

التحليل الخطابى لإعلانات بعض منتجات شركة نسلبي:

دراسة مقارنة وتناقض

**“Discourse Analysis of Advertising on Some
Nestle Products ;
A Comparative and Contrastive Study”**

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المخلص

تتناول هذه الورقة البحثية تحليل خطاب الإعلان. تحليل الخطاب هو مجال مهم في علم اللغة يتم تقديمه. يعتبر خطاب الإعلان مجال إشكالي في علم اللغة. قد يؤدي فهم لغة الإعلان إلى إلقاء الضوء على فهم التقنيات المستخدمة في تصميم الإعلانات. سيقود هذا المصممين إلى توخي الحذر الشديد عند اختيار خطاباتهم من خلال الإعلانات لأن الخطاب هو الوسيلة المستخدمة للترويج للمنتجات بطريقة مناسبة. تشرح الورقة البحثية أيضًا في مقدمة موجزة بعض المعلومات حول تاريخ الإعلان. المواد المستخدمة في هذه الورقة عبارة عن صور لنسباري ونيدو المجففين المعروفين. كلاهما من منتجات نستله. الصور مأخوذة من موقع شركة نستله الرسمي. إنها إعلانات عن المنتجين باللغتين العربية والانكليزية. نسباري يعلن عنه في اللغة الانكليزية ونيدو في اللغة العربية. التحليل وبعض الاحصائيات المهمة يتم ايضا اخذها بنظر الاعتبار في هذه الورقة البحثية.

Abstract

This paper deals with analyzing the discourse of advertising. Discourse analysis is an important field of linguistics is introduced. The discourse of advertising is a problematic area of linguistics. Understanding the language of ad may shed light on the understanding of the techniques which are used in designing the ads. This will lead the designers to be very careful when they choose their discourses through the ads since discourse is the means which is used to promote the products in a suitable way. The paper also explains in a brief introduction some information about the history of the advertising. The materials of this paper are pictures of the well-known dried NESPARY and NIDO. Both of them are Nestle products. The pictures are taken from Nestle official website. They are ads for the two products. NESPARY is in English and NIDO is in Arabic. The analysis and some interesting statistics are taken into account.



1. Introduction:

Advertisements nowadays are given very special care all over the world. No one can go to any public place without encountering the ads (Cook, 2001). They are everywhere whether indoor, i.e. visual ads on TV and ads on the Internet, or outdoor which means the ads of the different productions in the markets, companies or even the political ones. Designing all the elements of the ad needs a special care. The text is one of the most important elements of the ad. The designer of the ad should take into his consideration the language which he will use in the ad and in the same time he must be more careful when the standard language is used. The success of the ad relies on the kind of the text used in the ad.

2. Introducing Discourse Analysis:

The study of discourse started recently. Not all the linguists give a very exact definition to the term Discourse Analysis. The most precise definition is presented by Brown and Yule (1983) and Crystal (2006) which says that discourse analysis means the analysis of language in use. This does not mean that the other linguists do not adopt a well-organized definition, but the term *discourse analysis* is highly problematic. Therefore, the discourse analyst has to be consistent as much as possible in investigating what language is used for (Brown and Yule, 1983). Discourse analysis is a controversial field since it has become a fashionable term in the least two decades and now. That's why some discourse analysts consider the *discourse* larger than the sentence (Crystal, 2006). Reboul and Moeschler (1997) consider *discourse*, which belongs to everyday language, as an ambiguous. It may be situated between the interpretation (sequence of utterances said by an individual in specific circumstances), understanding the place where this speech is said, and the linguistic expression of a thought. This leads us to differentiate briefly between text and discourse. Text may be related to every written text but not always. Text is "the formal account of the linguistic principles governing the structure of the text" (Crystal, 2006). De Beaugrande and Dressler (1981) which is cited in Alba-Juez (2009) explain that the text is a communicative event that must meet the following seven criteria: cohesion, coherence, intentionality, acceptability, informativity, situationality, and intertextuality. Greiffenhagen (2008) mentions the classification of modern discourse analysis approaches. He says that there are different approaches in studying discourse which adopted different methods as follows:

- Variationist Approach by Labov (1966): it tried to make a connection between studying linguistic variables and studying social variables.
- Ethnography of Speaking by Hymes (1971): to the contrast of the first approach, this approach is related to the way of people's speaking concerning the kind of situation they are in.



- Critical Discourse Analysis by Fairclough (1989): it aims at exhibiting how linguistic features are shaped by ideological framework.
- Conversation Analysis by Clayman and Heritage (1995): it attempted to a thoroughly systematic and empirical approach to study the social actions.

