

**Strategic Maneuvering in Commercial Advertisement:**

**A Pragmatic Study**

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## ABSTRACT

*This study deals with strategic maneuvering in advertisement from a pragmatic point of view found in some commercial advertisements in order to investigate and analyze the pragmatic devices that are used in the strategic maneuvering and stages. The study attempts to shed light on the most fuzzy areas in advertisements that is probably how the language of advertisements employed by advertisers to affect consumers positively. The primary goal of strategic maneuvering is to discover how the pragmatic devices have persuasive techniques that are used to gain a competitive advantage and more sales. This study is a contribution to the field of research in the language used in advertising. In this research, the effectiveness of strategic maneuvering hinges on both the figurative language theory and the use of pragmatic devices such as alliteration, allusion, exclusivity and privacy, hyperbole, irony, metaphor, repetition, rhetorical question, and simile. To achieve such aims, a model is developed for the analysis of these pragmatic devices by using figurative language theory in commercial advertisements. It requires a combination of analysis of each of these devices to show how it works successfully to increase consumers' awareness in the selected advertisements. The results of the study show how there are specific linguistic devices that are used in advertisement more than others to persuade the consumers to buy products and make advertisement more powerful. The findings of analysis verify the hypotheses represented by the process of using strategic maneuvering in the selected advertisements.*

*Keywords: strategic maneuvering, linguistic device, advertisement, product, YouTube*

## INTRODUCTION

Pragmatics plays an important role in persuasion by influencing how messages are interpreted and understood within specific contexts of communication (Saragi et al, 2019). This study is mainly devoted to investigate two concepts that hold the utmost significant (Strategic maneuvering and Advertisement). These two concepts will be the core of the study. Strategic maneuvering aspects refers to the art of planning and executing tactical actions or moves with the aim of achieving specific objectives within a competitive or challenging environment. It is a concept commonly used in various fields, including business, military, sports and politics (Van Eemeren and Houtlosser, 2000). The second concept is advertisement that is defined in various ways from the past till today. Fowler (1889) (Cited in Abbaszade, 2021) claims:

"advertising as the writer sees it is a presentation of anything by any medium of connection. It travels by paper and press, by paint and brush, by pen and pencil, by wire, by spoken words and by everything that can transmits sound and character" (p.30).

From another perspective, advertisement can be defined as a form of mass communication designed to promote or persuade an audience to take a specific action or make a decision, typically related to a product, service, idea, or cause (Shah & Akbar, 2008).

According to Goddard (2002), advertisement has an interesting origin as a term. It comes from Latin word 'advertere' which means 'to turn toward' that what all advertisers hope for. It referred to a notice or announcement that turned the attention of the public towards a particular event, product, or service. By time the term converted into 'advertisement' in English Marketing activities, including advertisement, are based on market research to understand consumer behavior and preference. According to Ivanovic and Collin (2003) (cited in Durmaz, 2011) that advertisement has a great impact in influencing people. The advertisers help to deliver this impact to the intended consumers by persuading the consumers to buy the products and in order to achieve this objective the advertisers have to involve careful planning and execution of various

tactics which are presented by strategic maneuvering. Social media is a modern way of advertisement that contains online platforms allowing advertisers to target their audience by helping them to build a relationship between products and consumers. The last but not the least term is YouTube is one of powerful platform for advertisement that allows advertisers to create visually engaging content (Kempers, 2020). YouTube advertisement can effectively convey messages and create a lasting impact on viewers.

This research examines only one aspect among these various dimensions: the audience demand. This aspect plays a crucial role in strategic maneuvering by shaping the persuasiveness and effectiveness of arguments. Understanding the needs, expectations, beliefs, and preference of the audience allows speakers to deliver their message in a way that resonates with them (Van Eemeren, 2000). By understanding the audience's demand for engaging and memorable communication, speakers can strategically employ figurative language to enhance persuasion. . The researcher specifies many examples to show how the advertisers use a specific linguistic device or more than one in their advertisement. This study uses a qualitative descriptive method because of the nature of the study. This paper aims to answer the following research questions: what is the form of the advertising language? What are the pragmatic strategies manipulated by the advertisers to achieve the aspect of audience demand? Are there any pragmatic device used in advertising? What are they?

## LITERATURE REVIEW

It is fair to say that the language of advertisement surrounds the world. Marketing is a philosophy that obtains what marketers want which can be evolved by time according to society, technology, and consumer behavior (Sahaf, 2019). Several researchers in many fields write about advertising: linguists, economists, psychologists, and others. Linguists analyze the language of advertisement in different linguistic aspects. Diasz (2001) writes about how marketing advertisements reflect changes of technology and develop through various eras (Print Era, Radio Era 1920s, Television Era 1990s, Digital Era late 20<sup>th</sup>, Mobile Era 2000s, and Social Media Era present). Examples such as newspapers, posters, radio, television and social media can be used as a powerful and persuasive tool to create advertisements. Fišer (2007) describes the language of print advertising and how the copywriters used the specific strategies to catch consumer's attention and establish his interest in the product. He claims that linguistic creativity, lexical ambiguity and figurative use of words are the main tools to form a successful advertisement.

