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## **DEPARTMENT OF FOREIGN LANGUAGES**

ÚSTAV JAZYKŮ

## **THE LANGUAGE OF ADVERTISING**

JAZYK REKLAMY

### **BACHELOR'S THESIS**

BAKALÁŘSKÁ PRÁCE

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# Bakalářská práce

bakalářský studijní obor **Angličtina v elektrotechnice a informatice**

Ústav jazyků

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## Jazyk reklamy

**POKYNY PRO VYPRACOVÁNÍ:**

Popište a analyzujte charakteristické jazykové prostředky, jež se používají v současné moderní reklamě jak v podobě tištěné, tak na internetu. Provedte analýzu vhodných reklamních textů. Uvedte závěrečné shrnutí.

**DOPORUČENÁ LITERATURA:**

- [1] Goddard, Angela. The Language of Advertising: written texts. 2nd ed. London: Routledge, 2002.
- [2] Cook, Guy. The Discourse of Advertising. 2nd ed. London: Routledge, 2001.
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- [5] Mann, Brenda. Advertising. Hove: Wayland, 1993.

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## **ABSTRACT**

The bachelor thesis deals with the analysis of the language of advertising from the linguistic point of view and further specifies linguistic means that occur in contemporary advertising. The thesis summarises knowledge about linguistic means used in advertising for both printed and online versions.

## **KEYWORDS**

Advertising, promotion, language of advertising, slogan, communication, linguistic means.

## **ABSTRAKT**

Bakalářská práce se zabývá analýzou jazyka reklamy z lingvistického hlediska a dále upřesňuje použité jazykové prostředky, které se v současné reklamě vyskytují. Tato práce také poskytuje znalosti o využití různých jazykových prostředků v reklamě, jak v podobě tištěné, tak v podobě elektronické.

## **KLÍČOVÁ SLOVA**

Reklama, propagace, jazyk reklamy, slogan, komunikace, lingvistické prostředky.

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V Brně dne .....

.....

Pavel Chromý

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# INTRODUCTION

There seems to be no compelling reason to argue that advertising surrounds us everywhere we go. There is probably not going to be one day where we will not be able to find some form of advertising in our daily lives. Billboards, TV spots, radio, magazines, the internet, newspapers, movies, etc. All these are a part of everyday life in the 21st century. In other words, advertising affects us somehow, and so we are (often unknowingly) forced to perceive it. Advertising affects us for a long time and the history is vast. However, I shall return to this point later.

The primary reason for choosing this topic was illustration and expression of my thoughts and beliefs on the given topic. Moreover, I wanted to learn something new about it and provide a detailed description.

Millions of people in the world are involved in it and thus it is necessary to deal with some problems concerning advertising. If advertising should work, it is essential to utilise some means of expression. The major of them is the language. The language is crucial and the most reliable for our communication. The advertising influences our lives in a significant way, thus it is very useful to be familiar with the role of the language as a part of it. After all, the language is the best possible way how to communicate.

A closer look at the persuasive part of the language indicates that the language can easily change acting of people. This is primarily true in the sphere of marketing and advertising. Nevertheless, influencing people by using appropriate language can be vitally important for some reasons. One of them can be the use of words that can touch people's feelings and affect them in some way. Some people consider the advertising annoying, they do not like the fact that they are recommended to buy a particular product. Others consider this funny or interesting. The interest is either economic (it is a part of both - consumer and advertiser side) or analytic.

The design and appearance of advertising have a huge effect on the consumer, but it is the language that is responsible for remembering a product. Especially the English language, well-known for its extensive vocabulary, has plenty of words with various meanings in comparison with the Czech language.

Albeit most people take advertising for granted, its influence is growing, and it will constantly grow. Therefore, it is necessary to pay attention to advertising and focus on connections between the language and advertising.

The aim of this thesis is to describe and analyse specific linguistic means that are used in modern advertising, divide them into the most common groups and find out which specific linguistic phenomena make advertising interesting, appealing and functional.

# 1 ADVERTISING

## 1.1 The concept of advertising

As reported by William Stantos, “*Advertising consists of all activities involved in presenting to a group a non-personal, oral or visual, openly sponsored identified message regarding a product, service, or idea*” (YourArticleLibrary.com, 2016).

Advertising has plenty of definitions. The first one is from William Stanton, but there is another definition:

*“Advertising is the act or practise of calling public attention to one’s product, service, etc., especially by paid announcements in newspapers and magazines, over radio or television, on billboards, etc”* (Dictionary.com, 2016).

According to Bovée, “*Advertising is nonpersonal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media*” (1992:7).

These definitions are similar and all of them have some common features. Together, these definitions outline that advertising has several objectives: to promote the product, idea or whatever can be bought on the market, to give information and reasons why a product is suitable for buying and persuade to buy it.

The word “nonpersonal”, presented by Bovée, usually means promotion via electronic media (the Internet, e-mail, radio, TV). It also means that there is no physical contact (Bovée and Arens, 1992). Non-personal promotion does not signify “impersonal”. The best promotion includes personalization of the message with the goal that is suitable for the target group or section of a crowd of people (Pharma Marketing Network, 2014).

Advertising is a part of a marketing mix that includes: product, price, place and promotion (advertising, marketing, etc.). The advertising, as a part of this mix, is the fundamental element of promotion within the marketing mix. The principal reason for advertising is to stimulate demand and product sales. In this manner, advertising is regarded to be a important instrument of sales and communication with the public.

Angela Goddard defines that roots of the word “advertisement” come from the Latin verb “advertere” that means “to turn towards”. She claims that advertising texts are without a doubt a great tool for attracting people, but not all signs getting our attention are adverts. For example, “speed limit” sign cannot be perceived as a part of advertising (Goddard, 2002). The advertising should be viewed from different angles. However, a major problem can be the decision of which aspect is the most characteristic for advertising. No matter how the advertising looks like, it always leads to the conclusion that advertising is some form of communication.

## **1.2 The history of advertising**

The global development of advertising was quite similar at the beginning, but it is clear that in some countries, various forms of advertising appeared earlier. It is arguable who was the really first person that used advertising. The roots of advertising date back to ancient Egypt and Rome, where word of mouth probably exchanged the principal types of promoting. Nevertheless, it is not definite if the ancient Egyptians and Romans were unconcerned about the profit from advertising. The Romans were well versed in selling and persuading. The ruins of Pompeii are a clear proof of it, commercial messages and a voting campaign were found here. Another evidence of advertising was found in the caves in which the prehistoric paintings were found. These paintings represented a form of advertising too. Although, it is not clear if these things can be considered to be a form of advertising, a small trace of advertising could be here. It is safe to say that advertising is a very old issue, and it is already working for a long time (Tungate, 2007).