3. Advertisement: Introduction and History:

It is well-known that advertising is everywhere in the contemporary society. It seems that all the world present ads in the same way but in different languages depending on the culture of that society. Someone may encounter ads every day; in the street, shop, TV, internet, newspaper ... etc. Therefore, "An ad is not a tangible or stable entity, it is the dynamic synthesis of many components, and comes into being through them" (Cook, 2001). Though the word advertisement is clear, it is necessary to explain what it is. "At the root of the word „advertisement“ is the Latin verb „advert“, meaning „to turn toward“ (Goddard, 1998). This means that ad is the text which gets our attention to something. Ahmed Ghaneem (2008) presents twelve definitions. The most interesting one is that ad is a persuasive connecting way which is directed to a large group of people. In his definitions Ghaneem mentions that all the ads are "impersonal". In the same time, Mohammad Nassir (1998) explains that the history of ads was 3000 years B.C. but the vocal was the only one. Then it developed into written and other known ways of showing ads. The invention of printing press, radio, TV, and internet allows ad designing to take another shape. During the appearance of the printer press, the first advertising agency was born in 1841 in USA. Radio became the commercial medium of advertising in the 1920s. After that the appearance of TV changed everything. This is because all the ads are seen directly through TV. Nowadays, internet is the biggest way to show the advertisement. Millions of advertising agencies or companies use the World Wide Web to offer their products (Brekowitz, 2004). By developing the methods of advertising through the internet, the verbal method (through magazines) decreased (Gisbergen, et.al, 2004).

4. Categories of Advertisement:

Guy Cook (2001) states that ads may have four categories:

1. Medium: It refers to the different means of mass communication as the printed books, newspapers and magazines, radio, television, and the internet. All media are distinguished from the others by using their technology and not all of them are available in the same time. For example, books, newspapers and magazines are all printed types. The ads are printed not visual through these media. Television ads depend of the music and moving pictures. It is plain that what television can present with moving pictures, the magazines cannot. World Wide Web is a medium that can present all kinds of ads, printed and visual as well.
2. Product or Service: It may be divided into two types. The first is the luxurious products like cars, perfumes and chocolate demand. The second



is the ads of household necessities like soap, eggs, milk ...etc. Ads of charity and political parties cannot be considered as product ads.

3. Techniques: Hard-sell and Soft-sell ads: Hard-sell ad may be presented by a man who wears a suite and speaks directly to the camera trying to convince people to buy it because there is big rate of discount. Soft-sell ad depends on mood. For example, Bounty chocolate ad is produced on a blue water and splendid beach and acted by a man and woman. They a time of relief by having Bounty. Reason and Tickle: Reason ad is produced the suggestion of motives for purchase. Tickle, on the other hand, is carried out by the use of emotion, humor and mood.

4. Consumer: "consumer is the most important category of ad" (Hssein, 2006). All the ads are directed to a specific target which is the consumer. Success of the ads depends on the rate of people who consume the products. If it is not the ads will be considered as failures.

5. Factors That Determine the Language of Advertising:

1. Types of Advertisements: Means of communication and the target audience are the most important elements in this factor. The means may be, as it is explained before, the magazines, newspapers, TV channels and Internet. The most interesting things that one may advertise them are drinkable, electronic equipment, goods, medicine, cars etc. The target audience is also called the target addressees. They may be women addresses, men addresses, children addresses, teenager addresses, family addresses, addresses according to their income and addresses according to their profession.

2. The Distribution of Advertisement Components: The distribution of the texts in the ad is very important factor. "The textual part of advertisement is not only constituent of the message and works in combination with the visual and acoustical parts in order to affect our consciousness. All components of advertisement are related and affected each other," (Vaicenoniene, 2009). Further explanation concerning the component of the ad is in the material section.

6. The Function of the Advertisement:

Dowing (2003) states that many people think that the only function of the advertisement is to convince people to buy products. Cook (2001) argues that each kind of context in the advertisement has a specific function. The ad may present other functions as amusing, informing, pleading, warning, etc.

7. Advertising as Discourse:

This section deals with discourse used in the ads. Discourse means the language used in the ads. Thus, it is important to explain text, context and discourse. Cook (2001), Downing (2006), and Hussein (2006) state that the text refers to the temporal and artificial linguistic form. Context is understood to include the following features:



1. Substance: it means the concrete or physical material of the ad.
2. Music and pictures.
3. Paralanguage: everything related to behavior but sends a message like voice quality, gestures, facial expressions, font kind and size.
4. Situation: "the properties and relations of objects and people in the vicinity of the text, as perceived by the participants"
5. Co-text: "text which precedes or follows that under analysis, and which participants judge to belong to the same discourse"
6. Intertext: "text which the participants perceive as belonging to other discourse, but which they associate with the text under consideration, and which affects their interpretation"
7. Participants: senders, receivers, addressers and addressees. It is important to know that sender of the text may be a person such as an actor or an athlete but the addresser may be a product agency or company which promotes for its products. In the same time receiver is not always the addressee. Nestle products ads are received by many people but they are only addressed to the people who interested in these products.
8. Function: the intention of the text which is performed by the sender and addresser, then it is perceived by the receiver and addressee (Cook, 2001). Discourse may be both text and context (ibid).

