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## DEPARTMENT OF FOREIGN LANGUAGES

ÚSTAV JAZYKŮ

## E- AND SMART-: DISCOURSE OF SELLING, PROMOTING AND ADVERTISING TECHNOLOGY

"E-" A "SMART-": DISKURZ NOVÝCH TECHNOLOGIÍ

### BACHELOR'S THESIS
BAKALÁŘSKÁ PRÁCE

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# Bachelor's Thesis

Bachelor's study field **English in Electrical Engineering and Informatics**

Department of Foreign Languages

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**TITLE OF THESIS:**

## E- and Smart-: Discourse of Selling, Promoting and Advertising Technology

**INSTRUCTION:**

The author of the Bachelor thesis is to collect relevant linguistic data from the sphere of advertising and marketing from different media. This material has to be analyzed to point at the different discursive, persuasive and rhetorical strategies used by the producers of modern technologie who are often forced to sell their products in technologically already highly saturated market.

**RECOMMENDED LITERATURE:**

Manovich, Lev: The Language of New Media.

Schmidt, Rosemarie and Joseph Kess: Television Advertising and Televangelism.

Phillips, B., & McQuarrie, E. The development, change, and transformation of rhetorical style in magazine advertisements 1954-1999. Journal of Advertising, 31(4), 1–13.

Phillips, B., & McQuarrie, E. (2004). Beyond visual metaphor: A new typology of visual rhetoric in advertising. Marketing Theory, 4(1), 113–136.

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Subject Council chairman

# Prohlášení

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## Abstract

With a growing and often over-saturated market for digital technology many businesses face a challenge of retaining and acquiring customers. A successful marketing campaign, which has become a vital part of introducing new products to the market, can help achieve this goal. In this bachelor's thesis relevant materials from different communication channels have been collected and further analyzed in terms of various linguistic elements used in advertising. The analyzed materials possess distinct language properties according to what is their desired function. On billboards, posters and online banners, where short, concise messages fulfill their function of advertising a certain product, long, structured blocks of text would fail. And in a similar fashion, usage of short "catch-phrases" in official documents would be considered unprofessional. This bachelor's thesis aims to outline and describe some of the linguistic methods used in marketing by gathering data and analyzing it.

## Key words

Marketing, Advertisement, Technology, Product, Language, Linguistics, Anglicism, Metaphor, Synesthesia, Alliteration, Statement

## Abstrakt

S rostoucím a v mnoha případech přesyceným trhem digitálních technologií čelí mnoho společností problému se zachováním a získáváním zákazníků. Úspěšná marketingová kampaň, která se stala nepostradatelnou součástí při uvedení nových produktů na trh, dokáže pomoci tohoto cíle dosáhnout. V rámci této bakalářské práce byl sesbírán relevantní material z různých zdrojů, který byl poté analyzován z hlediska různorodých lingvistických prvků používaných v reklamní činnosti. Analyzované materiály nabývají rozdílných jazykových vlastností na základě toho, co je jejich požadovanou funkcí. Na billboardech, plakátech a online bannerech, kde krátká a výstižná sdělení naplňují svoji funkci propagace produktu by dlouhé, strukturované bloky textu působily kontraproduktivně. A podobným způsobem by použití krátkých "hlášek" v oficiálních dokumentech bylo považováno za neprofesionální. Tato bakalářská práce má za cíl nastínit a popsat některé z ligvistických metod používaných v marketingu s pomocí sběru a analýzy dat.

## Klíčová slova

Marketing, Reklama, Technologie, Produkt, Jazyk, Lingvistika, Anglicismy, Metafora, Synestezie, Aliterace, Prohlášení

# Contents

# Introduction

This bachelor's thesis describes and analyzes various linguistic and rhetoric devices used in the marketing of technology related companies. The relevant materials used for this purpose were collected using internet research from various digital product agencies.

The first chapter is concerned with marketing in general and a study is referenced in which the researchers state the probability of a subsequent purchase after a first purchase by a customer. The importance of customer retention and a positive brand image is highlighted.

In the second chapter named "Technology-related prefixes" the author describes the process of prefixation and how it is used in the creation of new words. The chapter describes prefixation as a linguistic tool used by technological companies and the meaning of these prefixes.

The third chapter is concerned with a marketing differentiation strategy named "The second best". This marketing strategy is based on explicitly stating that the company in question is not the market leader but rather occupies the second market position. In this chapter several technological advertisements utilizing this approach are analyzed from the rhetorical and functional perspective.

The author further analyzes the spread of English words into the vocabulary of other languages, precisely the Czech language. An advert containing two examples of an Anglicism is then analyzed together with the etymology of these words.

One of the main tools in advertising is the usage of a visual metaphor. This metaphor can either be pure or fused. Adverts that utilize this tool were collected and described.

The following chapter describes and references several studies that are concerned with sensory marketing. Sensory marketing is a way of engaging customers in more than just a visual manner. The company Apple is presented as an example of using this strategy in their physical stores.

Synesthesia is a medical condition that confuses or mixes up the sensory perception of a person. This person may then see sounds or hear colors. Marketing campaigns try to emulate this phenomena to trigger memories or other sensory perception. This is described in chapter no.7.

The following chapter is dedicated to alliteration, which is the repetition of words with the same letter or sound at its beginning. This technique is used to make the marketing message easier to remember.

The last chapter is dedicated to company statements. The chapter describes the aspects of a proper mission and vision statement and the importance of having one. Different mission and vision statements from various companies are analyzed in this chapter.

# 1 The repeat customer

Businesses don't just sell their products or services. Their main goal should be to sell themselves. They need to ensure that their first-time customers return and their mutual interaction doesn't end with the first purchase. In the business environment success is proportional to the growth of revenue and customer retention is of vital importance to achieving this.