Therefore media has an important role that affects public opinion. In today's world where everything is modern, advertisement can have a significant impact on sales and can be a measure of sales especially after new advertisements have been shown. As language is known as a vital communication that is used by human to interact with each other, it is also used to depict experience of someone to talk about a quality, objects, people, etc. Advertisement is an effective device used to communicate by using appropriate language and become an important part in development of human's life. Linguists shed light on the strong impact of the language of advertisement on the large

number of individual to encourage them to choose their products (Shirinboyevna, 2020).

According to Saladin & Oesman (2003), in order to create an interesting impression there are three characteristics of advertising: presentation, persuasive, expressiveness and then achieved the third characteristic 'impressiveness'. Therefore the power of advertisement embodies by persuasion. Widyahening (2015) claims that language of advertisement has a power that can affect perception, behavior, attitude, and point of view of society. Advertisers try to be creative and clever when they compete each other and seek to find every conceivable way to attract a large number of consumers. Dyer (2008) says "Advertising, like language, is a system consisting of distinct signs. It is a system of differences and oppositions which are crucial in the transfer of meaning" (p.123). Pigott (1996) focuses his study on the difference between British advertising according to ideological, cultural, and communication differences. Eemeren (2010) conducts a research on a critical analysis of misleading argumentative discourse by identifying the strategic maneuvering that takes place in the discourse. They conceive strategic maneuvering as a means of realizing dispute resolution and how rhetorical strategies can be brought to use in an advertorial published by the oil company Sell.

Pogacar et al. (2018) write about the influence of marketing language on consumer perceptions and choice by using various linguistic devices that are used to make marketers claims more persuasive. In order to achieve marketing strategy, the marketers have to understand the target audience and marketing objectives. According to McDonald et al. (1998) there are four 'P' for marketing objectives: (Product, Pricing, Place, and Promotion). All these objectives can be achieved by language. Vorlat (1976) (cited in Abass, 2007) states that advertising is "to constitute a system of functionally interacting linguistic and non-linguistic features, which are to convey a message about a product or service, so that the prospective consumer gets information and, which is more important, becomes persuaded that he should buy it or make use of it" (p. 291). Consequently, in order to increase the brand awareness and to persuade people to purchase products they have to use emotional appeals, visual appeals and rational appeals through linguistic devices to make their claims more persuasive (Pogacar et al., 2018).

### Strategic Maneuvering Aspects

Van Eemeren and Houtlosser (2000) define the concept of strategic maneuvering as "the balancing of people's resolution-minded objective with the rhetorical objective of having their own position accepted regularly gives rise to strategic maneuvering as they seek to fulfill their dialectal objectives without sacrificing their rhetorical potentialities" (p.1).

According to Eemeren's exposition in 2010, the analysis of strategic maneuvering categorizes the rhetorical aspect into three elements: topic potential, audience demand and presentational device. The ability of figurative language to effectively engage and

resonate with specific audience preference leads to evoke vivid imagery, emotions, and associations that appeal to the audience's senses and emotions (Yu, 2020). The use of figurative language in communication is closely tied to audience demand as it enhances emotional connection, engagement, and memorability (Kosimov, 2022). All these are key factors in meeting desires of audiences often through the use of the following pragmatic devices. This study focuses on one dimension: audience demand. This element is vital in strategic maneuvering by understanding the audience's needs, expectations, beliefs, and preferences. Recognizing the audience's desire for engaging and memorable communication enables speakers to use figurative language strategically to enhance persuasion (Van Eemeren, 2000).

### Pragmatic devices

Most common linguistic devices employed in marketing to capture attention and persuade customers are as follows:

**Alliteration:** a literary device in which a series of words in a sentence or phrase have the same initial consonant sound that is used to create a memorable and pleasing language patterns and make language more engaging. Alliteration does not require that all words start with the same letter but they have the same initial consonant sound. It adds a catchy and rhythmic quality to language, making it memorable. By using words or phrases start with the same sound make the advertisement grab attention quickly and leave a lasting impression (Namwandi, 2019).

**Allusion:** is a figure of speech that involves referencing or mentioning a person, place, thing, event, or work of art, literature, or history in a brief and indirect manner. Allusions are often used to provide deeper meaning or context to a text, create connections between different works, or evoke specific emotions or associations in the reader or audience. However, the effectiveness of an allusion depends on the audience's familiarity with the reference, as those who are unfamiliar with the source may miss the intended significance. Allusion refers to something assumed to be known that is based on cultural and historical background which is used by specific community (Litvinov & Ubiyko, 2017).