8. Materials and Analysis:

The materials of this study are pictorial ads. Two ads are taken from Nestle official website; one in English and the other in Arabic. The English ad talks about NESPARTY. The name of dried milk that is well-known in Asia, Africa and Europe. The Arabic ad talks about the famous dried milk NIDO which is very famous in the Arab countries. The model of the analysis is presented by Aylanda Nugroho (2009) which will be adopted in this study. The analysis of the ad is divided into two components. The visual Images and the linguistic and both of them shall be used.

Visual Images:

It consists of three elements:

- Lead: it carries the most prominent image since the main concentration of attention which attracts the consumer is given in the ad.
- Display: "display shows the characteristics of the Lead in a two by two matrix of Explicit – Implicit and Congruent – Incongruent".
- Emblem: it usually the logo of the company.

Linguistic Elements:

- Emblem: linguistically, it is the element which forms the linguistic slogan of the company that may accompany the visual emblem.
- Announcement: it is the most prominent linguistic text in the ad. It consists of primary and secondary announcement. This technique is used to "capture" consumer's attention with the ad of a specific product.



- Enhancer: it is a linguistic part in the ad which gives more information about the product. It is usually written in smaller font.
- Tag: it is “the additional phrase or clause to further comment the visual and usually brief”.
- Call-and-visit Information: it is the linguistic part of the ad which carries the contact, address and service information.

The researcher also depends on the perspective of the receiver in the following analysis. As a person who is interesting in Nestle productions, some of the analyses are self-interpretation.

1. Nestle: Nestle is the emblem of the ads. It is considered as one of the most important corporations that produces dried milk, pure water, biscuit and many other products. Here the English logo of the company appears with a sun in the above of the text. This leads to many interpretations. The first, it may refer to the force, clarity and success. The second, it may also refer to the spreading out of the company products all over the world. The third, it may refer to the real sun which is the main planet in the galaxy, then the other planets take go around the sun as they are considered as miner ones. Moreover, the logo of the company in the Arabic ad is similar to the English concerning the way of writing (text). But the English has more colours than the Arabic. It might belong to the geographical nature of each country. Not all the Arabic countries have large green areas. That's why there is no green colour in the company logo concerning the Arabic ad.

Another important thing concerning the company name which is written in English even the text is Arabic. It is written twice; on the cover and on the front face of the can.

2. The Product: NESPARY and Nido as Primary Announcements: NESPARY is the synonymous name of the dried milk NIDO. NESPARY is used in some of the Asian, African and European countries like Britain, Malaysia, Denmark and South Africa. Nido on the other hand, is the name of the dried milk which is well-known all over the Arab home-land (www.nestle-family.com). The above texts may be considered the primary announcements in the ads. All the letters in the English ad are written in capital but the letters of the company name are written in small. In the Arabic ad, the company uses a very clear type of the Arabic fonts which is „Al-Nusukh“. This type of font shows all the Arabic letters very clearly and it is the only type among the Arabic, once which is used daily in the offices, magazines, newspapers, television and websites (www.wikipedia.org). The ad designer may be very skillful to choose such a type of Arabic font which can be read easily by all the Arabs. The following reasons show why the name of the company is smaller than the name of the product:



- The focus is on the product not on the company name because the company is already well-known.
- The name of the product is updated by the company to direct attention that it has new useful elements which are not found in the old one.
- In some of ads, the company uses only the logo to refer to it. In this way the ad is designed to refer to the production of the company not the company itself.

The colours which are used in the ads are attractive. It is important to choose attractive colours so that the consumer may be affected by the product. The colours of food products ads are usually used in special way. In the ads of products like dairies, blue sky, green land and yellow sun are usually used. That's why we can find both of green and yellow in the above products. It also significant to know that green and yellow are main colours. They are used in this product specially to show it as the one that we need every day (<http://forum.maktoob.com%5Ct248879.html/>). Here, both announcements are green. The Arabic ad is dark green to show either that Arabic culture requires such a colour or to show that the product fits only for the grown-ups; which is the most appropriate.