The greatest impact on the evolution of advertising has been economic. In ancient times people could not read or write and thus there was little need for advertising. The real advertising appeared later when marketplaces started to work. The demand for products increased, and the need for advertising slowly developed. People who sold the products used to praise their goods and services. Throughout time, individuals tried to mark off their products and started to discover better ways of promoting their products. Besides the visual part of the promotion, which was crucial for them, the invention of printers made promotion even more attractive. Promotion could be extended more and more, various papers were printed and even later they were colourful and attracted people in the streets. These papers were predecessors of our present billboards (Tungate, 2007).

In the 18<sup>th</sup> century advertising was an integral part of the newspaper, which was the most used means of advertising at that time. The most promoted thing were books. Later, advertisements started to announce news about health remedies, food, beverages, etc. In London, the latest fashions were featured in the regional press. Tobacco products started to be one of the promoted things too (Tungate, 2007).

As time went on and economy and trade were expanding during the 19<sup>th</sup> century, advertising started to be more logical and its importance grew. New procedures and techniques were developed. It was discovered that the message should have suitable content and form. Advertising was transformed into a great tool for influencing people. Now, many experts deal with advertising and promoting and the main reason for advertising is to sell and earn much money.

### **1.3 Classification of advertising**

Ogilvy advises, *“If you’re trying to persuade people to do something, or buy something, it seems to me you should use their language, the language in which they think”* (Goodreads, 2016).

According to Koekemoer: *“Advertising can be classified by four main criteria: purpose, target audience, geographic area and medium”* (2004:68).

#### **1.3.1 Classification by purpose**

This category includes demand, product advertising, the idea of product advertising, commercial and non-commercial advertising and others. Demand not only involves the demand for the general product or their industry, but it concentrates on creating demand for brand specific manufacturer too (Koekomoer, 2004).

Another significant term that should be mentioned is commercial and non-commercial advertising. While commercial advertising looks for profits, non-commercial advertising is now utilised around the world by government and non-profit associations to seek donations, volunteer support or change consumer behaviour (Arens, 2002).

### **1.3.2 Classification by targeting audience**

Advertising could be aimed at ordinary consumers or professional groups – such as doctors, artists, lawyers, etc. consumer advertising is directed and specified for individuals or families. The goal of this type of advertising is to introduce or even reintroduce products or services, for example, for families with children or to focus on consumer's needs and desires. On the other hand, advertising targeted at professional groups help to persuade many consumers to purchase products, based on their recommendation or specifications of the benefits of the specific product.

### **1.3.3 Classification by geographic area**

*“Advertising could be national, regional, local and even international (or global)”*  
(Koekemoer, 2004:76).

National advertising alludes to advertising by multinational marketers of a trademarked product (brand) or service sold through different distribution outlets, at whatever point they might be. It does not imply that the item is sold nationwide, but in all the main centres (Koekemoer, 2004).

Retailers or merchants often provide local advertising in local magazines and radio. The aim is to prompt consumers to shop at a specific store or to use local services, for example, in a small town.

International advertising is generally utilised by multinational marketing companies which are very well known throughout the world. Their main objective is to promote their brands right to the consumers.

### **1.3.4 Classification by medium**

Mass media are nowadays the most appropriate way of how advertising can be promoted. Media can be divided into printed media (magazines, newspapers), broadcast or electronic media (radio, cinema and television) and outdoor media (hearings, transit media, etc.)

Another significant medium involved in advertising is the Internet. This type of media is a combination of all kinds of media. The main advantage is the speed of message transmission and topicality. The Internet presents updated topics immediately without any limitations, therefore some form of advertising can be found on almost every web page.

## **1.4 Advertising in print media**

Since the advent of digital distribution of advertising, traditional printed text has suffered many changes. However, despite the growth of various electronic devices (readers, tablets, etc.), consumers still prefer advertising in the printed form to advertising in the electronic form. The reason why this is happening may be the fact that advertising in the electronic form can limit us in some way. Print media advertising often provides more information than most other advertising formats.

Paxson says that people are usually attracted by movement, which is not possible in paper form, thus the print advertising uses various techniques to get people's attention. For example, since our written words move from left to right, our eyes naturally move towards the right when we read a newspaper or a magazine. Correspondingly, our eyes usually take us to the upper left half of the page and proceed down to the base right half of the page. Therefore, most daily paper and magazine promotions are loosely arranged in the form of the letter Z, taking our eyes over the information the advertiser wants us to be exposed to (Paxson, 2002).

There are many possibilities how an advertisement could be promoted in printed form. However, the thesis outlines only some of them.

### **1.4.1 Magazines**

Magazines are periodical publications that include a variety of topics. They cover a broad range of interests including fashion, health, sport, hobby, history, etc. Besides this, magazines offer much space for advertising. Advertisers can take advertising from classified advertising to full advertising in black and white or colour. They know how to provide effective advertisements, they think about possible readers and then adapt the advertising to suit reader's needs.

### **1.4.2 Newspapers**

Nowadays, many people still read newspapers. We can say the older the person is, the more likely it is that she or he reads a daily newspaper. Regarding advertising in newspapers, many advertisements are created by local advertisers, but the presence of national advertisement is no exception. Advertisers can choose from a wide range of different types of promotion, as well as magazines. They can buy advertising spaces of

various sizes, ranging from a short text to various illustrations, photographs, graphs, in the sizes from one page or even two pages. According to Paxson: “*About 60% of a typical newspaper is devoted to advertising*” (2002:62). This statement may imply that advertising in newspapers can be very useful.

### **1.4.3 Billboards**

Billboards on a frame by the side of roadways are another form of printed advertising. In some ways, billboards require advertisers to use the opposite approach of that utilised in other print promoting. Magazines and newspapers can provide much information. Billboards need to convey the desired information shortly and quickly. The ideal position of billboards is along the major roadway, intended to get the attention of people driving a car. To be effective, they must transmit its information within six to ten seconds. Thus, billboard promoting pays careful attention to short messages, attractive colours, easy to read letters, and photographs or drawings that transmit the message to consumer really quickly (Paxson, 2002).