**Exclusivity:** is a marketing strategy often used to drive consumer behavior and boost sales. It creates a sense of scarcity and importance around a product or offer. Exclusivity refers to the idea of offering something that is limited in availability or access, making it seems special or unique. It can make consumers feel privileged or elite, leading them to desire the product or service more (Ohmer, 2021). Whereas, they use exclusivity to create a sense of exclusivity by limiting the number of people who can access a product, service, or offer (Funk, 2014).

**Hyperbole:** a figure of speech in which exaggeration is used for emphasis or effect. It involves making a statement that is intentionally exaggerated or extravagant, not meant to be taken literally. It is used to create emphasis, humor, or to make a point more dramatically (Aljadaan, 2016). In advertisement, Hyperbole has a powerful role in



advertising effectiveness and the main feature of this communicative tool is to be a persuasive aspect of the advertisements. Advertisers adapt language according to their own use, for example, to make advertisement memorable and persuasive. Therefore there is a close relationship between advertisement and hyperbole which has been built by the advertisers. This device is used in order to create a rich and beautiful image in the mind of the consumers and gently increase the attractiveness of a specific product (Kleitsch, 2015). However, using too many hyperboles can make the advertisement less effective and less trustworthiness.

**Irony:** is a rhetorical device that involves discrepancy between what is said and what is meant or between what appears to happen and what actually happens. It often involves a twist or unexpected contrast between expectations and reality. The language of advertisement has a great impact and influence over consumers. Irony is widely used as a linguistic device in advertisements for the purpose of persuading the consumers to buy a product. It is like a puzzle in advertisement but a very easy one that the consumers succeed to come to the intended meaning. However, advertisements containing irony are at risk of being misunderstood if the consumers fail to recognize an intentional use of irony in commercial advertising. As a result, the purpose of irony will be negative and consumers will not accept or understand the ad's persuasive intention (Burgers et al., 2015).

**Metaphor:** is a figure of speech that denotes a particular thing or concept to refer to another concept to highlight a similarity between them. Metaphors are often used in daily communication to make description more vivid and expressive. McQuarrie and Mick (1996) propose that metaphors can be a powerful tool in marketing language to increase elaboration and generate pleasure in consumers. Metaphors can make the brand or product more memorable to engage the costumer's target. However, selecting metaphors that are relevant to the product or brand by creating vivid simple mental images and painting a clear relative picture in the minds of the costumers with avoiding complex metaphors that may confuse the audience to make easier to grasp. There are a number of rhetorical studies on persuasion by metaphor. One of these studies is done by Zhang and Xu (2018) concentrate on how to use the conceptual metaphor in TV commercials by analyzing the strategic maneuvering of metaphorical argumentation in the cultural context of the Chinese target audience.

**Urgency:** is a vital linguistic device used to create a sense of immediate time pressure in order to manipulate consumers to make a purchase or take a specific action. It is commonly used in advertising to encourage the consumers to buy quickly by using words or phrases like 'don't miss out' 'now' and 'limited time offer' that create a fear of missing out and prompt consumers to take immediate action. Urgency is the feeling that time is running out or that there is a limited opportunity to act. Marketers use urgency to encourage consumers to take quick action by emphasizing that the offer or discount is only available for a limited time (De Battista et al., 2020).

**Repetition:** is a versatile linguistic device used to engage and persuade the audiences effectively. It involves the repetition of words, phrases, sounds, or grammatical structures within a sentence, paragraph, or text. It is used as a technique employed to persuade and impress people (Namwandi, 2019). By repeating certain words, phrases or sentences that can be as a reminder for the audience of their importance (Kemertelidze et al., 2013). Repetition can be classified to five types according to compositional patterns: Anaphora, Epistrophe, Anadiplosis, chiasmus, and Polypoton. Choosing the right type of repetition can influence the consumer effectively to deliver their message. The great impact of repetition on consumers behavior can be verified by increasing their awareness for purchasing (Abbaszade, 2021). When consumers repeatedly encounter a consistent message or brand image, it can create a sense of reliability and familiarity, which are essential factors in gaining trust.

**Rhetorical Questions:** is a figure of speech or a type of question that is asked not elicit a genuine answer or information but to provoke thought or discussion. There are several types of rhetorical questions such as: affirmative rhetorical questions, Negative Rhetorical Questions, Concessive Rhetorical Questions, Socratic Rhetorical Questions, Rhetorical Questions for Emphasis, etc. However, rhetorical questions are not for perceptive consumers but for who like to answer the question ((Pogacar, et, al.2018). According to Ng and Bradac (1993) the most common language marketers of powerlessness are tag question, along with hesitations (e.g., 'um') and hedges (e.g., 'short of').