3. The Secondary Announcement: Announcement is one of the linguistic components in the analysis of ads. It is obvious that the above English secondary announcement is less prominent than the primary. The phrasal verb „growing up“ gives information that the production may be used for the health purposes. The phrase „Milk Drink“ gives the interpretation that the product is a milk to be drunk not for another use. The letters of the Arabic ad are written in Al-Nusukh font type and they are very clear. The secondary announcement is „jadeed wa mutawar“. The literary translation of these are „jadeed“ (new), „wa“ (and) and „mutawar“ (developed). But the textual meaning may be *new and improved* or *updated*. The text is written in a very clear way to direct the attention towards the product.

4. The Picture: In both ads, the picture is the lead in the ad. The analysis of the picture in the English ad is visual. It is plain that the boy is more than three years old. He is healthy as well. Yellow and blue colours are very clear. The blue colour refers to the sky which is a high place and the product is also high class. The yellow colour gives two interpretations. First, the colour of dried milk is yellow. Second, it may refer to the health that the product gives when it is used. This picture is also used to give the message that the product fits for the age above three years old. In the Arabic ad, the picture of the can is used to attract the consumer with the new product of NIDO. It is dried but full fatty that also fits for the grown-ups. The same thing with the English ad, the use of yellow colour takes a large area in the Arabic one.



5. Enhancer: This part of the ad gives more information about the product. It is clear that the texts in both ads are written in smaller fonts but they are very clear.

6. The Tag: The tag in the English ad carries the additional useful information about the product. This tag is used to give important information that the product is used only by those who are three years old onwards and it is not suitable for the infants. The tag in the Arabic ad is written in a smaller font size also. It gives more information about NIDO as dried milk. It consists of only four words „haleeb mujafaf kamil al-dasam“. „haleeb“ means *the milk* which is the main product and this gives the impression to the consumer that there is no other product is here in the can. „mujafaf“ means *dried* which gives information that the product is not liquid. „kamil al-dasam“ is a phrase which means *fully fatty*. This means that it does not fit to the infants and only for the grown-ups. Another tag in the Arabic ad concerns with the weight. This tag gives information about the weight of the can „alwazn alsafi“ *the net weight*.

9. Some Interesting Statistics:

The Linguistic Statistics:

English Text:

Pompeo Abruzzini (1967) directs the attention towards a very important style of linguistic statistics in the advertisement designing. The analysis of the English text will be as follows:

Total number of words

English words

Arabic words

Verbs

Nouns

Adjectives

Numbers

Prepositions

Zero

- The ratio of the verbs to the nouns is zero because verb needs tense and action. This is not suitable to the objectives of the advertisement. The main goal of the ad

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is to show the elements of the production. Besides, the text shows that the ad is now beyond the time and space which is appropriate in every time and everywhere.

- The ratio of the main words to subsidiary words:

$$\text{No. of the main words} / \text{no. of the words in the text} \times 100 = \text{the ratio (Al-Juboory, 2006)}$$

The main words in the text are two: Nestle and Nesparty. The formula will be:



$$2 / 19 \times 100 = 10.5$$

Though the ratio of the main words is small but they take a very large area in the text.

Arabic Text:

Total number of text

English words

Arabic words

Verbs

Nouns

Adjectives

conjunction

Prepositions

- The same thing with English text, the Arabic text contains no verbs for the same reasons mentioned above.

- The ratio of English words to the Arabic is as follows:

$$2 / 23 \times 100 = 8.69$$

This ratio refers that the name of the company is unified all over the world.

- The ratio of the main words to the subsidiary ones:

$$2 / 23 \times 100 = 8.69$$

The main words in the text are Nestle and NIDO. The name of the product is shown in a very clear way to refer to its importance.



10. Conclusions:

- ☐ The discursive studies in both languages deal with the same aspects are taken from the same source.
- ☐ Discourse analysis studies are a very modern in English and Arabic. In the same time, there is no specific definition for the term discourse analysis in both languages though it is important area in linguistics.
- ☐ There is universality in designing the advertisements in English and Arabic. It is explained before that the ad is designed, in both languages, by means of many techniques such as magazines, newspapers, TV channels and Internet.
- ☐ The distinction between English and Arabic in the use of the language.
- ☐ The designer used very clear and objective texts in both ads.
- ☐ In the English ad, the designer used many types of English fonts while Al-Nusukh is the only type of Arabic fonts is used in the Arabic ad. This may be a culture specific.
- ☐ Concerning analyzing advertisement, most of the Arabic researchers take information from the English resources since the English and Americans are considered the first who work on advertisements whether they are verbal, visual or even printed.



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