## **1.5 The structure of advertisement**

The elements of printed advertisement are headlines, slogan, illustrations, sub-heads, blurbs, identification mark, text or body copy, boxes or panels, the closing idea (Trehan and Trehan, 2014). The three of these elements could be considered highly important – headline, body copy, and slogan.

### **1.5.1 Headline**

The headline is as crucial as the slogan. Ogilvy, known for his knowledge of advertising, said that four out of five individuals just read the headlines (Postcron.com, 2016). Furthermore, if individuals do read the rest of the advertisement, they still make a decision based on what is in the headline.

A well-chosen title or name of a product or a company helps to attract potential customers. The main role is to attract reader’s attention and bring him or her into the advertisement. It includes words that contribute to catch someone’s eye and get that person interested in reading what follows the headline. Advertisers often opt for names that are simple, short and easy to remember (Trehan and Trehan, 2014).



If the seller has his own permanent customers and high market position, he can afford to increase prices and it will not influence his sales. Nowadays, we can imagine brands that offer a wide range of products and services, especially companies producing clothing, sports equipment, etc. (Trehan and Trehan, 2014).

Examples:

*“This idea can change your life!”*

*“How to make money online fast.”*

*“Buy now – this is a one-time sale!”*

### **1.5.2 Body copy**

It is a text describing the advantages, effects, assets and the process of using a product. The body copy is set in smaller type than headlines or subheads. It is the most extensive verbal part of advertising. The text should clarify how the product or service satisfies the buyer’s need. The aim is to inform and persuade potential customers by its arguments. The characteristic features of this part are brevity, clarity and simplicity.

Example - advertising of Coca Cola drink:

***“Share a Coke with a friend***

*Get in touch with a good friend, an old friend, or maybe a new friend - sharecoke.com.”*

The first part of this example is the headline. The second part is the body copy that provides an explanation of the headline.

### **1.5.3 Slogan**

*“The slogan is a catchy phrase or series of words used to help consumers remember the company, brand or product”* (Smallbusiness.com, 2016).

Organisations make slogans for using in different advertising endeavours with the expectation that the expression will stick in individuals’ brains. The term “slogan” refers to a short motto or easily memorable saying, and thus the best slogans become synonymous with the products of a particular company. Not only that the slogan would

have to describe the very essence of the presented product or service, but the effective slogan is brief, memorable, easy to repeat and helpful in differentiating the product from its competitors. A successful slogan can be engraved in memory and can exist here for several years, or can be a part of the human awareness for an unlimited time (Trehan and Trehan, 2014).

Here are some famous slogans:

Nike: *"Just Do It."*

Apple: *"Think Different."*

McDonald's: *"I'm Lovin' It."*

Maybelline: *"Maybe she's born with it. Maybe it's Maybelline."*

LG: *"Life's Good."*

## 2 ADVERTISING AS A KIND OF COMMUNICATION

The language is a part of every verbal and non-verbal communication, sometimes it is the only means of expression, sometimes it is the main part, and sometimes it appears in advertising only minimally, for example, as the name of the advertised product, service or business. Besides the language means, non-verbal means are applied in advertising too. They form a whole together which makes advertising meaningful and intelligible. They are mutually connected, so in many cases, it is impossible to tear them off without changing the importance and quality of advertising. Generally, we cannot determine which resources are the most important for the resulting advertisement because each advertisement requires the use of different creative processes. People have several means by which communication can be realised. The most important and most used tool is the language.

Communication is a basic human activity through which people react to stimuli coming from the external environment. It is a process used mainly for communication, i.e. the mutual transfer of information (Poonia, 2010).

According to Poonia, “*Communication is the process of exchange of information, ideas, feelings and understanding among human beings where people exchange ideas, emotions and feelings.*” (2010:276)

Both verbal and nonverbal communication represent an important part of the communication in advertising.

### 2.1 Forms of communication in advertising

A lot of what we say is for a specific purpose and if we want to fulfil this purpose, we use language. Each of the purposes can be known as a language function. Jakobson defined six functions of language and each of the function has the assigned factor. The factors are listed in this communication model:

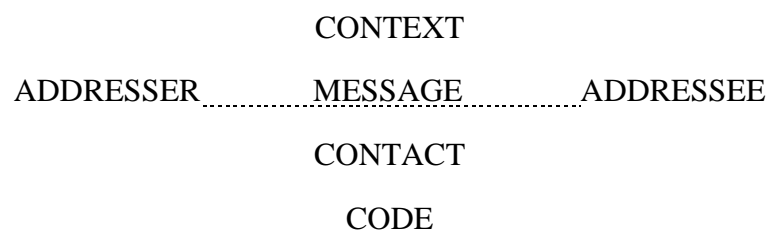


Figure 1 – Communication model by Jakobson (Sebeok and Crozier, 1960:353)

Each of these six factors determines a different function of language.

### **The referential function**

It is the denotative, cognitive function that is oriented towards the context or referent. It corresponds to the factor of context and describes a situation, object or mental state (Sebeok and Crozier, 1960).

### **The poetic function**

*“It focuses on ‘the message for its own sake’ (the code itself, and how it is used) and is the operative function in poetry as well as slogans”* (Sebeok and Crozier, 1960).

### **The emotive function**

Sometimes also called expressive. *“It is a function focused on the addresser, aims at a direct expression of the speaker’s attitude toward what he is speaking about. It tends to produce an impression of a certain emotion, whether true or feigned”* (Sebeok and Crozier, 1960).

### **The conative function**

*“Orientation toward the addressee, the conative function, finds its purest grammatical expression in the vocative and imperative, which syntactically, morphologically, and often even phonemically deviate from other nominal and verbal categories”* (Sebeok and Crozier, 1960). This function is frequently used in advertising.

### **The phatic function**

*“It is a language for the sake of interaction and is therefore associated with the Contact/Channel factor. The Phatic Function can be observed in greetings and casual discussions of the weather, particularly with strangers”* (Sebeok and Crozier, 1960).

### **The metalingual function**

*“It is a linguistic function in which language is used to refer to itself”* (Sebeok and Crozier, 1960).

## **2.2 Verbal and non-verbal communication in advertising**

In most cases of advertising, we use verbal language for expressing ideas, often accompanied by a picture or symbol, music, animation or video related to the verbal text. Verbal language is not a synonym for oral or spoken language, it is concerned with words.