A repeat customer is, by definition, a customer that has made at least two purchases. These customers had a positive experience with a business and the quality of their service and as a result made a conscious decision to return in the future. According to statistics presented by Milton Pedraza, CEO of Luxury Institute, "Just 10% of customers will ever revisit a brand after their initial visit, and only 27% of those will return to the physical store, where client relationships primarily develop. Successful relationship building produces highly-desirable results: repeat customers have a 60-70% chance of making another purchase on a future visit, and prospective clients have a 54% chance of buying after a second visit." (SOUSA, 2016).
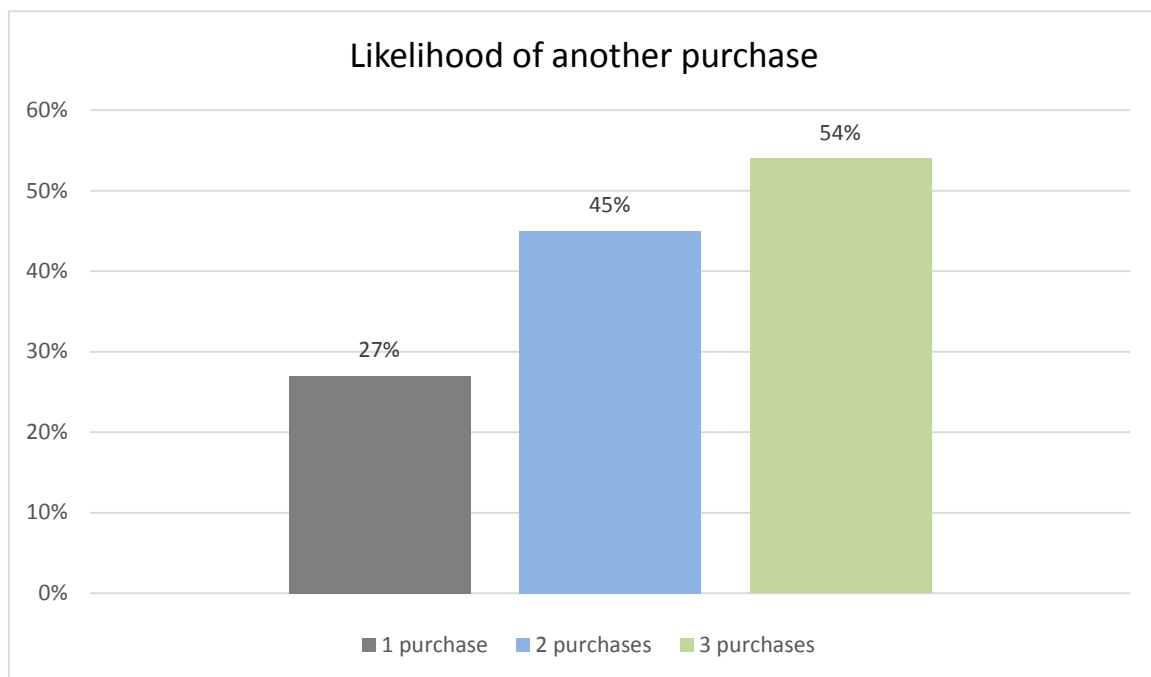


*Figure 1 Likelihod of another purchase after the first one*

In other words, if a company is successful in retaining customers it is more likely to have higher profits from these customers than it would get from the same number of first-time customers since repeat customers are more likely to buy products in higher quantities than first-time customers.

## 2 Technology-related prefixes

Prefix is an affix that connects to the stem of a word from the front. According to Robert Beard a prefix can either be inflectional or derivational. When a derivational prefix is used, a word with a different meaning and lexical category is created. An inflectional prefix creates a new form of a word. This form has the same meaning but a slightly different place in a sentence.

Adding a prefix to an already existing word is an easy way to create a new term and describe something using this term. It is an often used linguistic tool because of its convenience. Sometimes there are two or more subjects, objects or phenomena that are similar in a large amount of their characteristics. In cases such as these, there arises a need to precisely describe the subject in question. Using the name of its predecessor and prefixing it with a fitting attribute is a common practice in achieving this.

The usage of various tech-oriented prefixes has become almost synonymous with electronic commerce in the past couple of decades. With exponentially advancing technology and newly emerging concepts, a need for a "better" and "more suitable" description emerged. This need was quickly satisfied by marketers and other people concerned with this matter by prefixing already existing phenomena.

These prefixes such as smart-, e-, i-, cyber and virtual work as an indicator of the prefixed word being internet and technology related.

The prefix "e-" being arguably the most frequently used. It stands for the word "electronic" and is often affixed to products, services and phenomena that have already existed in the "pre-internet era" and are now being digitalized. The most common example being shops providing products or services over the internet called e-shops. In the first provided example we can see two prefixed words "e-mail" and "e-shop" being used on a company's website. The second example shows the word "e-knihy" (e-books) being used. All of these words were created to satisfy a need of naming a new electronic version of things or services that already existed.



*Figure 2 Usage of the "e-" prefix*



*Figure 3 Usage of the "e-" prefix*

The prefix "i-" is most associated with the company Apple since they regularly use it in the names of their products. The most renowned being the iPhone. The prefix stands for "internet" and is mostly used by technology related companies with the most prominent ones being companies such as Apple or Google. Even though the prefix was first used but technology related companies, the massive popularity of products like iPhone and iPad led to other companies trying to copy this success and using this prefix in the names of their products and services. Some even used the prefix in the name of their company such as the IT solutions company i-tec.

Michael Quinion considers most of these linguistic structures to be "nonce words". Expressions created and used only for a time limited period to satisfy a linguistic need after which usually follows their imminent decline. Some of these expressions manage to become an established part of language through regular usage and if this happens they cease to be labelled "nonce words". According to him most of these expressions are uncalled for, redundant and are only used as a part of a trend.

There are other technology related prefixes that are still used in some applications but their usage has significantly decreased. An example of this could be the prefix "tele-", meaning "at a distance". It is used in words that describe a transfer of information over a large distance. Examples of this are telegraph, telephone, telescope, television. The usage of the word telegraph decreased due to technological advancement and the usage of the words telephone and television decreased due to their shortened forms (phone, TV) being more popular.

# 3 The second best

In certain circumstances being honest in an advert is a good way of getting the customer's attention. This is due to the majority of brands advertising to be the best in every aspect but nobody dares to admit that they are not the market leader. The word "best" may not be used but most marketing slogans strongly imply that the company in question is the industry leader. A conscious and honest marketing message is a successful differentiation strategy which when correctly used gives the customer a sense of fair treatment and encourages trust in the company (SCHAFER, 2019).

In the enclosed examples of a marketing campaign CZC, a Czech company focused on computer technology, utilizes the "second best" approach where the company explicitly states that they are not the market leader but their services are still first class and since they are under less pressure to remain first, they can afford to offer lower prices.

The marketing campaign is called "Dvojky" as a reference to the second market position that CZC is currently on. The video campaign states that even though the world belongs to the winners, there is always someone less known but just as important. They claim that a number two will always have your back and never let you down. An example is drawn where CZC compare themselves to John Watson or Buzz Aldrin.



