

# Dr. BRR GOVT DEGREE COLLEGE JADCHERLA

## Department of English



### A PROJECT REPORT

ON

### “LANGUAGE IN ADVERTISEMENTS”

Submitted By

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## DECLARATION

We are hereby declare that the study project: **“LANGUAGE IN ADVERTISEMENTS”**

is a record of work done by us under the supervision of **P.SWAPNA RANI**, faculty of English, Government Degree College, Jadcherla, Mahabubnagar District and that the project has not been previously done by any others in this college and any other college/University.

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Date : 27/06/2022

Place: Jadcherla

## CERTIFICATE

This is to certify that the Study project on : **“LANGUAGE IN ADVERTISEMENTS”**

is a bonafide Project work done by MPCs I students listed below,

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## **ACKNOWLEDGEMENTS**

*We express our heartfelt gratitude to **P.SWAPNA RANI** Faculty in the Department of English, Government Degree College, Jadcherla for his valuable guidance, encouragement and timely suggestion. We could be thankful for his immense patience which helped us throughout the period of work without which it would not have been possible to complete the task.*

*We convey our sincere gratitude and thanks to **Dr.P. Narahari Murthy**, Head Department of English for providing the necessary facilities. We profusely thank **R.Anitha**, English Faculty, Department of English, **M Jagan**, Faculty, Department of English and **V. Srinivasulu**, Assistant Professor of Library Science for their encouragement and valuable suggestions during the work.*

*We express our deep sense of gratitude to **Dr. Ch.Appiya Chinnamma**, Principal, Government Degree College, Jadcharla for her moral and technical support for the project work.*

*We are very thankful to our seniors **Raju Sai Kiran, P.Anusha, N.Durga Thirthy, Lavanya** who were involved in field work.*

# THE ROLL LANGUAGE ADVERTISEMENT

## INDEX

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INTRODUCTION

DISCUSSION

MEDIA

C. LANGUAGE'S ROLE IN ADVERTISEMENT

CONCLUION

BLIOGRAPHY

### **THE ROLE OF LANGUAGE IN ADVERTISEMENT**

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**ABSTRACT**

Advertisement becomes an important part in human's life. It has formed culture maker in society. Advertisement becomes one of crucial things that should be done. It has a power to persuade consumer's desire to the product in society through image ideology association. Advertisement build image ideology of product then it also uses sign systems or language which has relationship with moral values. One of ideology which can be called sign system or ad language is gender ideology, especially is about women exploitation as a sign system. It can be said that many advertisement has used many words which has negative meanings, sensitive meanings, porn meanings, etc and all of them points to the woman exploitation, because many advertisements usually use women to be a target of a product and also to be an agent of change. So, in interpreting sign system or language, advertisement has multidimensional meaning not only to market a product but also to interpret sign system or language. Then, language system has a power because there is an ideology which always hide in it. Ideology is inherent within language, it means that there is higher significant relevance when the context is placed in the frame of modernity which is called the third wave. The power of language has affected dan hidden in advertisement then it has become social infrastructure which has a total power. This power of language can effect perspection, attitude, behaviour, and point of view of society.

Keywords: the power of language, advertisement, and sign system

## INTRODUCTION

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. 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. So, language must be in its context and situation, as Firth (in Syamsuddin, 1992:2) 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.

In the simple paper, the writer wants to explain about the role of language in mass media's advertisement which is able to affect the readers, the listeners, and the audience. Language has a powerful role and it is sharper than knife. Language, if it is used by someone who does not have ethics mouth, represent an action which is difficult to be traced. Because, language is graphical sound aspect language and sign then it is capable to make someone falls and badly suicides. In language, there is a hidden strength which is called communications. Language is able to move the world with the supreme awful power and we can find the power of language in advertisement which is capable to affect the people.