Bové defines verbal communication as the “*expression of information through language which is composed of words and grammar*” (1992:218).

Advertisements consist of a mixture of natural language and paralinguage. According to Cook, “*paralanguage is a meaningful behaviour accompanying language*” (2001:4). In the speech, it is reflected through voice quality, tempo, gestures, facial expressions and touch; in writing, it is reflected in the choice of typeface and letter sizes (Cook, 2001).

The non-verbal (wordless) message can be sent or received through any sensory channel, for example, visual perception, smell, taste, etc. The nonverbal communication is usually understood as the procedure of communication through sending and receiving wordless messages. It can be communicated through gesture and touch, by body language, facial expression and eye contact. For example, the colourful advertisement can subconsciously affect the perception of the recipient, because it evokes a certain emotion for him or her and thus can achieve a higher degree of her or his attention. It also helps to identify the company and product and prolongs remembering (Psychologistanywhereanytime.com, 2005).

## **2.3 Linguistic means used in advertising**

There are plenty of linguistic means used in advertising. The bachelor thesis includes only some of them. Nevertheless, the thesis analyses the language of advertising from the linguistic, especially phonological, lexical and morphological, syntactic and semantic point of view. It also shows some examples and describes the most utilised linguistic means used in advertising.

### 2.3.1 Phonological aspect

Phonology is defined as “*the study of sound patterns and their meanings, both within and across languages*” (Yourdictionary.com, 2016).

As part of the phonological aspect, we could consider, for example, rhyme, rhythm, alliteration, assonance, transliteration, and homophones. All of them are responsible for better remembering of the text and have a mnemotechnical effect. The thesis deals with the most important ones.

#### Rhyme

One of the many definitions describes rhyme as a “*correspondence of sounds at the ends of words or phrases, especially when involving the last stressed vowel and all succeeding sounds in each of two or more such words or phrases*” (Thefreedictionary.com, 2016).

Rhyme brings rhythm and musicality into text, moreover, it offers itself as a mnemonic device for remembering. We can usually find it in slogans, headlines, etc. Here is one example, which can demonstrate the aim of it – remembering:

*“Twinkle, twinkle little star*

*How I wonder what you are.”*

#### Rhythm

*“The word rhythm is derived from rhythmos (Greek) which mean, ‘measured motion’. Rhythm is a literary device which demonstrates the long and short patterns through stressed and unstressed syllables particularly in verse form”* (Literarydevices.net, 2016).

In other words, rhythm can be the particular arrangement of sound elements of verse in which some rhythmic scheme is used. The rhythmic scheme is a regular repetition of a certain sound with contrary tendencies that disturb the regularity.

Example:

*“Flutter your **f**igure with **D**ietrim”* (Advertising slogan on weight loss supplement)

#### Alliteration

Alliteration is a repetition of the same consonants in at least two or three words in a line, for example, “***B**ritain’s **b**est **b**usiness **b**ank”.*

It can be professionally expressed as a “*repetition of consonant sounds or blends at the beginning of words or in the stressed syllables of a line.*” (Literary Devices, 2016)

As already mentioned, together with other phonological aspects, the alliteration also helps us to remember names or phrases more easily.

### **Assonance**

According to Cuddon’s definition of assonance: “*Sometimes called vocalic rhyme, it consists of the repetition of similar vowel sounds, usually close together, to achieve a particular effect of euphony*” (2013:56).

Examples:

“*Think Different*” (Apple)

“*Finger lickin’ good*” (KFC)

“*Beanz meanz Heinz*” (Heinz)

### **Transliteration**

Transliteration means the process of changing of foreign words into English. It is not so frequent in advertising, and when it is used, the main function is to attract people’s attraction.

Example:

“*BE COINTREAUVESIAL*” (COINTREAU – name of French alcoholic drink)

### **Homophones**

It can be described as “*a word that is pronounced the same as another word but has a different meaning or spelling, or both*” (Dictionary.cambridge.com, 2017).

Angela Goddard demonstrates the phrase “Grate Expectation” as an example of homophone where two words “great” and “grate” are pronounced the same. In this case, it is the title for a fireplace shop (2002:125).

### 2.3.2 Lexical and morphological aspect

This part of the thesis deals with typical morphological aspects commonly used in advertising. The representatives of this part are verb phrase, noun phrase, adjectives, numerals, foreign words, intertextuality, the formation of new words and phrases, idiomatic constructions and collocations. Only some of the most important aspects are included in this thesis.

#### Verb phrase

A verb phrase can be defined as a verb that is made up of more than one word. The structure of verb phrase can be divided into two parts: finite verb phrase and non-finite verb phrase. The finite is *“a verb phrase in which first or only word is a finite verb (it has the tense contrast, person and number concord with the subject), the rest of the phrase (if any) consisting of non-finite verbs. (...) The infinitive, the –ing participle and the –ed participle are the non-finite forms of the verb”* (Greenbaum and Quirk, 1990:41).

For Greenbaum and Quirk, the verb phrase consists of two components: an obligatory lexical verb often called “full verb”, which acts as a head of the verb phrase, and at least one optional auxiliary verb (Greenbaum and Quirk, 1990).

The use of these means can be crucial in advertising. Verb phrases can satisfy the wishes of potential customers. Phrasal verbs are also used. Leech says that passive voice occurs rarely, but auxiliary verbs are used very often in advertising, for example, the auxiliary word “will” evokes some promise. The word “can” has a crucial role in advertising because it means that some product gives us the ability to do something (Leech, 1972).

Examples:

*“Save money. Live better.”* (Walmart slogan) – The slogan promises that if you shop in Walmart, you will save money and have a better life.

*“Discover the power of active naturals.”* (Avenoo slogan) – Here, the slogan orders the reader to discover the strength of their products.

*“Invented for life.”* (Bosch slogan)



## **Noun phrase**

According to Meyer, the noun phrase is “*a phrase which has a noun or pronoun as its head word or performs the same grammatical function as a phrase. All noun phrases are centred on either a head noun or pronoun*” (2010:117).

The noun phrases used in advertising are usually more complex than verb phrases.

Example:

“*The look. The lash.*” (Dior)

## **Adjectives**

Advertisers usually want to describe benefits and advantages of their products. To target some customers, they use adjectives that help with this. They mainly use comparative and superlative adjectives in order to convince the customer that their product is the best one. For example, the product is the newest, the most beautiful, more lightweight, etc.