Rhetorical question is used in advertisement as a persuasive linguistic feature that helps consumers to feel engaged and as a result can lead them agreeing with the advertisement to purchase the products (Mohsen, et al. 2022).

**Simile:** is a figure of speech that involves comparing two different things using the words "like "or "as" to create a vivid and often imaginative comparison. It is used to make descriptions more colorful, expressive, and relatable. Using simile help the listeners or the reader better understand or visualize the subject being described. There is a quite essential difference between simile and metaphor. Wales explains that in simile there is a linkage 'like' for example (A is like B), whereas metaphor is without this marker. However, there is not much use for simile in advertisement in comparison with metaphor. Simile plays an important role in advertising. It adds a magical touch to advertisement by increasing consumers' attention. In order to make simile a powerful device the advertisers have to think how to describe their product precisely and what their product is like but in a different context (Chetia, 2015). Consequently, avoiding complexity is an important point that the advertisers have to put in their consideration to make their advertisement work best and to make this device easy to understand without any confusing. This gains positive impact of their product as beneficial and desirable.

There are many other linguistic devices that use to create compelling and persuasive messages in their advertising and branding efforts. The researcher specifies these ten linguistic devices that is often use in advertisement and will be illustrated with examples

in the next section. These numerous linguistic devices can actually be used for serving marketing advertisement for distinguishing their products from others and persuading the audience to buy a product worth having. Evirgen (2021) argues that the main goal of using all kind of linguistic devices in advertisement is not only to inform the consumers but to persuade them. Therefore language is a vital tool that advertisers use it "in as clever, tight, stylized, and persuasive a way as they can persuade someone to go out and buy the product" (Harris, 1989, p.1). The fundamental issue in marketing management to determine the audience demand by understanding costumer's perspective which can be achieved through using the above linguistic devices. For this reason the language of advertisement plays an important role in the study of linguistic devices.

### Methodology of the Study

This section aims to create a pragmatic framework designed for analyzing the study's data. The researcher adopts a descriptive qualitative method to analyze the phenomena of strategic maneuvering in the commercial advertisements. The model of analysis will be the figurative language represented by alliteration, allusion, exclusivity and privacy, hyperbole, irony, metaphor, repetition, rhetorical question, and simile to show and how they can be used in commercial advertisements to enhance the aspect of audience demand for strategic maneuvering. The researcher selected (9) different types of commercial advertisements from YouTube and transcribed them and then re-watched them to check the accuracy of the transcripts. Then, the researcher identifies the pragmatic devices alongside the figurative language used and analysis their effectiveness in achieving specific goals. In these ten advertisements, there are different brands that use figurative language and pragmatic devices to meet audience demand more effectively. The statistical method employed to compute the results of analysis will be percentage equation to sum that there are particular strategies used more than others to express strategic maneuvering in the commercial advertisements selected statistically to verify the findings of the analysis.

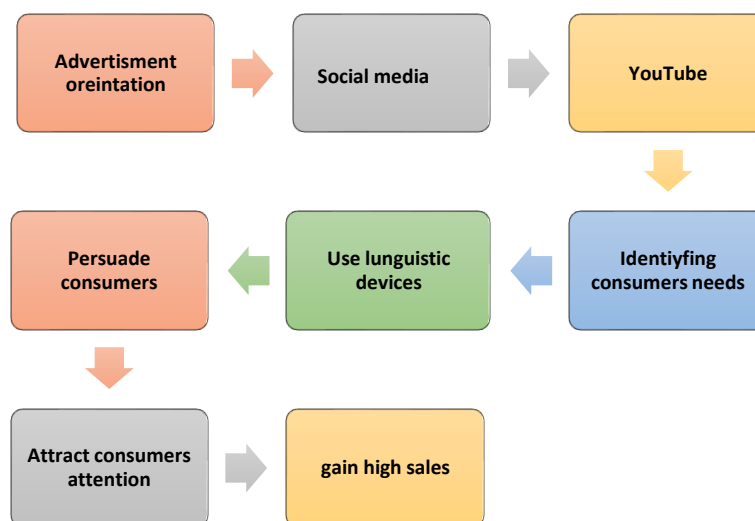




Figure (1) the advertisement process flowchart

### DATA COLLECTION

In order to investigate the number of linguistic devices that are used in nine selected commercial advertisement, the researcher needs to collect the data from YouTube advertisements to show that every adviser has different ways in order to persuade the consumers to buy a product.

