

International Journal of Linguistics (IJL)

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Abstract

Purpose: the purpose of the research is to assess the impact of language frames in advertising effectiveness.

Methodology: This study used a behavioral approach while researching and writing. A qualitative textual evaluation method was used in this research. Textual analysis consists of review and interpretation of scripts and articles and their inferential context in relations to the language frames and advertising effectiveness.

Findings: the function of language is as a tool of communication naturally, to build collective social understanding in society. Advertisements are social communications. Like other communications, they are intended to inform and, in many instances, to persuade recipients to adopt a certain attitude or behavioral disposition. Aesthetic representation of advertisement has been very fast growth by using esthetics values. But, sometimes the usage of language in advertisement tends to increasingly badly with a reason to increase profit or product sale. The choice of words are not selected appropriately and it will give boomerang for advertisement itself so that it will be slandered by many people.

Unique contribution to theory, practice and policy: Language represents communication means and it is so effective in every human activity especially in advertisement. Language has magical energy which if it is stringed up well it will be able to hypnotize audience. So, the role of language in advertisement is so important and therefore the language used in the advertisement should be considerate and objective in reference to the audience.

Key Words: *language frames, advertising, communication.*

INTRODUCTION

Media occupies the strategic position in society. Media becomes a space for various represented ideological. Media can become an equipment to build cultural and dominant ideology for the dominant class's interest, all it once it is also able to become the struggle instrument for the oppressed class to build cultural and ideology competition, and media is the battle ground for competing ideologies. As a means of communication in giving news, assessment, or general view about something, media has an important role as an institution which form public opinion

because media also can develop into the group of pressure or imagery which is put into the life context more empirically. Media can give negative or positive influences (Sobur, 2006). Of course, this normative attributes is very relative, depends on the represented interest dimension. Through a media, people can learn to adapt with their environment. Media has become a tool to send a message. the medium is the message. When language is used by mass media, then actually it has more responsibility toward the influence dissemination, certain prejudice and stereotype. Therefore, the choice of words which is used by journalists or advertisement makers need to be paid attention to because it is able to become people's choice in extending their knowledge (Featherstone, 1991).

The specific issues addressed in research on language and advertising are quite diverse. However, many of the variables of concern in this research may have their impact at two stages of information processing: the attention to and comprehension of the information's implications, and the elaboration of these implications once they have been identified and understood. Elaborations in response to advertisements, for example, could include either thoughts about positive attributes of the product being advertised or counterarguments (reasons why the information is incorrect, or why the product might be undesirable despite the claims made in the advertisement itself. information presented).

Several interesting aspects of this conceptualization derive from the fact that many situational and individual difference factors (intelligence or knowledge of the subject matter, motivation, situational distraction, etc.) can simultaneously influence both the likelihood of comprehending a message and the likelihood of elaborating its implications. This is particularly interesting when the message is counter attitudinal, and so the likelihood of elaborating positive implications of the message is low (Razak & Asma'Amran, 2017).

Advertisements, of course, are often conveyed under conditions in which recipients are not particularly motivated to refute their implications or, for that matter, to think much about them at all. Equation 1 nevertheless provides a conceptual device for understanding the role of both linguistic and individual difference variables on communication impact. Several of the variables considered in the research reported in this volume may exert their influence on comprehension. In many instances, however, they are likely to influence the amount and type of cognitive elaboration that is performed subsequent to comprehension.

Language is a vital communication means which is used by human to interact with others. Through language, someone creates reality and arranges it. Language lift to surface of the hidden things therefore becomes reality. Language is also used to depict experience of someone. Experience talks about an event, processes, people, objects, abstractions, quality, situation, and social relations around. In language, we do not only talk about symbol system in culture of human whom in the form of written language and or oral language. But also it talks about social phenomena of broader culture in society, like clothes, food menu, ritual, and others. Discourse in mass media is also meant as one of language phenomena (Featherstone, 1991). The discourse has bearing with effective and intensive communications system therefore the culture of human can be built and defended the existence. Language is also used to give information to others about a thing, assure others about a truth or a thing and affects others' behavior and others opinion. Language is also used to depict or tell how to form or to present a goods or objects, and to describe the taste of an object. Language is also able to be used to tell about the events which

happened to others (Sobur, 2006). So, language must be in its context and situation, as said that “language as only meaningful in its context of situation.”