*Figure 4 Although we're number two, our electronics service has been first class for 20 years*

This campaign was launched as a way of celebrating the company's 20th anniversary. CZC used the number two repeatedly as a part of this campaign to further emphasize their position. The usage of numbers in marketing is important because they quantify products, money and discounts and make it easier for people to visualize these concepts.
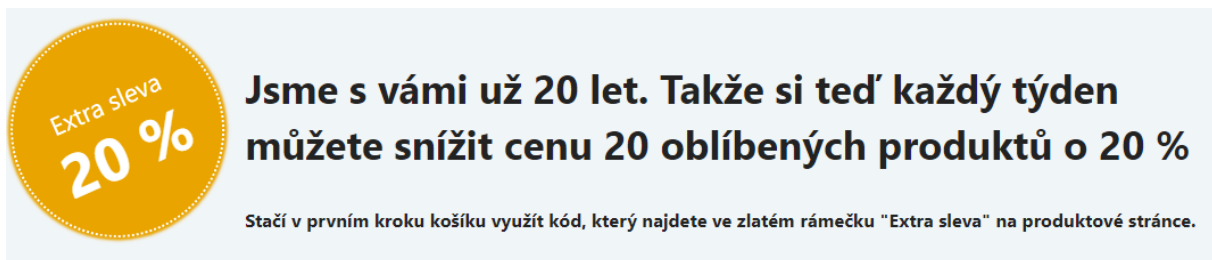
# 4 Anglicism

Anglicism is a word or a phrase borrowed from English to another language. Many languages started to adopt English terms to start using them in an unchanged form. Some of these terms do not have an existing equivalent in the language that they were adopted into. This led to the creation of set phrases in some domains of the receiving language where the words or word constructions were adopted. Examples of this phenomena are words such as "internet", "software", "hardware" (TEJNOR, 1976).

The influence of the English language on the Czech language is bigger than any other language. It could be attributed to the influence of the UK and USA in areas such as culture, business and everyday life. With borders being open to travel and the expansion of globalism a large amount languages started using English terms in most domains of everyday life. As individual cultures became more interconnected, certain words and phrases were adopted into other languages and by the continual use of these words they became a solidified part of the receiving language.

The following example shows the usage of an Anglicism in an advert of a computer technology company CZC claiming that "It's not soft to want great hardware".



*Figure 7 It's not soft to want great hardware*

In an older survey that the company conducted, almost 75% of respondents admitted to postponing buying electronic devices until it is necessary because they would feel bad for buying a new device just to make themselves happy when their current device still works "just fine". They justify this by saying that other things in the household are more important. CZC opposes this one of their video commercials by saying that people prioritize the wrong things

and buy a large amount of unnecessary items instead of just buying a couple of high quality products.

The marketing campaign follows up on this survey and in the analyzed advert the company uses Anglicism in the form of "hardware" and "soft", implying "software". The translated message would be: "It's not soft to want great hardware". In this way CZC wants to tell to its current and potential customers that there is nothing wrong (soft) with buying new and better devices (hardware) just because we want to.

According to an etymology dictionary the word hardware originated in the English language in the 15th century and its original meaning was "small metal goods," from the adjective "hard" combined with the noun "ware". It was first associated with construction, repair and other trade related areas but in the first half of the 20th century its meaning split into two halves. The original meaning remained and is used to this day but the word was borrowed by the scientific and academic community who used it to name the tangible parts of a computer because the physical parts of a computer closely resemble the "small metal goods" that the original meaning defined.

The word was originally only used by a specialized community of scientists as a part of their technical jargon but over the years, and the expansion of computer technology, the term became just as widespread and used by the general public.

A few years after the word hardware started appearing in the association with computers the word software emerged. Unlike "hardware" the new word "software" had never existed until a mathematician Paul Niquette came up with it when he wanted to find a word to distinguish the program of a computer from its physical parts so he just replaced "hard" by "soft".

According to Niquette's magazine article he considered the word to be a nonce word created only to satisfy a short-term need and then cease to exist. His colleagues we also not astonished and thought that the word "software" was yet another one of his "offbeat neologisms" for which he was known for.

According to the Cambridge English Dictionary neologism is a new word or an expression that is isolated in its use and has yet not entered the mainstream language. The word "software" however established itself and more experts started using it and soon it expanded into the mainstream language.

As the computer technology developed and got accessible to the wide public, some technical terms got adopted by other languages. Hardware and software are two examples of an Anglicism being used in its unchanged form. Even though there are equivalents in the Czech language in the form of "technické vybavení" and "programové vybavení", the English terms have been around for long enough to become equal and even surpass the Czech terms in usage.

# 5 Metaphor in advertising

Metaphor can be defined as "a figure of speech in which a word or phrase literally denoting one kind of object or idea is used in place of another to suggest a likeness or analogy between them" (Merriam-Webster, 2020).

The two components of a metaphor are tenor and vehicle. Tenor refers to the concept, object, or a person to which some attributes are ascribed, and the vehicle represents the image that carries the attributes.

Metaphor is an important rhetoric device, used in various marketing campaigns, that amplifies the qualities of a service or a product and creates a deviation from the expected message.

According to Creitive, a digital product agency, "We can think of metaphors as coming in two varieties: pure metaphor and fused metaphor."

## 5.1 Visual metaphor

When a company employs metaphor in their advertising, in most cases it is in the form of a visual metaphor. An advertising needs to be short and simple in order to quickly grab the attention of the viewer and a visual metaphor is a great tool in achieving this. In the case of a visual metaphor, the principle is the same as in a written metaphor and that is the association of a product with another object, person or an idea to better draw a comparison between the two.



*Figure 8 Example of a visual and pure metaphor*

The main subject of a visual metaphor holds the function of a tenor and the secondary subject that the first is being associated with holds the function of the vehicle. In the following

example the tenor in the form of a mobile phone is not explicitly depicted but it is highly indicated that this is the case due to Nokia almost exclusively producing mobile phones. The XpressMusic was a name for a line of Nokia mobile phones that were designed for higher quality music playback. The metaphor's vehicle in the form of a guitar visually suggests an analogy with music. This suggestion is then explicitly stated in the form of "Like the real thing" resulting in the metaphor "Playing music on our phone is the same as playing a guitar".

The tenor of the metaphor is not explicitly used, because the quality of the phone's speakers would be difficult to visually depict. Due to the insufficiency of a static picture as a medium only the vehicle of the metaphor in the form of a guitar is depicted. This kind of metaphor usage is called a pure metaphor.

## 5.2 Pure metaphor

A pure metaphor has no apparent relation to the advertised product and seemingly is out of place. A pure metaphor uses the vehicle without implicitly using the tenor. This can be used in situation where the advertised product would be difficult to depict and describe. In these cases an idea, concept or an object is used to convey the features or feelings associated with the product (CREITIVE, 2020).



*Figure 9 Example of pure metaphor*

The usage of a pure metaphor can be seen in a marketing campaign by a multimedia messaging app Snapchat, where the company emphasizes the importance of genuine friendship. This is a part of a marketing campaign targeted against Instagram, where users pursue large numbers of followers and "likes" which according to Snapchat's CEO "results in encouraging shallow friendships" and makes people "compete" for the biggest amount of likes which the platform rewards. Snapchat has claimed for a long time that their platform is based on pursuing meaningful and authentic friendships.