### DATA ANALYSIS

#### Ex (1): CocaCola

Anyone can be santa  
Icon lady like me  
I admit I'm underfed but we the pillow from the bed  
I could be Santa Claus oh  
Anyone can be Santa  
I fantasized it a lot with hat upon my head  
And his of Christmas friend  
I could be Santa Claus  
And with this ho ho ho  
I'll be going down the chimneys  
With his sh and although my curs may be  
Showing I'll make sure they only see me  
From the back  
Yes, anyone can be  
Though his boots are not my size  
A twinkle in my eyes I could be Santa Claus  
And his sleigh I'd be up up in a way  
I could be Santa  
I could be Santa Claus  
Anyone can be santa  
Anyone can be santa  
Though his boots are not my size  
I will be up up in a way  
I could be santa

Coca Cola is a name of a famous drink brand contains two syllables starts with the same consonant sound /k/. This makes name flows naturally and is easy to say. Using **alliteration** here makes the artful arrangement of words that share the same initial sound. It's a playful linguistic tool can make ad catchy and memorable. The repeated sound 'k' adds a rhythmic quality and makes the statement stick in the mind. It's like a verbal drumbeat and echoes the strength and energy of the product.

Using both metaphor and simile in this ad by creating a vivid picture of Santa Clause as a spirit of giving who gives joy and happiness and how he delivers Coca Cola drinks for everyone in Christmas days as customary gifts. In this ad Santa Clause

spreads cheer around the world and Coca Cola works to bring people together in moments of celebration and happiness and reminding them of cherished memories and traditions. By using these simple similes and metaphors makes the advertisement easy to understand in comparison to complex similes and metaphors that may confuse the audience. In addition to these linguistic devices that are mentioned above, the researcher finds repetition, allusion, and irony used as persuasive devices to add rhythm and musicality to the language of this advertisement.

### Ex (2) M&Ms:

Red you got to my head  
Yellow so sunny and mellow  
Green you are chocolate beauty queen  
Blue I'm wild about you  
Orange yours! Wait! Nothing rhythm with the orange?  
I still get paid right?  
Chocolate is better in color

The second advertisement that is choice by the researcher is M& M's candy to show how using specific linguistic device to manipulate the M& M's employs various linguistic devices to persuade the customers. It is a famous slogan uses alliteration by repeating the 'm' sound just to emphasize the perfect quality of M&Ms candy. The meaning of this slogan is 'melts in your mouth' to create sense of smoothness and creaminess. Alliteration is used here to highlight features of this candy for example: Red- head, yellow-mellow, green-queen and better- color. Using both alliteration and allusion as a rhythm make consumer's heart pour into this ad and make them more engaging. These linguistic devices can make the brand name catchy and help advertisers create a stronger emotional connection with the costumers and make their messages more impactful. Rhetorical question is used one time in this ad to subtly manipulate customers by guiding their thoughts and emotions towards a desired conclusion. M&M's effectively communicates its brand message and persuades customers to choose its product by using specific linguistic devices (alliteration, illusion and rhetorical question).

### Ex (3): IKEA

You have the power to make a difference from the moment you wake up  
Power your home with the sun  
Refresh with a low-flow shower  
Feels good!  
Air-dry your laundry instead of tumbling  
Eat more leftovers  
Reuse a humble bag  
Leave the car and use your legs  
In a rush? Take the bus.  
Become an expert recycler- easy peasy!  
Enjoy fresh local produce.

Make the things you love last longer  
And give old treasures a second life  
Good friends- they could last forever  
For zero food miles, grow your own  
For extra quick meal, use a pressure cooker and induction hob  
Eat more greens. Why not try some veggie balls?  
Choose a low flow tap.  
Power up your car with clean power  
Power down your heating or air con  
All you need is great insulation  
And LEDs?  
Always a bright idea  
What a difference a day makes!

The headline plays a powerful part in getting consumers' attention and to leave a good impression on everyone therefore the first line of this advertiser uses allusion by comparing the power of sun to the power of any charge device to charge home. Using metaphor in IKEA advertising can be powerful for persuading customers by creating symbolic imagery to convey deeper meanings. For example, in this ad the word 'power' is used to refer to electric devices of IKEA brand like LED is described as bright and shine as the sun just used as a metaphor to emphasize the product's ability to make a significant difference much like the sun does in the natural world. IKEA often showcase their products in various settings to allow customers to envision how the products could fit into their lives. They modify and personalize products to suit their taste and needs. Then, alliteration like (low-flow, air-dry, easy-peasy) are used to make the advertisement more interesting and captivating. All these words represented alliteration with the repetition of the second part of the word. In addition to these linguistic devices that are mentioned above, the advertisement utilizes other linguistic devices such as rhetorical question and hyperbole to engage the costumer and prompt thoughtful reflection.

#### Ex (4): Doritos

Guys, can I get some help?  
I don't know. Can you?