In the world of advertisement, language also has an important role. Language is considered as mediation equipment in advertisement production process, as Tarigan (1993:23) said that there are four purposes of language usage, they are oneself expression, exposition, art, and persuasion. Language in advertisement uses transactional language which prioritizes the content of communication. Language also can be conceived as interactional language which has the priority in interrelationship between addresser and addressee.

LITERATURE REVIEW

It might seem reasonable to assume that the size and style of the typeface in which information is conveyed in an advertisement will influence the ease of comprehending the information and, as a result, will affect the favorableness of one’s reactions to it. As McCarthy and Mothersbaugh’s (this volume) research points out however, the impact of these variables is much more complex than this assumption implies. For example, although attention to a communication might be intuitively expected to increase with print size, this is true in only limited circumstances. That is, chronically slow readers sometimes read a print ad more quickly when it is conveyed in larger typeface, but this occurs only when the style is aesthetically appealing (i.e., serif). Moreover, habitually fast readers appear to read large print more slowly under these same conditions (Kasiyan, 2008). On the other hand, in neither case are recipients’ attitudes toward the ad influenced in a way one might expect on the basis of these differences. The aforementioned differences could result in part from differences in reading style. Fast readers may process verbal information in “chunks.” This processing might be facilitated by small print, which permits larger amounts of information to fall within one’s visual field. In contrast, slow readers may process words individually, and this processing may be facilitated by print that makes the individual words prominent and easier to discriminate. Although this explanation seems plausible, however, it would not account for the restriction of the effects to a particular style of type (Razak & Asma’Amran, 2017).

Moreover, the explanation would not account for participants’ evaluations of the ad as a whole. When the ads were presented in serif, for example, chronically fast readers read them more quickly when they were in small print than when they were in large print, and liked the ads better in the former case as well. In other words, they appeared to have more favorable reactions to ads they could read and comprehend more easily. When the ads were presented in sans serif, however, fast readers liked them better when they were large print than when they were in small print, despite the fact that they took the same amount of time to read the ads in the two cases. The effects of type style characteristics on reading speed and attraction in chronically slow readers were also not parallel. Thus, differences in attention and comprehension are not sufficient to account for these findings. Cognitive elaboration may play a role as well. In fact, the assumption that the effects of typeface on attitudes are a reflection of its influence on ease of comprehension may be incorrect (Featherstone, 1991). Rather, both reading time and attitudes may be independently influenced by the amount of cognitive elaboration that participants performed in the course of reading and thinking about the ad. For example, suppose typeface that people consider appealing stimulates them to pay more attention to the information being conveyed. As a result, they may not only increase their liking for the add but also increase their

tendency to elaborate implications of the ad's content as it is presented. This on-line cognitive elaboration could decrease the speed with which the message is read and, therefore, could offset the effects of typeface on comprehension time per se. Although a detailed analysis of McCarthy and Mothersbaugh's findings in light of this possibility is beyond the scope of this article, such an analysis might be of heuristic interest (Sobur, 2006).

The syntactic structure of a communication can clearly have an impact on the comprehension of the communication and, in some cases, the interpretation that is given to it. To this extent, the syntactic aspects of a message are often intertwined with its semantic aspects, and so the effects of the two factors are hard to isolate. Lowrey (1998) provide examples of the impact of syntactic features of a message on comprehension and memory. At the same time, he underscore the fact that the way in which these features combine to influence attitudes toward the products being advertised is more complex than might be expected, and that an understanding of this influence may need to take into account semantic factors as well. Some of this complexity arises from the failure to distinguish between the impact of syntactic features on comprehension and their impact on the cognitive elaboration that occurs subsequently. Increasing the grammatical complexity of a message, for example, not only may decrease comprehension but also may distract recipients from cognitively elaborating the message's implications once the message is understood. If this cognitive elaboration is positive, syntax which decreases both comprehension and elaboration should decrease communication impact. However, if the cognitive elaboration that is likely to occur is negative (e.g., counter arguments), the effects of syntactic complexity are harder to predict for reasons suggested in our earlier example. That is, suppose both the likelihood of both comprehending a syntactically simple message and the likelihood of counter arguing it effectively is high. Then, an increase in complexity that decreases both comprehension and counter arguing, could increase communication impact (PI). On the other hand, suppose the likelihood of comprehending and counter arguing the message effectively is relatively low despite its simple syntactic structure. In this case, adding complexity that further decreases these processes should decrease communication impact.