In similar fashion to the Nokia XpressMusic advert, Snapchat utilizes a pure metaphor in their billboard campaign. Snapchat is a social media app which cannot be adequately depicted as a

physical product to put on a billboard. This is why the marketing team at Snapchat chose not to use the tenor of the metaphor and only used the vehicle in the form of yellow background, which is the signature color of Snapchat, and the message about fake friends which could be easily associated with social media.

The message that Snapchat is trying to convey in this billboard could be phrased along the lines of "Here at Snapchat we don't support or reward a race for popularity. Genuine friendships are more important and that's what our platform encourages."

### 5.3 Fused metaphor

A fused metaphor takes the advertised product and attaches something to it, or "fuses" it together. This fusion is often more striking to the recipient and helps to better draw the desired comparison (JOHNSTON, 2013).

The car manufacturer Ford utilizes a fused metaphor in their advertisement. In this advert a car key is fused with a city skyline to indicate that the advertised car is designed in such a way to enhance the driving experience in a city environment
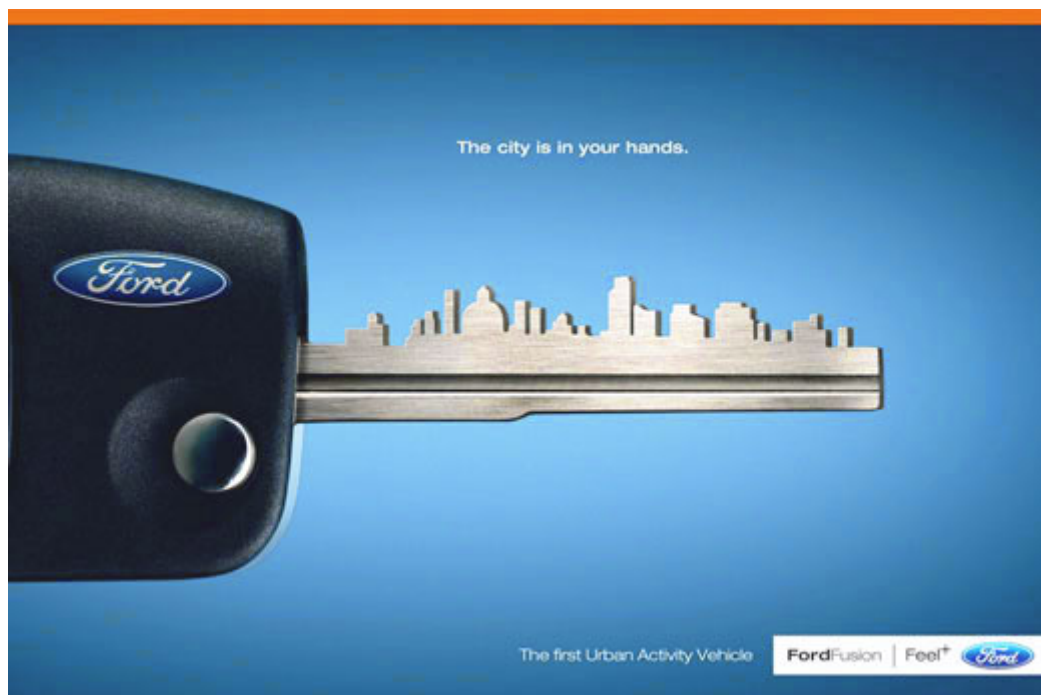


*Figure 10 Ford fused metaphor*
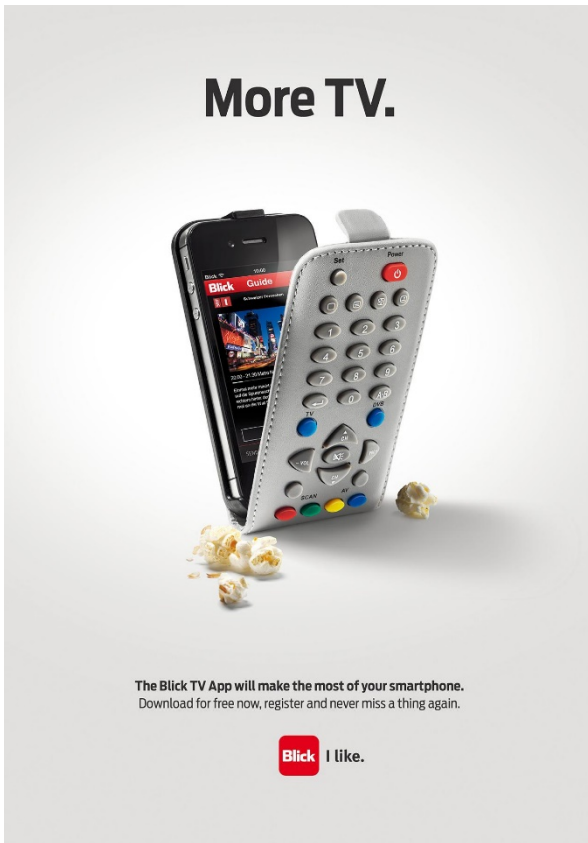
Figure 11 and 12 show a visual fused metaphor being used to highlight the most prominent features of each product. The first one suggests the transformation of a user's mobile phone to a TV remote thanks to the advertised mobile application. The latter depicts a laptop that comes with a removable docking station. When the laptop came out, the thickness of 1 inch was considered "ultra-thin" hence the visualized saw blade cutting the docking station off the rest of the laptop.

*Figure 11* Blick fused metaphor



*Figure 12* IBM fused metaphor

# 6 Sensory marketing

Back in 1960's, when the Northwestern University professor Philip Kotler pushed for marketing  to become a discipline, he predicted that one day marketing would become less of a discussion between brands and customers, and more of a sensory experience, built around the concept of embodied cognition. This theory states that human behavior isn't based on logical data, but rather on emotions. Kotler believed that the atmosphere of a store has the potential to be more important to the business than the actual product itself. In one of his journals he states that*:*

*"In some cases, the place, more specifically the atmosphere of the place, is more influential than the product itself in the purchase decision. In some cases, the atmosphere is the primary product." -P. Kotler, 1973*


The American academic Aradhna Krishna then further developed this theory and wrote a book on the topic. The name of the newly described discipline is derived from the title of her book "Sensory Marketing".  In this book she further explores the concept of embodied cognition. She states that sensory marketing is any marketing technique that engages the senses of the customer.

Multiple research papers cited in this book state the importance of engaging the sensory perception the customer in more than one way in order for them to attract their attention. Most of the produced marketing content only aims at the visual part, but employing more stimuli helps with creating a positive image of the advertised product.

The sensory marketing strategy is based on creating a connection with the customer as traditional marketing assumes that people act logically when purchasing products. The theory of sensory marketing suggests that people act on impulse and these impulses can be influenced.