In this ad the mother asked her two sons to help for packaging the groceries. The older one (the cowboy kid) rudely ignores by using rhetorical question 'can you?' to provoke thought, create connection with the costumers and influence their decision-making. By ignoring his mom and using rhetorical question to say no, ad can capture customer's attention and encourage them to become more actively when the two boys know about Doritos their mother bought. Then they start to race to see who will get the Doritos. The commercial concludes with the cowboy kid tying up his older brother while the mom cheers him on and the dog's nose in the Doritos bag. First, using rhetorical question in this ad creates a sense of curiosity; highlight the benefits for the product. The second device that is used is hyperbole with the goal of evoking emotions. The hyperbole here exaggerates the crunchiness, flavor intensity, and overall

excitement of eating Doritos. Here the advertiser never hesitates to break the rule of the game to create a new lingo for their brand. Doritos ad makes your imagination run wild and there's no such thing as too much when it comes to hyperbole and the deliciousness of Doritos. The ad here adds extra effect and speech for exaggeration.

#### Ex (5): Ferrero Rocher

Along time ago in an ancient time  
The gods of Olympus would gather every night  
And to make every night special  
They had a divine secret  
Then one day it slipped from the heavens  
And so it was that we learned their special secret  
Ferrero Rocher share something special

In this ad Ferrero Rocher represented by a mythical scene of the Olympian gods. It is metaphorically described the chocolate as a special secret slipped from the heaven. The story of ad is as a mythical journey from the ancient time and there's a beautiful woman try to shoot a towering pyramids of Ferrero Rosher glitters like a treasure trove. Particular emphasis is placed on the use of allusion which is represented by the food of the gods. It becomes an effective tool for companies to offer their products. Allusion is an affective device that helps advertisers to create an image of the product to persuade the consumers to buy the product. This allusion adds layers of meaning into cultural references that represented by divine decadence (the ambrosia of Modern Epicureans). Ambrosia is the food of Greek gods that elevates Ferrero Rosher to a divine status, emphasizing its unparalleled taste and quality. The audience supposed not to believe that this chocolate truly comes from heaven or that literally means a divine secret. Instead, these several words contain main idea of an advertisement. It becomes a perfect tool to impress the consumers in a positive way and helps consumers to use imagination to purchase the product. The use of these witty and attractive terms can attract attention for those who interest on this chocolate.

#### Ex (6): Bed Bath & Beyond

You already want that cookware set  
But it's Black Friday  
You've supposed to be shopping for someone else  
Except those pans aren't for you?  
Get 25% off pretty much everything you

An agency is the most prominent device used in this ad. This device brings numerous benefits to promote their products effectively. The woman in this ad just looks at home tools but she doesn't have enough money to buy all things. There's a guy (worker) like her voice inside tries to convince her to purchase the golden chance of Black Friday offer before it's gone. It is a sneak peak into the incredible saving shopper to buy during the Black Friday event. It's a smart move for Bed Bath & Beyond to get everyone in the holiday shopping spirit and attract a crowd looking for great deal. In

this ad language plays a crucial role in shaping the perception of this woman. The way a worker is crafted can influence how the woman perceives a product and how she feels a sense of both agency and exclusivity. Using words like (really, Black Friday, 25% off, everything you need) convey a sense of control and can make consumer feels more in charge. Using 'you' to address the audience directly with inclusive pronoun makes the costumer feels like she's a part of an exclusive group while also empowering her to take charge of her space and style.

**Ex (7): Valentine's day toblerone**

Oh valentine's day

When expectations are sky high

But your gift do not be a perfect present?

Or a perfect disaster?

Make your gift count with something special

Be more thoughtful gift to toblerone

This advertisement uses a combination of exclusivity and agency to create a unique appeal. Exclusivity can be a powerful tool in advertising to create a sense of desirability around a product. This device encourages customers to make a decision quickly by introducing special features that are available only for lovers with their limited-time offer. By creating a sense of urgency, this can create a fear of missing out the opportunity. Providing special discounts are only accessible to lovers to create exclusivity and make them feel valued for lovers. Limited-time promotions can create a sense of urgency to make purchases. Exclusivity is used here to attract the consumers to buy a product by giving a massive discount on their products for couple of lovers within the month of love (valentine) they'll get up to 50% discount. The advantage of the exclusivity here is to increase their profits by making the consumers believe they'll miss out an opportunity if they fail to buy within a specific time frame. Setting a deadline creates a sense of urgency and increases their fear of missing out on the advantage of the opportunity. Additionally, using rhetorical question such as 'perfect present?' and 'perfect desire?' prompt customers to think about their own needs, desires, and challenges. Well-crafted linguistic devices can guide customers towards a desired action by subtly suggesting that this chocolate is the best choice as a present in Valentine's Day.

**Ex (8): Gillette**

Is this the best man can get?

Is it? We can't hide from it

It's been on far too long

We can't laugh it off

Making the same old excuses

Boys will be boys

Boys will be boys

Boys will be boys

But sometimes finally changed



And there will be no going back  
Because we, we believe in the best in men  
Men need to hold other men accountable  
To say the right thing  
To act the right way  
Some already are in ways big and small  
I am strong  
I am strong  
But some I'd not enough  
Because the boys watching today, will be the men of tomorrow.