METHODOLOGY

This study used a behavioral approach while researching and writing this essay, which would involve evaluating the impact of language frames in advertising effectiveness. The drawing and interpretation of research findings and sense which is not a quantitative impact evaluation, was important in this context, which implies that qualitative and thematic analysis was most suitable in this study. A qualitative textual evaluation method was used in this research. Textual analysis consists of review and interpretation of scripts and articles and their inferential context in relations to the language frames and advertising effectiveness. As a tool of interpretation and significance, an observer is likely to misunderstand the original intent of the message writer. Cutting (2008), nevertheless, reaffirmed its reliability and adequacy, in particular when the researcher pays attention to text itself. In this regard, more interpretation of the texts and their targeted discussion environment in view of the time and situation in which they were written.

FINDINGS

Language is a symbol system in human culture. As Levi-Strauss (in Kasiyan, 2008:133) stated that language symptom is not only limited to the meaning of written language or oral language, but also all social phenomena of broader culture in society, such as clothes, food menu, ritual and

others. In this case advertisement discourse in mass media is also seen as one of language phenomena.

In the beginning, the function of language is as a tool of communication naturally, to build collective social understanding in society. Then, the existence of language is known as cultural text and will give a description of socio-cultural reality. Language is no longer limited about meaning as a reflection of social reality, but having ability (power) to form or to construct social reality. As Razak and Asma'Amran (2017) stated that there is few people who observes that language has a big impact to our perception and point of view about something. In its development, language is not solely as a means of communication or a code system toward values which refer to one of monolithic reality meaning. Socially, language continuously is constructed in a certain social setting. As the representation of certain social relations, language always forms subjects, strategies, and certain discourse themes. Language is visual which is in the form of visual picture or symbol and has a power to construct certain ideology which will also affect and form subjectivity and our awareness. Visual language is as also very effective as written language and oral language. In advertisement, language has a role to reflect the naturality of use value toward product commodity or service which are advertised. Here, language is also as a media to spread capitalistic consumerism ideology to society. The power of language which has brought the colonization of human cultural symbolic in advertisement, actually, is one of prove that the friction of language represent of one potency which can poison the existence of civilization at the present and the future. As Stanley Baldwin (in Kasiyan, 2008: 144) stated that although the use of words may be abused and the fight for their honour may at times seem hopeless, we must never give up the struggle to use them solely in the service of truth. Let us aim at meaning what we say and saying what we mean.

Advertisements are social communications. Like other communications, they are intended to inform and, in many instances, to persuade recipients to adopt a certain attitude or behavioral disposition. To predict the impact of these communications, one must understand the factors that influence a recipient's attention to various aspects of the message, the comprehension of it contents and the manner in which its implications are construed. To obtain this understanding, one must consider not only characteristics of the communication itself but also the knowledge and objectives of the recipient. Indeed, as Krauss and Chiu (1998) point out, the two sets of factors are highly interactive, and the impact of one set cannot be evaluated without considering the other set as well. The research and theory presented in the preceding articles reflect this dual concern. The articles are focused on the linguistic features of advertisements that can influence their effectiveness (Noriega & Blair, 2008). However, the contingency of these effects on recipient characteristics is both implicitly and explicitly recognized. Luna and Peracchio, for example, shows that the effect of a message is a joint function of both individual differences in motivation (e.g., need for cognition) and the extent to which the message is conveyed in one's native language or in a second language that was acquired later in life. McCarthy and Mothers baugh provide evidence that the typeface in which an advertisement is written can have quite different effects, depending on whether the recipient's typical reading speed. Lerman and Garbarino note that differences in memory for brand names can often depend on the previously formed associations that individuals have formed between these names and product attributes that are both mentioned in the advertisement and unspecified. Bradley and Meeds's analysis of the role of grammatical complexity on communication effectiveness implicitly assumes that

recipients' prior familiarity with different grammatical structures can influence the ease with which the communications are comprehended and their implications construed.

CONCLUSION

These days, the existence of advertisement has very fast development. Aesthetic representation of advertisement has been very fast growth by using esthetics values. But, sometimes the usage of language in advertisement tends to increasingly badly with a reason to increase profit or product sale. The choice of words are not selected appropriately and it will give boomerang for advertisement itself so that it will be slandered by many people. Language represents communication means and it is so effective in every human activity especially in advertisement. Language has magical energy which if it is stringed up well it will be able to hypnotize audience. So, the role of language in advertisement is so important and it cannot be seen into one side only.

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