According to Aradhna Krishna, if you look at marketing as a conversation, the way companies are used to approach is this is more of a monologue than a two sided conversation. Nowadays most customers are more likely to buy from a company that approaches this conversation as a dialogue and this can be achieved by employing tools described by sensory marketing.

Apple is an example to look at when describing various marketing techniques. The company pays special attention detail whether it is the design of their products or the way in which they present their products and most importantly the company and its name. The company refuses to sell their products in an exclusively online environment because

The way in which Apple designs their stores is a great example of a multisensory experience that targets the customer's brain and their will to spend money. The products in Apple stores are placed out on different tables and they're ready to use just as if the customer just opened a box and took the product out. The products are positioned in such manner that the customer is encouraged to touch them. For example the laptops are placed in a 90 degree angle so that the customer has to touch it and interact with it to adjust the viewing angle.

This multisensory experience where the customer can see, hear and touch the product provides them with a response to their actions and this feedback can then serve as an important factor when it comes to purchasing the product.

This attention to detail in the marketing process is what led to Apple becoming one of the world leaders in technology.

## 6.1 Audio

A sensory marketing campaign goes beyond the conventional means of advertising. It should ideally engage more than just sight. The sound stimuli is the second most used just behind sight. Companies use sounds, tunes or entire songs to help build their identity and to be identifiable among the competitors.

A paper published by marketing professor Ronald E. Milliman in 1982 describes how music in stores influences the subconscious decision making of customers. In an experiment conducted under this research, slow music was played in various stores and restaurants and this acoustic element caused an increase of 38% - 41% in sales as opposed to stores with no music. When the researchers played a fast paced song, the shoppers reacted to this change and moved faster through the store. This resulted in them spending less time in the store and buying less products.

Pace of the music is not the only element influencing the customer's behavior. Volume of the music is another big factor that needs to be taken into account. A study conducted by Cain-Smith & Curnow (1966) looked at how the volume of music played in supermarkets affects the behavior of customers. A set of businesses played radio music in the background and the business staff were told to manipulate the music volume as they see appropriate to either a soft or loud volume.

The findings showed a noticeable difference between the businesses. The ones that played quiet music that complemented the store's ambient atmosphere showed an increase in sales because the customers on average spent more time in the store than when loud music was played.

When a store decides to play music, it needs to take the pace and volume into account. Another aspect that needs to be taken into account is the mode of the music. A 2011 study from a Norwegian Marketing professor K. Knöferle studied the mode of the music played at stores to increase sales. The study concluded that downtempo and minor music (sad and slow) has a positive impact on sales volume. Knöferle attributed the increase in sales to a "Music-induced sadness having positive impact on increased spending behavior".

Different genres affect the customers as well. According to a 1993 study, concerned with music as a tool in marketing, the chosen playlist should try to correspond with the store's overall ambiance so it doesn't stand out too much and act as a disturbing element.

Apple is a good example of utilizing music in its stores as a non-verbal tool to communicate emotions and feelings which can't be otherwise expressed in order to enhance the store's ambience and increase revenue. Apple stores play relatively slow paced but cheerful and upbeat music that is not too loud. Apple chooses happy music over sad music as opposed to Knöferle's theory. Apple chose this type of music in all probability due to the stores being designed in a minimalist, clean-cut, modern manner and Apple trying to present a positive energetic image of their company.

This creates a good dynamic in the store and at the same time creates a positive atmosphere.

## 6.2 Audio branding

Audio branding is one of the tools used in creating a memorable brand image. It is well known to the marketers that only a visual branding technique is often not sufficient in creating a company identity that will be remembered. That is why many companies complement their branding with an audio sample that reinforces this identity. Sounds, tunes or even entire song are used in audio branding.

According to marketing experts, concerned with audio branding, one of the unwritten rules that have to be followed is consistency. If the company changes its brand image very often, the customers might be overwhelmed by the changing identity and will not associate the marketed image with the company. As a result of this they will not remember the conveyed message and are prone to not even remembering the company. A company can evolve and change its identity but this evolution should follow a certain trend and not try reinvent the company's image every time.

Sound branding should be unique because personalized audio is crucial to creating a brand image. Audio branding is mostly used in video commercials in television, digital video ads on the internet or radio broadcasting but it can as well be a part of the product itself. The shorter the audio, the easier it is for the customer to remember and associate it. There are some exceptions in which companies associate an entire song with their brand but the most memorable and successful examples of audio branding are the ones that are simple and short.

This is one of the reasons why the pioneers of marketing such as P. Kotler and A. Krishna pushed for sensory marketing to become a discipline. They understood that there is a strong cognitive connection between memories and sound together with other perceptions and that these perceptions can trigger memories.

One of the more recent examples of an easily memorable audio branding is the intro sound of the video streaming service Netflix. While the visual part of the intro went through a change over the years but the well-known tune remained the same. Together with the red capitalized Netflix logo this tune is responsible for creating an online image that is easily recognizable and long lasting.

Most people can remember the Windows XP startup sound. This is an example of audio branding being implemented in the product. The sound is based on live orchestral recordings and was designed by an Emmy-award winning sound designer Tom Ozanich. It is so memorable because it played at each startup of the operating system and as a result of this the user created a subconscious association of the tune with the operating system and with Microsoft. This startup sound is still the most associated with Microsoft to this day.

Another example of a tune being implemented in the product itself is the Nokia ring tone. The well-known tune was set as the default ringtone for most of the older Nokia phones and since Nokia was the global market leader for several years, the ringtone became worldwide known. To this day, the ringtone is arguably the most known audio sample in the world and the majority of people, in countries where Nokia had a market share, are familiar with the tune even if they can't specify its exact origin.

# 7 Synesthesia

Closely related to sensory marketing is the technique called synesthesia. Synesthesia is a medical phenomenon in which one sensory perception involuntarily triggers another sensory perception. As a direct result of this, people with synesthesia might experience certain shapes to have an inherent color or sound or see visual representations of different sounds. In marketing this phenomena is simulated to present ideas, characters, or places in such a manner that connects senses like hearing, sight, smell, and touch together or switches them up (LITERARY DEVICES, 2020).

Synesthesia is an often used marketing technique in the area of food and drinks, because it is easier to engage the taste and smell portions of the brain but the technique can also be applied to the world of technology as demonstrated in the following examples.