Another example where pictures and words together construct the meaning of many affective linguistic devices is presented in this ad. The shaving brand Gillette has produced a new ad to show how men hold each other to a higher standard and to higher standard and to step up when they see other men act inappropriately towards women. By using expressions like (boy will be boys, men of tomorrow, and the best in men) serves as a form of exclusivity to create a sense of belonging and identity specifically designed to meet the unique needs of men. The phrase 'boys will be boys' is repeated three times throughout the advertisement to create demand for this product is specifically for men and to highlight a certain image of masculinity. By combining many linguistic devices such as (Hyperbole, Rhetorical Question, Allusion, Exclusivity & Agency, Irony, Metaphor, and Repetition) effectively, the advertisement aims to captivate the audience, create desire for the product, and ultimately persuade consumers to choose Gillette for their shaving needs.

#### Ex (9): Adidas

Look at that  
Can't do anything  
Can't sit, can't stand, can't walk the walk  
Can't talk the talk  
Can't Juke, can't Blitz, can't dunk  
Can't control your bowels can't aim  
Can't hit cancel can't nothing can't windmill  
Can't Ollie can't play by the rules  
You try the green beans cannot deal can't be like pops  
And can't downward dog  
Can't master the fundamentals  
Can't stiff arms and sidearm  
Can't have the most yards in a season  
Can't float like a butterfly  
Can't sting like a bee  
Can't be two-time  
You're born the original impossible  
You spend the rest of your life proving nothing is

The ‘Impossible is Nothing’ campaign by Adidas is all about breaking barriers and overcoming challenges. It’s a motivational slogan that encourages people to push their limits and believe in their potential. The idea may sounds odd to listeners at the beginning then revealed that there is no goal is too ambitious, no obstacle too insurmountable, and that with determination and hard work, anything is possible. This advertisement is clever entertaining puzzle. Adidas often features athletes and individuals who have defied odds or overcome adversity in their advertisement, showing real-life examples of people who embody the spirit of ‘Impossible is Nothing’. It’s not just about sports but also about a mindset that transcends boundaries. Hyperbole can add a touch of exaggeration and emphasis to the message of ‘Impossible is Nothing’. Using this logo ‘Impossible is Nothing’ can grab the consumer’s attention and to ensure that the product comes to mind when you hear that sentence because it is catchy and easy to remember. With Adidas, impossible is not a limit- it’s a dare because in the world of Adidas your potential knows no bounds so impossible is nothing; your journey is everything.

## RESULTS AND DISCUSSION

After selecting and collecting data from YouTube to describe the results, this study finds that the main form of advertisement language is persuasive language. This form of language used to capture attention and influence the audience. All advertisements that selected by the researcher use one or more than one linguistic devices that will be mentioned down. Therefore the language of advertisement is designed to create a positive perception of a product and encourage people to purchase.

It is interesting to analyze the use of words in these commercial advertisements as linguistic devices to see how these devices can be useful to make their advertisement as catchy and creative. Here are some examples of commercial advertisement that the researcher takes from YouTube for different products that are well known by consumers:

The following table (1) shows a list of commercial advertisement in YouTube about different products that the researcher examined in the previous section. Each ad uses one or more than one linguistic devices in order to persuade the consumer to buy the product.

Table (1) products, words/ phrases and types linguistic devices

Product	Word/ phrase	Linguistic device
Coca Cola Drink	Coca Cola	Alliteration
	Like me	Simile
	Wear the pillow	Allusion
	With this hat upon my head	Allusion
	Suit of Christmas red	Allusion
	Christmas	Exclusivity
	I could be Santa Clause	Repletion
	Ho ho ho	Alliteration
	Down the chimneys	Allusion
	Hike-back	Alliteration