Example:

“*The best coffee for the best YOU.*” – The adjective “best” assures you that the best coffee is at Starbucks. (Starbucks advertisement)

## **Numerals**

Another aspect that occurs in advertising and helps to achieve considerable attention. According to Kalmane’s definition: “*numerals in advertising are used to indicate particular characteristic of a product and define quantity of certain things, for example, percentage of a particular substance in a product, year number of product’s release etc.*” (2012:104).

Example:

“*40% less fat, 30% less calories*” (Burger King advertisement)

## **Foreign words**

In advertising, foreign words are used for emphasising the origin of the advertised product or to show extraordinariness of the product in connection with a specific nation.

Example:

*“Conquer the ice”* (Ford advertisement)

### **Intertextuality**

*“Intertext is a text which the participants perceive as belonging to other discourse, but which they associate with the text under consideration, and which affects their interpretation”* (Cook, 2001:4).

Intertextuality can be regarded as an important component of advertising, in that the original text being referred to establish a message, which the second text can then use and elaborate on. For intertextuality to work completely, readers have to be able to remember the original advert and place the reference being established (Goddard, 2002).

Example:

*“Long live stupid”* – DIESEL advertising that was transformed from the quote *“Long live stupid”*.

### **Formation of new words and phrases**

The English language has several methods of creating new words and adding to the vocabulary. In advertising, the made-up or adapted words are a fantastic way of attraction. These words are often inconspicuous, and the readers sometimes cannot notice these words, because they sound familiar and ordinary to them. In advertising texts occur words that are formed by compounding, affixation, shortening, blending, conversion, back-formation and by other ways.

Examples:    good-as-homemade, built-in (compounds)

breakfast + lunch → brunch (blending)

### **Idiomatic constructions**

An idiom is *“a group of words in a fixed order that have a particular meaning that is different from the meanings of each word on its own”* (Dictionary, 2016).

Advertisers use idioms in their ads because these stock phrases are well-known and potential customers are familiar with them. The main reason for using idioms in advertising might be humour which attracts potential customers.

Examples of using idioms in advertising:

*“Being green means not supporting companies that harm the environment.”*  
(Ford advertising)

*“All that glitters is style”* (Škoda Auto cars, a clear deconstruction of the known idiom: all that glitters is not gold)

### **Collocations**

A collocation is *“a word or phrase that is often used with another word or phrase, in a way that sounds correct to people who have spoken the language all their lives, but might not be expected from the meaning”* (Dictionary.cambridge.com, 2017).

Example:

*“A unique vision of beauty”* (BMW advertising)

### **2.3.3 Syntactic aspect**

Syntax refers to *“the ways in which we order specific words to create logical, meaningful sentences. While the parts of speech are all the different types of words that we can use, syntax is the set of rules, patterns, or processes by which we can put them together”* (Thefreedictionary.com, 2016).

#### **Sentence types**

According to Greenbaum and Quirk *“Sentences may be divided into four major syntactic types: declaratives, imperatives, interrogatives, exclamatives”* (1990:231).

Advertising uses simple and minor sentences, for example: *“Coke adds life.”* (Coca Cola) that describe everything that is needed. The aim is to attract people’s attention, and the sentences are a great tool for it. Another reason why advertising uses short sentences can be a limitation on the length.

#### **a) Declarative sentences**

Declarative sentences are statements that provide some kind of information. They are primarily used to convey information under the form of declarations. It is very popular to use the declarative sentence in advertising.

Example:

*“We have a salad bar for some reason.”* (Pizza Hut slogan)

#### **b) Imperative sentences**

Application of an imperative sentence is quite common in advertising. An imperative sentence gives a direct command and the use of the sentence can help to affect or stimulate potential buyer to take action (Ccjk.com, 2016).

Examples of the imperative sentence in advertising:

*“Let’s make things better!”* (Philips)

*“Obey your thirst.”* (Sprite)

#### **c) Interrogative sentences**

Another way how to attract people’s attention is the use of the interrogative sentence. These sentences ask a question, and they are easy to recognise because they always end with a question mark. However, in advertising interrogatives are mainly used as a rhetoric device which does not expect any answer. Use of these sentences can arouse interest and curiosity of customers so as to attract their attention and make a good impression (Ccjk.com, 2016).

Example:

*“Are you going grey too early?”* (Advertising on hair darkening medicine)

#### **d) Conditional sentences**

*“Sometimes, conditional sentences led by conjunction ‘if’ or other words and phrases indicating the condition and hypothesis are used in advertising to increase the effect of publicity.”* (Ccjk.com, 2016)

Example:

*“Without vitamins, life itself would be impossible”*

*“If you are not lovin’ it, then you are not eat McDonald’s”*

There are many ways how to attract people, catch reader’s attention and impress readers, for example, by using different types of sentences that are mentioned above.

Besides these, there are many other important syntactic aspects such as the structure of the sentence, ellipsis, incomplete sentences, etc. In this thesis, only the most basic aspects were described.

### **2.3.4 Semantic aspect**

According to the page [smallbusiness.com](http://smallbusiness.com), semantics is “*the study of the meaning behind words and phrases that focuses on how words relate to each other and how the listeners decode the message*” (Smallbusiness.com, 2016).

The principal methods of describing the meaning of words are connotation and denotation. Denotative is the literal meaning of a word that can be found in dictionaries. However, connotative meaning plays a more vital role in advertising. It is the meaning “*beyond the dictionary*”, which ensures that every individual has a response to hearing or reading the word in his mind. A connotation is the special, often emotive, sense of a word or object. Therefore, the connotation is a crucial linguistic aspect of advertising because of the conveying an emotional content (Myers, 1997).

The semantic aspects include personification, simile, hyperbole, metaphor, metonymy, antithesis, polysemy, homonymy, etc. This thesis includes only the most important of them.

#### **Personification**

Personification is a term used mostly in literature to name the figure of speech. It is “*a figure of speech in which a thing, an idea or an animal is given human abilities. The non-human objects are portrayed in such a way that we feel they have the ability to act like human beings*” (Literary Devices, 2016). Potential customers that read advertising do not realise the fact that personification appears in the text. However, it is utilised very often. For example, car advertisements contain adjectives such as intelligent, smart or adventurous that represent rather human qualities.

#### **Metaphor**

A metaphor can be difficult to define. One of the many definitions is: “*a figure of speech in which one thing is described in terms of another*” (Sharma and Singh, 2006:289).