*Figure 13 JBL - Example of synesthesia*

In the provided example JBL, a sound system manufacturer, employs the use of synesthesia to seemingly connect visual and auditory perceptions in a way that implies the good quality of their speaker design. The speaker design is the primary aspect of this digital ad but the phrase "Good Looking Sound" also has a secondary meaning targeted at the quality of the sound. The new line of JBL speakers uses higher quality components making the sound more appealing to the ear of the listener. This is further emphasized in the following example coming from the same marketing campaign "Hear the truth" where "See/Hear the difference" refers to both the visual and audio improvement of the line of speakers

*Figure 14 JBL Synesthesia*



*Figure 15 Synesthesia in an iPad app*

"Veja is a Brazilian weekly news magazine published in São Paulo. It is the leading weekly publication in the country and one of the most influential outlets of the Brazilian printed media. (Wikipedia, 2020)

In a series of advertisement posters a Brazilian news magazine employed synesthesia to highlight the new possibilities that come with their iPad application.

The imagery of a pointed finger symbolizes the transition to a new age, where touch screen devices are the new norm and the user feels the device in a literal manner. The advertiser used this opportunity to use the phrase "Feel the news" to highlight this fact and to imply the magazine's strong potential to immerse the reader in their content.

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In the following example the bathroom solutions company Grohe introduces their new smart control shower system and in a similar fashion as in Figure 15 take use of "touch technology" to incorporate it in their marketing message using synesthesia.
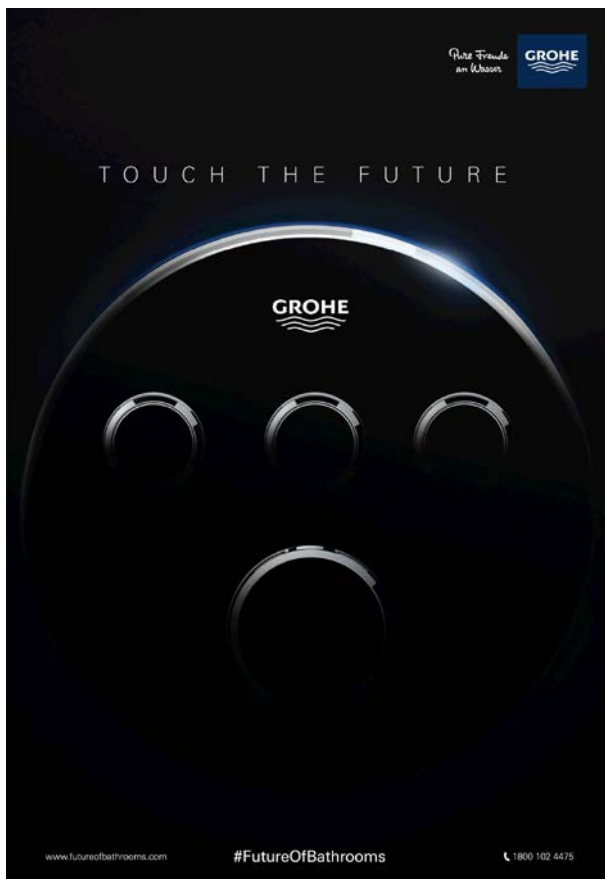


*Figure 16 Synesthesia - Touch control shower*

# 8 Alliteration

Alliteration is a literary device in which words with similar sounds are placed together. The repetition of sounds allows for rhythm which is used to make a product more memorable and engages the customer in a pleasant manner (JAMESTIN, 2020).



*Alliteration example*

The alliteration in Figure 17 utilizes the "st" sound in "best" and "brightest" creating a smooth-flowing and easy to remember marketing message.
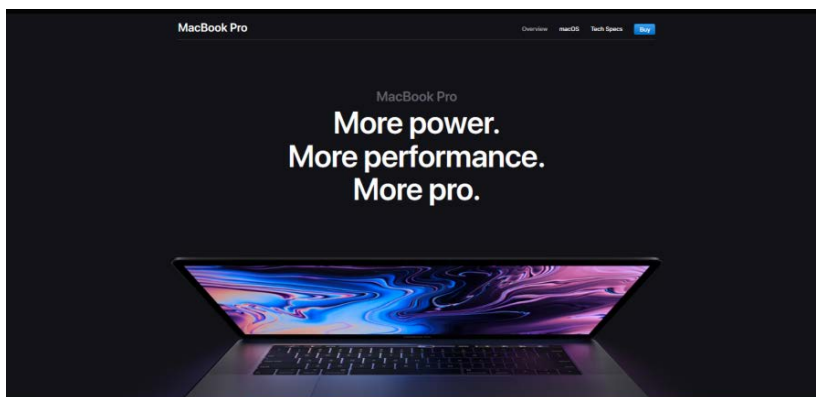


*Alliteration example 2*

The advertisement states three aspects in which the product exceeds its competition. The first two attributes are of quantitative nature and the third steps out of the line and claims to be better in qualitative aspects. This combined with the three instances of the word "more" create a positive impression of a product.

# 9 Statements

## 9.1 Mission statement

An organization has a number of goals that it is trying to fulfill to its best ability. These objectives summarized in a concise manner form a mission statement. According to Russell L. Ackoff "A mission statement should commit the organization not to what it must do in order to survive, but what it chooses to do in order to thrive."

A mission statement should be concise, use direct language and describe the purpose of the work that the company is doing (BROWN, 1992).

The content of the mission statement and the way in which it is put together is an important part of a businesses' identity. It is important for the customers as well as the employees. A mission statement that is thoroughly thought through directs the efforts of the company and all of its employees towards a common goal. Some departments may formulate a more specific mission statement that relates to the scope of the individual departments but the entire company should have a single mission statement that encompasses the work and efforts of the company as a whole.

According to the marketing experts, at the job listing company Indeed, a mission statement has several purposes, each important in their own way. The first and already mentioned is the defining of a common goal. This sets a common foundation for all of the employees and strengthens the sense of a purpose. A common purpose has the potential to align the behavior and pace of employees as well as individual departments. Following a mission statement makes the individual parts of a company oriented towards a common goal and to reach this goal and grow the individuals need to find an optimal way of cooperation.

When employees feel that their work has a positive impact and they have a goal to work towards, their productivity and performance increase, which is another purpose of a mission statement.

A number of studies related to employee motivation that were conducted in the United States found that a motivated employee is 87% less likely to leave an organization and that companies in which the employees are highly engaged grow their revenue as much as three times faster than their competition.

When all of these aspects combine, they create a thriving, goal-oriented company and this kind of an environment helps attracting potential talent. If these individuals can relate to the mission statement of a company and feel that their work would contribute to a greater goal, they are more likely to choose the company with a strong and relatable mission statement instead of their competitors.

Companies may want to change their mission or vision statements once their goals had been fulfilled or when the company chooses to go in a different direction. Sometimes the company

chooses to update its statements to stay in line with the ideals of the market and to appeal to their customers.