	Going-showing	Alliteration
	Anyone can be Santa	Repetition
	Though his boots are not my size	Irony
	I could be Santa Clause	Repetition
	Up up	Repetition
	I could be Santa Clause	Repetition
	I could be Santa Clause	Repetition
	I could be Santa Clause	Repetition
M&Ms Chocolate	M&Ms	Alliteration
	Red- head	Allusion
	Yellow- mellow	Alliteration
	Green- queen	Alliteration
	Blue- you	Alliteration
	Nothing rhythm with orange?	Rhetorical Question
	I still get paid right?	Rhetorical Question
	Better- in color	Alliteration
IKEA Home Furnishings	You have the power	Allusion
	Power your home with the sun	Metaphor
	In a rush?	Rhetorical Question
	Easy peasy	Alliteration
	Give old treasures a second life	Metaphor
	Last forever	Hyperbole
	Eat more greens	Metaphor
	Why not try some veggie balls?	Rhetorical Question
	Clean power	Metaphor
	Bright idea	Metaphor
Doritos Chips	What a difference a day makes	Hyperbole
	Can you?	Rhetorical Question
	You don't want Doritos	Irony
Ferrero Rocher	Doritos for the bold	Hyperbole
	Along time ago	Hyperbole
	An ancient time	Allusion
	The gods of olypus	Allusion
	Would gather every night	Metaphor
	To make every night special	Hyperbole
	Divine secret	Allusion
	Special secret	Repetition
Bed bath & beyond	Something special	Repetition
	Really want	Hyperbole
	You	Exclusivity
	Black Friday	Urgency
	Except those pans for you	Exclusivity
	For the house	Repetition
	For the house	Repetition
	For the house	Repetition
	For the house	Repetition
	For the house	Repetition
Toblerone Chocolate	25% off	Urgency
	Pretty much everything you need	Exclusivity
	Valentine's day	Exclusivity and Urgency
	Sky high	Hyperbole
	Perfect present?	Metaphor
	Perfect disaster?	Hyperbole
		Rhetorical Question
		Irony
		Rhetorical Question
		Hyperbole
	Is this the best man can get?	Rhetorical Question
		Exclusivity
	Is it?	Rhetorical Question
	We can't hide from it	Metaphor

Gillette	Too long	Hyperbole
	Old excuses	Metaphor
	Boys will be boys	Repetition
	Boys will be boys	Repetition
	No going back	Irony
	We	Exclusivity
	We	Repetition
	The best	Hyperbole
Adidas	Men need to hold other men accountable	Allusion
	Can't do anything	Irony
	Can't	Repetition
	Walk – talk	Alliteration
	Can't control	Repetition
	Can't nothing	Irony
	Can't be like a pops	Simile
	Can't float like a butterfly	Simile
	Can't sting like a bee	Simile
	You're born the original impossible	Metaphor
		Irony
	Spend the rest of your life	Hyperbole

From the results of table (1), there are several pragmatic devices used in advertisements. The results show how applying the notion of strategic maneuvering to specific adverts reveals that many pragmatic devices are used to persuade, convince and manipulate others with the purpose of gaining high sales. See the flowchart below:

Table (2) types, times and percentages of linguistic devices

Linguistic devices	Times	Percentage
Repetition	18	19%
Hyperbole	12	13%
Alliteration	11	12%
Allusion	10	10%
Metaphor	10	10%
Rhetorical Question	9	9%
Exclusivity	7	7%
Irony	7	7%
Simile	4	4%
Urgency	3	3%
Total	91	

The table (2) presents the frequency of linguistic devices that are used in the selected advertisements with their percentages. These results are the findings of the analysis of how many times that linguistic devices are used in these specific YouTube advertisements with their percentages. In YouTube advertisement the advertisers have to pay per second broadcasted therefore they use these linguistic devices frequently to draw as much attention to their products. According to the results above the most frequently employed linguistic device is repetition. It is used 18 or 19% for each. By repeating specific words or phrases, the advertisers tend to persuade the people to buy their products and to best marketing their merchandises. Therefore, the researcher aims to show how this device is useful for creating a memorable rhythm to influence consumers and persuade them to purchase products. Whereas the less linguistic device that is used in the examples selected by the researcher is urgency that used only 3 times or 3% for each and simile used 4 or 4% for each as show in the table above.

## CONCLUSION

This study is conducted to analyze the linguistic devices that are used in commercial advertisements. It aims to address the following: the form of advertising language, the presence of any linguistic devices used in advertising, and what those devices are. It can be concluded that the language have been used in advertisement is a persuasive language. What is making this language to be affective and persuasive is by using linguistic devices. These linguistic devices can be useful to maximize advertisement incomes. The study revealed that advertisers use specific linguistic devices like metaphor, irony, simile, etc. to persuade the costumer and attract their attention to increase their sales. These linguistic devices make the language of advertisement more powerful to be capable to affect a large number of people. In addition, they can add flavor to the language and make the product more memorable by creating vivid images and emotional connections to make the audience more likely to be persuaded by the messages. In conclusion, strategic maneuvering, such as deliberate use all these devices, guides customers to create a persuasive narrative. It is worth to mention that most of most of us do not have faith in the credibility of advertisement and think that advertisements often exaggerate the description of the product. In addition to the way of presenting information can impact perception in minimizing drawbacks which can influence customers' decision-making. Therefore, if the advertisers misuse or overuse these linguistic devices this can create unrealistic expectations and disappoint costumers. However, these linguistic devices cannot make a poor product into a good one but can serve the consumer before buying these product because consumer do not often change from one product to another suddenly. Furthermore, the consumer is free to save or spend his money in any way he wishes. The last but not the least, by understanding and skillfully employing these linguistic devices this can create persuasive message that resonate with costumers influencing their purchasing decisions.

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