*“In a metaphor, a word, which is standard (or literal) usage denotes one kind of thing, quality of action, is applied to another, in the form of a statement of identity instead of comparison”* (Sharma and Singh, 2006:289).

Metaphors play a major role in advertising. They stimulate the curiosity of the reader about offered product by creating a comparison between the product and some other advertising. Using fitting metaphor, advertisers can appeal directly to the senses of readers and influence their decisions.

Example:

*“Connecting people”* (Nokia) – Nokia used this metaphor to convey the image of connecting people with their mobile phones instead of simply as a means of having a conversation.

### **Simile**

Another figure of speech is a simile. The simile makes a comparison and shows similarities between two different things. It usually uses words “like” or “as”. The simile is an efficient and powerful tool in advertising because it can communicate an idea quickly.

Examples:

*“Breakfast without orange is like a day without sunshine”* (Juice ads)

*“Heavy as a feather”* (Nike jacket ads)

### **Hyperbole**

A hyperbole is a *“figure of speech in which an author or speaker purposely and obviously exaggerates to an extreme. It is used for emphasis or as a way of making a description more creative and humorous. It is important to note that hyperbole is not meant to be taken literally.”* (LiteraryTerms.net, 2016)

In advertising, the hyperbole looks like this: *“Only our products can do this, no others can.”* This exaggeration is considered to be a very effective technique for advertisers.

Examples:

*“Mints so strong they come in a metal box.”* (Altoids mints slogan) – This slogan implies that these mints are so strong that they cannot be stored, for example, in a paper box, but have to be stored in a metal box. It is clear that it is not literally true. The aim of this slogan is to emphasise how strong these mints are.

*“The new iPhone is ‘bigger than bigger.’”* (Apple advertising) – In this case, Apple uses the hyperbole to emphasise the fact that their new phone is colossal.

### **Metonymy**

*“It is a figure of speech that replaces the name of a thing with the name of something else with which it is closely associated. We can come across examples of metonymy both from literature and in everyday life.”* (Literarydevices.net, 2016)

One example of metonymy is: *“The pen is mightier than the sword”*. The “pen” in the sentence stands for “the written word”, and the “sword” stands for “military aggression and force.” (Sharma, 2014)

## **3 ANALYSIS OF LINGUISTIC MEANS USED IN CAR ADVERTISING**

In this part, I would like to deal with the analysis of several advertisements from the linguistic point of view. Firstly, printed versions of advertisements occurring in magazines will be analysed, and after that, I will concentrate on the internet version. In the end, both of them will be compared.

### **3.1 Printed version**

#### **3.1.1 Seat**

The first analysed advertisement comes from Seat and it is attached as Appendix 1. It can be found in the “Men’s Health” magazine, which represents the world’s largest men’s magazine. There exist 40 editions in 47 countries. Some elements indicate that this advertisement is targeted to men. There are two men who are looking at the car and each of them has a different type of clothing. On the one hand, there is a man wearing a casual outfit coming out of a club and on the contrary, there is a formally dressed man who is probably leaving the theatre. This is actually the same man that is differently dressed. This may indicate the fact that this car is suitable for every man because of the universal appearance. The car itself is at the centre of the advertisement, and it is not a coincidence that the direction of which the men are looking at is the same – the heart of the advertisement where the car is located. It is a part of non-verbal communication where the reader’s eyes want to follow the same direction of the people that occur in the advertisement.

Regarding the composition, it consists of a headline, body copy, slogan and logo. At the top, we can find the logo of the company, and in the opposite corner, we can find the slogan. The slogan emphasises the phrase “Technology to enjoy” and the verb “to enjoy” which can influence the reader emotionally, since everyone has positive memories connected with it.

The headline together with the picture reflects the moment in life when you hit the age of thirty and look good in any situation. You are not very old, and you are not too



young to live the way you want to live. The car is an ideal example of a companion for this moment in life. From the phonological point of view, we can find there alliteration in the first line. The words that define this aspect are “**this**” and “**the**”. Another phonological aspect that occurs here is assonance. For example, “**this**”, “**is**”, “**live**”. Together with the repetition of the noun “**moment**”, they are one of the best ways to create significant, predictable results. To make the headline memorable, the words, phrases, or letters should be repeated. The collocation “to live any moment” was probably transformed from “live in/for the moment” which means to concentrate on the present, with little or no regard to the past and especially not the future. It can point to the fact that the car is contemporary and modern. The headline is a short, declarative sentence that gives us information about the new car attractiveness.

However, the headline has a sub-headline consisting of one declarative sentence. Again, we can find here signs of assonance. This time, the assonance occurs in every word of the phrase – “**The new Seat Leon**”. The function of this sentence is to inform about the name of the car.

The body copy starts with the phrase “As ready as you are”, where a simile is used. It has a persuasive character. The body copy then continues with an explanation of the headline and sub-headline and tells us how the car is equipped and how it is suitable for every situation. There occur modal verbs “can” and “could” explaining possibilities of using the car’s power and give us the ability to do something. In this case, the driving of this car provides us with much power and makes the car more attractive. Moreover, the verbs are often in the present continuous tense which implies that the reader is more affected because he or she can imagine the situation described in relation to the verb. The time adverb “now” has a similar function. Regarding composition and type of sentences, there occur directive sentences that give direction to act in a way the author wants. The sentences are mostly positive which makes a good impression on the reader. The repetition of a certain grammatical form such as “you could be” is an example of structural parallelism that is used in advertising to enhance memorability. We can also find an idiom “grab a bite”, which is an example of colloquial language that is informal and means “to get food that can be eaten quickly”. The adjectives occurring here are so-called premodifiers, for example, “Wireless Phone Charger” where the adjectives “wireless” and “phone” are premodifiers modifying the noun “charger” and can emphasise the meaning of the sentence at the same time.

In the last part, we can find details about consumption of fuel expressed by numbers and information about emissions. There occurs a specific vocabulary expressed by technical terms.

### **3.1.2 Toyota**

The second analysed advertisement was created by Toyota, the well-known automotive manufacturer. We can also find it in the “Men’s Health” magazine. This advertisement comes from the UK version and is attached as Appendix 2.

The target audience of this advertisement is probably men because most of the car advertisements are aimed at them. They are frequently used in men’s magazines due to their technical skills and knowledge they can apply when choosing a new car.