The Apple mission statement in 2019 was "*to bringing the best user experience to our customers through innovative hardware, software, and services.*"

The company recognizes the changing and advancing landscape of computer technology and states that it is on par with the wave of new trends by using innovative approaches in the development of their products and services. Even if someone isn't familiar with the work of Apple, they can figure out Apple's affiliation with computer related technology due to the words "hardware" and "software" being used.

In 2021 Apple changed its mission statement to: "*to make the best products on earth, and to leave the world better than we found it.*"

In this example Apple uses their mission statement as a way of addressing the global concerns on the market regarding environmental impacts of their production and ecology overall. The motive behind the change are with most probability the raising environmental concerns among consumers towards corporations. In this statement Apple claims that their goal is to minimize the impacts of their production on nature and even use their position and power to actively try to combat some of the negative environmental consequences of global trade and production.

Since a mission statement is focused on the present and should reflect the actions that are already taking place Apple took a straightforward stance to support their claims.

"*Since 2018, Apple's stores, offices, and data centers have run on 100% renewable energy. Today all our operations are carbon neutral, too.*" – Apple, 2021

## 9.2 Vision statement

A vision statement, unlike mission statement, does not need to be written in a very concise form but rather should put context around the mission statement. A vision statement does precisely what its name implies. It encapsulates the organization's core ideals.

Each company has a set of goals that it would like to achieve. According to the marketing experts, at the job listing company Indeed, a vision statement serves the purpose of communicating these goals to the public, stating what the company wants to become and how it plans on doing this.

Unlike in the mission statement, the vision statement doesn't describe the current objectives and processes of a company but rather focuses on the future. In most cases the companies combine their mission and vision statements into a single statement. This statement fulfills the purpose of both the mission and vision statements as it describes the purpose and goals of the company and the way in which they progress towards these goals.

In the provided examples statements from different technological companies can be seen. In the first example CD Projekt Red, a video game developer, combines its mission and vision statement.

*"There is an inner fire, fueled in every member of the studio. It comes from what we surround ourselves with, from the games we play, from where we live and who we are accompanied by.*

*We want to hone that fire and make it grow. It's what makes the games we create so unique. As a studio, we have one mission: making the best video games on the planet.*

*We want to tell breathtaking, mature stories to global audiences, without losing the attention to detail that has made us who we are today"* (CD Projekt Red, 2020)

The underlined mission statement expresses the goal towards making the best video games on the planet, which the company successfully achieves since its video game title "The Witcher 3" received over 800 awards. The mission statement is ambitious, concise and written in a straightforward form.

This mission statement is enclosed in the organization's vision statement. The vision statement is written in the present tense. The "wanting" sentences are related to the present moment, but if acted upon, their effects extend to the future.

In the second example Stripe, a financial service and software organization, very much like CD Projekt Red use a short direct mission statement outlining their mission of being a major organization in handling online payments. But unlike in the previous example they do not incorporate their vision in this statement but only extend on their short mission statement and specify who they are and what it is that they do.

*"Our mission is to increase the GDP of the internet*

*Stripe is a technology company that builds economic infrastructure for the internet. Businesses of every size from new startups to public companies use our software to accept payments and manage their businesses online."* (Stripe, 2020)

## Conclusion

This thesis focused on literary devices and methods used in marketing. It described the differences between some of these methods and gave examples of marketing messages employing these methods and how they approach the customer.

The main goal of this thesis was to describe and inform the reader of some of the techniques used in marketing so they could familiarize themselves with the landscape of marketing which constantly advances. Even though the marketing industry changes and evolves simultaneously with the market, some principles stay the same.

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# Rozšířený abstrakt

Na přesyceném trhu nových technologií je pro firmy stále složitější se prosadit, získat nové zákazníky, nebo si zachovat zákazníky stávající. Jedním z nejdůležitějších faktorů pro dosažení těchto cílů je správně vytvořená a cílená marketingová kampaň, která funguje jako nástroj pro komunikaci firmy se zákazníkem. Tato práce popisuje a analyzuje ukázky marketingových sdělení technologických firem, z hlediska použitých jazykových a jiných prostředků, uplatněných za účelem zvýšení tržeb.

Pokud se na marketingovou komunikaci nahlíží jako na konverzaci firmy a zákazníka, tak tato konverzace z velké části působila a v mnoha případech i v dnešní době působí pouze jako monolog ze strany firmy. Zákazníci ale mají větší sklony k nákupu u firem, se kterými se můžou účastnit dialogu. Tohoto dialogu se dá dosáhnout s pomocí tzv. senzorického marketingu, kde není zákazníkům nabízen pouze grafický materiál k přečtení, ale jsou zapojeny i jejich další smyslové orgány.

V šedesátých letech dvacátého století, když profesor Philip Kotler z Northwestern University v Illinois bojoval za zařazení marketingu mezi vědní obory, tak předpověděl, že jednoho dne se marketing přemění z diskuze mezi firmami a zákazníky na senzorický zážitek založen na principu vtělené kognice.

Tato teorie udává, že lidské chování není založeno na logických postupech, ale je silně ovlivňováno emocemi. Kotler věřil, že atmosféra v prodejně má potenciál být pro obchod důležitější, než samotný nabízený produkt. V jedno ze svých žurnálů uvedl, že:

*„V některých případech má místo, přesněji řečeno atmosféra tohoto místa, větší vliv na prodejní potenciál, než samotný produkt. V některých případech je atmosféra primárním produktem." – P. Kotler, 1973*

Americká akademička Aradhna Krishna tuto teorii dále rozvinula a na toto téma napsala knihu s názvem „Sensory Marketing/Senzorický Marketing", podle které tato vědní disciplína posléze získala svůj název. V této knize dále popisuje a rozvíjí teorii vtělené kognice. Krishna uvádí, že senzorickým marketingem může být označena jakákoliv marketingová metoda, která zapojuje více než jeden smyslový orgán.

Několik studií citovaných v této knize zdůrazňuje důležitost stimulace více než jedním smyslovým vjemem pro získání pozornosti zákazníků. Většina vyprodukovaného marketingového obsahu cílí pouze na vizuální smysl, ale pokud je v kampani použito více smyslových podnětů, pak má taková kampaň větší šanci na úspěch.

Strategie senzorického marketingu je založena na předpokladu, že lidské chování je ovlivňováno impulzy založenými na emocích a že tyto impulsy jsou správnými podněty ovlivnitelné.

Společnost Apple je dobrým exemplářem pro studium rozličných marketingových postupů. Apple věnuje speciální pozornost nejen designu svých produktů, ale i tomu jakým způsobem jsou tyto produkty prezentovány a zároveň způsoby, jakými je prezentována firma samotná. Apple odmítá prodej pouze v online prostředí, protože zastává názor, že možnost si zboží fyzicky prohlédnout a vyzkoušet nejde nijak nahradit.

