabarvan'. The word 'raṇ' in the first line of ad rhymes with that of the word 'saṇ' in the second line of the advertisement.

1.3. Advertisement

ammi: abbu: ke pakva:n

Mummy Dad (gen.) of dish

[Gloss: Dish of mom and Dad].

niyu:ṭri: meri: ja:n

Nutri my life

[Gloss: Nutri (is) my life.]

Hidden valley Nutri

Source: Kashmir Uzma.

The above advertisement is about a cooking product namely Nutri. Rhyme can be seen in the final words 'pakva:n' and 'ja:n' of the first and second line of ad message.

Onomatopoeia

It is a lexical process whereby words are fashioned, that essentially sounds like their referents. For example, English words like *zoom*, *splash*, *cuckoo*, *bang*, *broom* etc. are the instances of onomatopoeia. In Urdu and Hindi, the repetition of the words 'cham cham', 'rim jhim', 'tip tip' is the clear indication of onomatopoeia. This process utilizes the phonetic properties of the language there by expressing and enacting the meaning with that of the sound. Consider the following example.

1.4. Advertisement

thari thari māṣra:vi:

trembling trembling forget

[Gloss: (It) will make you forget trembling because of cold.]

garam a:b ya:d pa:vi:

Warm water remind make

[Gloss: (It) will remind you of warm water.]

magar kus

But who

[Gloss: But who?]

vi:nas ge:s gi:zar beyi kus

Venus gas geysler, and who

[Gloss: Who else than Venus Gas Geysler.]

Source: Radio Kashmir Srinagar.

The above ad line shows the use of onomatopoeia, which can be seen in the words like *thari thari* (Which in English translates as trembling). This refers to the intensity of trembling caused by taking bath in the cold water during winter season. Advertiser has tried to create the apprehension of trembling, taking bath in the cold winter by citing the word '*thari thari*'. An association has been developed in the advertisement between taking shower under the hot water of Venus Gas Geysler and pleasant season of summer.

Alliteration

Alliteration is defined as the repetition of initial same sounding words. For example in utterances like 'Big big building' and 'Poor perturbed peasant' shows the presence of alliteration in speech sounds / b/ and /p/ respectively. The speech sound /b/ and /p/ are repeated. This feature is often seen in language of advertising. It draws interest of the reader to the words of text. It is a phonological device mainly associated with literary works and is also used as tongue twisters as in 'She sells sea shells by the sea shore.' Instances of alliteration used in advertising language of Kashmir can be characterized by the following advertisements.

1.5. Advertisement

ga:vi di sansa:r phi:d

Cow give sansar feed

[Gloss: Give your cow Sansar feed]

vi:ch do:di barkatah

See milk abundance

[Gloss: See the abundance in milk production]

aki phiri a:zma:v sansa:r phi:d

once time try sansar feed

[Gloss: Try Sansar feed once]

vizi vizi varta:v sansa:r phi:d

Again again use sansar feed

[Gloss: Use Sansar feed again and again.]

Source: Radio Kashmir Srinagar.

Alliteration can be seen in the ad line '*vizi vizi varta:v sansa:r phi:d*' (Use again and again Sansar Feed). The underlined sound /v/ is being repeated three times in the ad line, therefore, showing the use of alliteration in the above ad message. Besides giving alliteration to the ad message, this feature also makes emphasis on the suggestion made by the advertiser in using the above mentioned brand of feed.

1.6. Advertisement



Source: Greater Kashmir.

Advertisement of biscuit showing alliteration. Source: Kashmir Uzma.

Better Baked
Butter Biscuit

A bit of biscuit and lot of butter baked together

In the above advertisement, alliteration can be seen in the underlined sounds like /b/, thus giving the impression of the biscuits made up of butter. Alliteration as seen in the above ad message gives rhythmic pattern and musicality to the ad message.

1.7 Advertisement

Deserve the Desirous bands
“IELTS”

Join our demo class

“Spoken English”

Manchester Education Point

“Shaping your dreams”

Source: Greater Kashmir.

Alliteration is seen in the underlined sounds like /d/ in the first line of the advertisement.

Assonance

Assonance is defined as the resemblance in sounds between internal vowels in adjacent words. In advertisements, use of assonance makes them sound very beautiful and enchanting. Ad messages framed with the help of such devices highlight the meaning of the words.

Consider the following examples.

1. 8. Advertisement

so:na: masa:le:

Sona spices

sva:d jo: sada: rahe: ya:d

Taste that always keep remember

[Gloss: Sona Spices. (Its) taste is remembered always.]

Source: Radio Kashmir Srinagar.

Assonance is seen in the vowel sounds ‘a:’ in the words like ‘*sva:d*’, ‘*sada:*’ and ‘*ya:d*’. The vowel ‘a:’ is being repeated in these particular vowel sounds.

2. CONCLUSION:

The present paper looks into the phonological choices made by ad writers while writing an ad copy. The purpose of ad writers is to touch the buying motives of consumers. Therefore, advertisers make ad messages by utilizing various features of language while conveying information about a particular product or service. They do so because when a message about any product is conveyed with the help of such devices, advertisement is likely to make a stronger impact on the minds of target audience. It is evident that language of advertising tends to be vigorous and advertisers deal with the business of conveying product information with the help of various linguistic devices.

At phonological level, the features that were identified are rhyme, onomatopoeia, alliteration and assonance. These phonological features add rhythm and musicality to the ad lines and are found to be pleasing to the audience. Usually, people are seen singing to themselves the ad slogans that use various phonological features. In addition of giving rhythmic sounding to the ad message, advertisers convey the ad message to the audience very effectively.

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