The first analysed part is comprised of the visual part of the advertisement. There is an image of a woman wearing big red glasses in which the reflection of the advertised car is shown. These bold colours are part of a non-verbal communication and may be one of the ways to catch reader’s attention. Another reason why this advertisement appears to be targeting men is the fact that the reflection of the car in the women’s glasses indicates the attractiveness of a man who owns this car or is considering buying it. The advertisement gives an overall sexy impression function since it appears in a men’s magazine.

Another element is the headline, which represents simply the name of the car. The author probably followed the rule that “less is more” therefore he chose this short and straightforward name “C-HR” which is an acronym of “Compact Hybrid Revolution”. The headline has a different font which is bigger, more graphically sophisticated with a metallic colour. All of these aspects make the headline more appealing and easy to remember.

The body copy is also very short, it consists of only five words. It is a declarative sentence type that conveys information about how perfect the car is. The meaning of this sentence clarifies aspects typical for the Toyota cars. The first part “All new Toyota” suggests that not only this car but all the Toyota cars are perfect. The adjective “new” is very persuasive because everything new symbolises a great opportunity to attract somebody’s attention. In the second part adjectives “perfect” and “flow” occur. Both

words are very attractive since they indicate the qualities like aerodynamic shape which the modern cars are able to. This phrase can be synonymous with “smooth ride”.

The smallest element of this advertisement is the slogan which is located on the right side together with the logo of the company. The slogan “Always a better way” says that Toyota is always a better way to choose. It probably comes from Thomas A. Edison’s quote “There is always a better way”, and hence there can be found a form of intertextuality. This slogan is also easily memorable and helpful in differentiating the product from its competitors.

The last analysed text is located at the bottom of the page. This is an imperative sentence that gives a command to search for more details about this car and represents the conative function. Besides, there occurs the name of the car again. The name “C-HR” appears in this advertisement for the third time. In addition to this sentence, the name is mentioned in the headline and then in the image as a part of the car’s license plate. This repetition, again, helps to remember the name of the car.

A technical description of the car is located at the bottom of the page. It provides more details about the vehicle. Most of these words represent technical vocabulary denoting certain parameters.

### **3.1.3 Jaguar**

In this figure attached as Appendix 3, the advertisement depicts a Jaguar car being driven accompanied with the phrase, “New Jaguar F-pace”, followed by the sentence “Above all, it’s a Jaguar.” The adjective “new” emphasises attractiveness of the car and commands the customer to meet all-new Jaguar F-pace. The next sentence denotes the headline of the advertisement and on the left from the headline the logo of the company is located. Regarding the phonological aspect, the first part of the headline represents an example of assonance “**above all...**”. In addition to that, in the sentence, an idiomatic construction is used. It means “most importantly” or “more than anything else”. Not only that the idiom emphasises the headline, but it can also attract more attention.

The second analysed text is a body copy that provides more information about this car. In the first sentence, the advertiser uses manipulative tactics when claiming that “this is a car you’ve never seen before” and now it is time for a change. Then, in the following

sentences, the adjective “new” occurs which cannot be omitted when advertising a new car and together with other adjectives it makes the car more extraordinary. Another frequently used word is the pronoun “you” that helps to create the impression of close face-to-face interaction for the purpose of direct appeal to the reader. By using some extreme expressions such as “**dramatic drive**” the author increases the attractiveness of the product. This expression is also the representative of the alliteration. The next paragraph explains how the car is innovative, how it looks and which materials are used. The use of adjectives like “muscular”, “powerful” are therefore relevant insofar as they speak to the needs and wants of consumers who seek for a car with a high-performance and quality. Especially the adjective “muscular” which represents an example of personification is an excellent way to attract the attention of potential customers. The adjectives that are mostly positive make a good impression on the reader. Regarding the vocabulary, there appear technical words or expressions that describe the technology used in this car, for example, “Integral Link rear suspension”. The sentence “F-PACE raises the game” comprises another idiom – “raise the game”, which means to make an effort to improve the way that you do something and its function is persuasive.

The slogan is also an integral part of this advertisement. It is located at the bottom of the page and simply expresses the benefits of the car in one short phrase “The art of performance”. Then, there are numbers representing consumption of fuel and emissions.

### **3.1.4 Isuzu**

The advertisement by this Japanese company introduces a new car model in which two cars are leaving a burning factory as an example of the power of these cars. One of the cars has a black colour, and the other one is white, which indicates contrast. This contrast allows guiding the attention of readers. The cars are accompanied by the headline “Forged from 100 years of history” which points to a long tradition of the company that has been here for 100 years and this fact as such can make the product much more attractive. It is common that companies with a long tradition are the most popular, and the anniversary can be a good move to introduce a new product. The advertisement is probably targeted to people searching for a spacious, high-performance and robust car.

The headline includes several linguistic means. There is an example of alliteration that appears in the first two words “**f**orged” and “**f**rom”. Another phonological aspect is

assonance. In this case, a vowel sound “o” is repeated in the four words. Another aspect that occurs here is the numeral “100” symbolising how old the company is and we can find it on this page at least five times. Thus the repetition of this numeral is the top priority of the advertisement.

Under the image, there is an offer including the price. The text is composed of the name of the car and numerals expressing its price in dollars. Right below, we can find a text “The 100<sup>th</sup> year limited edition...” in which the advertiser of the car wants the reader’s attention to be caught by the phrase. The phrase together with the price are particularly significant as they appeal to the customer’s sense of duty to save money.

The body copy, as usual, can be found at the bottom of the page. The first sentence, as well as the other sentences, refers to the anniversary again. In addition to that, the sentence claims that there is only one chance in a lifetime. The use of the adjective “limited” is a clear attempt of the advertiser to attract the viewer’s attention. After that, some functions and parameters are mentioned. The function “6-speed automatic transmission” uses premodifiers modifying the noun “transmission”. Finally, the whole body copy finishes with the phrase “Make a history yours”, which usually means to make something that will be remembered forever. The phrase then links the reader to their websites.

### **3.1.5 BMW**

The last analysed text attached as Appendix 5 does not represent car advertisement, but a modern technology utilised in the BMW cars. This technology is used for recognition of pedestrians walking on a road at night, thus the targeted audience are probably people who are interested in new technologies. It is composed of a logo and a slogan of the company, picture, headline and a body copy.

The slogan “Sheer Driving Pleasure” located at the top right corner under the logo promises joy and passion of driving and appeals to people who like comfort. Next to the slogan, there is a name of the technology and a link to the web page.