Způsob, jakým jsou kamenné prodejny Apple navrženy je dobrým příkladem senzorického marketingu zaměřeného na smysly zákazníka a jeho vůli nakupovat. Produkty v obchodech Apple jsou rozmístěny na stolech a připraveny k použití, tak jako by je zákazník právě vybalil z krabice. Tyto produkty jsou rozmístěny a nastaveny tak, že vedou zákazníka k tomu, aby se jich musel dotknout.

Například vystavené notebooky jsou rozevřeny v úhlu 90 stupňů, takže aby zákazník správně viděl na monitor, musí se notebooku dotknout a nastavit pozorovací úhel. Tato první interakce, při které zákazník produkt nejen vidí, ale i slyší a může si na něj fyzicky sáhnout tak funguje jako spouštěč pro další manipulaci a zkoušení produktu a posléze k potenciálnímu zakoupení, ke kterému by nemuselo dojít, pokud by se zákazník na produkt pouze díval.

Cit k podobným detailům na poli marketingu je jedním z důležitých faktorů, které vedly k tomu, že se ze společnosti Apple stal jeden ze světových lídrů na poli technologií.

### Synstezie

Blízce spojena se senzorickým marketingem je synestezie. Jedná se o stav, při kterém dochází k propojení smyslových vjemů člověka. Při tomto stavu vnímání dochází k propojení smyslových vjemů, nebo jejich náhradou. Například zvuky můžou u lidí s tímto stavem evokovat různé barvy a tvary, nebo obráceně vizuální objekty můžou být vnímány jako sdružení zvuků a barev. K tomuto stavu mysli může docházet u osob s neurologickými problémy, nebo při požití drog jako je LSD. Velmi častým jevem, který se snaží různá marketingová sdělení simulovat je evokování nějakého grafického vjemu s pomocí slov a spojení zrakového a hmatového vjemu.

K použití synestezie v marketingu často dochází v oblasti gastronomie a rychlých občerstvení, kde je tento postup dobře aplikovatelný. Grafické a textové materiály v tomto odvětví dobře plní funkci vyvolávání vzpomínek na vůně a chutě, ale principy synestezie jsou aplikovatelné i ve světě technologií, jak je v této práci demonstrováno na řadě příkladů marketingových materiálů různých technologických společností.

### Anglicismy

Anglicismus je slovo, či fráze propůjčená z angličtiny do jiného jazyka. S rozšiřující se sférou vlivu Anglie a Spojených států v oblastech kultury, obchodu a každodenního života začíná mnoho jazyků přejímat a používat anglické výrazy v jejich nezměněné formě. Některé z používaných výrazů mají v těchto adoptivních jazycích nedostatečné, nebo dokonce neexistující ekvivalenty. Z tohoto důvodu se jejich použití velice snadno a rychle šíří a došlo tak k vytvoření ustálených výrazů. Příkladem mohou být slova jako „internet", „software", nebo „hardware".

Jako názorný příklad využití anglicismů v marketingu je použit reklamní banner počítačové firmy CZC, na kterém je napsáno „NENÍ SOFT CHTÍT SKVĚLÝ HARDWARE".

Je zde použito slovo „hardware", kterým se od poloviny minulého století začalo v anglicky mluvících zemích označovat fyzické vybavení počítače a postupně toto slovo proniklo i do češtiny, kde se z něj stal ustálený výraz v oblasti počítačových technologií. Podobným stylem bylo přejato slovo „software", které pro změnu označuje programové vybavení počítače.

V dříve provedeném dotazníku vyplynulo najevo, že 75% dotázaných respondentů koupi nové elektroniky oddaluje nehledě na morální zastarání, protože by se cítili provinile při koupi nového zařízení, když to staré je ještě funkční.

Společnost CZC ve svém marketingovém materiálu navazuje na tento průzkum a využívá u toho anglické slovo „soft" ve smyslu „měkké/slabé", které v tomto kontextu odkazuje na

slovo „software", opak slova „hardware". CZC se tímto snaží zákazníkům sdělit, že není nic špatného/měkkého na tom, udělat si radost a dopřát si kvalitní elektronické zboží.

### Aliterace

Jedná se o literární techniku, při které jsou slova se stejnými hláskami, nebo skupinou hlásek seskupena blízko sobě. Toto seskupení slov tvoří při vyslovení určitý rytmus, který u takového textu slouží jako mnemotechnická pomůcka. Taková pomůcka se projevuje jednoduchou výslovností a lehkou zapamatovatelností, která je v případě marketingu velmi žádoucí.

Příklad aliterace v této práci je ilustrován opět na společnosti Apple. Ve své reklamě na Macbook Pro použila slogan „THE BEST FOR THE BRIGHTEST". V tomto sloganu sdílejí slova „best" a „brightest" stejné počáteční písmeno a koncové „st", které při výslovnosti tvoří požadovaný rytmus.

V další reklamě společnosti Apple pro stejný produkt je použit slogan „More power, More performance, More pro". V tomto případě je třikrát za sebou použito slovo „more". V prvních dvou instancích jsou vyzdvihovány kvantitativní aspekty síly a výkonu a při třetím opakování slova „more" je v této stylistické figuře vyzdvihnuta profesionální kvalita nabízeného produktu.

### Metafora

Metafora je literární konstrukce, při které dochází k přenesení významu z jednoho objektu na druhý na základě jejich společných rysů. Metafora, jak ji popsal britský rétorik Ivor Armstrong Richards se skládá ze dvou částí, z tenoru a vozidla. Tenor popisuje samotný předmět metafory. Jedná se o koncept, objekt, nebo subjekt, kterému jsou připisovány určité atributy. Vozidlo je potom obraz, který „nese" tenor.

Metafora je důležitá a často používaná pro tvorbu marketingových kampaní, protože je dobrým nástrojem pro doručení požadované zprávy k zákazníkům. Metafory v marketingu jsou většinou znázorněny graficky, protože tak lépe plní svoji funkci.

V této práci je znázorněno a popsáno několik příkladů marketingových materiálů, ve kterých je metafora použita jako sdělovací nástroj.

### Závěr

Tato bakalářská práce byla zaměřena na jazykové a jiné prostředky používané v marketingu technologií. V jejím rámci byl sesbírán rozličný marketingový materiál z různých internetových zdrojů. Tyto materiály byly poté analyzovány z hlediska popsaných jazykových a marketingových prostředků. Tyto prostředky byly popsány a bylo analyzováno, jakou funkci plní v daném marketingovém materiálu.

Prostředí marketingu se neustále vyvíjí a postupuje vpřed, ale i přesto spousta principů zůstává stejných. Hlavním cílem této práce bylo nastínit jejímu čtenáři svět marketingu a popsat některé jazykové prostředky využívané v tomto prostředí, aby se dokázal tomuto prostředí více přiblížit.