In the middle, there is an image representing a hand of a fortune-teller holding a card and everything is placed on a black background, because the technology is usually used while driving at night. The image together with the text is a metaphor representing

an innovative technology that is able to predict a pedestrian walking on a road at night even before the driver recognise it. The text is composed of one incomplete sentence and explains the meaning of the picture.

Besides the picture, that is the most appealing, there is a body copy that explains the function of the technology. It starts with the name of the company and the technology.

## **3.2 Online version**

### **3.2.1 Volkswagen**

The first analysed advertisement comes from Volkswagen. It is an advertising banner that appeared when a new car named “Rabbit” was launched. The banner is composed of an incomplete sentence to be filled by the reader. Then, there is a sentence that gives you a command to fill the missing word. The missing word is definitely a verb followed by the preposition “like” that represents a simile.

The advantage of this banner and advertising on the internet in general is interactivity. This banner offers to fill a missing word that can be submitted by pressing the button. In the middle, there is an image representing the car that changes into animation based on the entered verb. Some of them are funny which makes them more attractive such as “breed” or “dig”. These verbs are usually used with rabbits not with cars so we can regard it as an example of simile “Like a rabbit” its function is to express the benefits of the car by comparing two things in a more creative way.

The last part includes a logo and an imperative sentence “Breed your own rabbit” which links the reader to another website in a very humorous way. By utilizing the power of playfulness, the advertisement is more attractive and it grabs people’s attention. The visual form of the banner can be found in Appendix 6.

### **3.2.2 BMW**

The next advertisement is a web banner by BMW. It is a static banner that consists of only three short sentences of a text. Most of the modern banners offer an image or animation, the text is not used so much. The reason is the fact that it is considered

awkward to read long texts on a computer screen. This banner also includes the image of a car together with a company logo and a slogan.

The meaning of the text written in the largest font size represents their car as unusual and extraordinary. It is an imperative sentence with the repetition of words. In this sentence, we can also find a linguistic phenomenon called assonance. This phenomenon also occurs in the sentence underneath “The new BMW X3”. The adjective new is one of the most adjectives used in advertising. In the end, there is a sentence giving a command to click on the text if you want to know more or contact the company. Most of the banners have this link to other pages.

### **3.2.3 Alfa Romeo**

The advertising by this Italian company introduces a new car model. The visual part is composed of an image of a car placed on a red background that is more exciting and appealing than any other colour in advertising. Then, there is a headline starting with the name of the car followed by a very short sentence “Pure Alfa Romeo”. The adjective “pure” emphasises the prestige of the company.

The body copy describes the advantages of the car and tries to persuade potential customers by giving some arguments. For instance, the phrase “it’s no surprise” followed by the idiom “to turn heads” claim that the appearance of the car is very attractive. The expression “beautifully crafted” composed of an adverb and an adjective is another appealing aspect. Using this expression affects the reader pleasantly. After that, technologies and functions mentioned here are expressed by technical vocabulary. The car has also been personified through the noun “agility” because this quality is usually associated with living beings. The words that occur here are mostly positive which has a strong emotional impact on the reader. We can also find some compounded words such as “supercar” or “aerospace” whose presence can be highly creative. Extraordinariness of the car is expressed by overall positive vocabulary.

A black coloured strip located at the bottom of the advertisement contains only the logo of the company and the slogan that is written in Italian.

## 4 CONCLUSION

The purpose of the bachelor thesis was to analyse advertising from several points of view. The thesis is composed of 3 chapters, two of them dealing with different aspects of the language of advertising in the theoretical form and one in the practical.

Chapter one is introductory and defines basic terminology related to advertising. The chapter is subdivided into several parts in which other important aspects are described, for example, a brief history of advertising, classification of advertising, form of printed advertising and its structure.

Chapter two deals with advertising from the linguistic point of view. It concentrates on advertising as a type of communication. The chapter consists of two parts, part one provides an outline of communication methods. The second part focuses on some important linguistic means used in advertising and gives their definitions and functions.

The practical part deals with an analysis of several advertising texts both in printed and online versions. This part relies on the findings of the theoretical part to analyse advertisement and identify the occurrence of the linguistic aspects of the individual texts.

It has been observed that advertisements appearing in the automotive industry can be very persuasive. It was proved that the image is crucial in car advertising because it is the first thing the reader notices. The structure of analysed advertisements is similar, at the top or in the middle there is a headline followed by a body copy, a slogan with a logo and some additional information. Most of the car advertisements are aimed at men, which is mostly achieved by using of attractive pictures or words.

The analysis further shows that the use of positive adjectives and adverbs is very common. They express the positive characteristics of the advertised cars. The most utilised adjective is “new” which was used in almost all samples at least once. A few idioms appeared both in the headlines and the body copies. Although there prevail short declarative sentences, they are clear and apposite. From the phonological point of view, assonance and alliteration predominate in the analysed sample. Other phenomena that appeared were personification, metaphor, and simile.

The aim of the bachelor thesis was to identify linguistic means used in advertising and discover their functions. The thesis successfully described and demonstrated them in



practice. The result of this thesis that analysed contemporary advertising could be compared with the results of another work.

Since advertising is interesting and variable phenomenon it would be of great interest to carry out further research comparing other forms of advertising such as billboards, newspaper, or television.

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# LIST OF APPENDICES

## Appendix 1



**THIS IS THE MOMENT  
TO LIVE ANY MOMENT  
THE NEW SEAT LEON**

**WHAT CAR?  
CAR OF  
THE YEAR  
2017**

**TECHNOLOGY TO ENJOY**

### AS READY AS YOU ARE.

Right now you could be at the opera. Or dancing swing. You could be on your way to an important dinner, or grabbing a bite with friends. Because in this moment, you can do anything. The New SEAT Leon – fully equipped with technology like Full LED Headlights and a Wireless Phone Charger. A car that's been designed to let you enjoy the ride, whatever you choose to do. A car that's as ready as you are. The award winning New SEAT Leon. Visit [SEAT.co.uk/leon](http://SEAT.co.uk/leon) to book a test drive.

FOLLOW US ON:     [SEAT.CO.UK](http://SEAT.CO.UK)

Official fuel consumption for the SEAT Leon Range in mpg (litres per 100km); urban 31 (9.1) – 65.7 (4.3); extra-urban 46.3 (6.1) – 74.3 (3.8); combined 39.2 (7.2) – 70.6 (4). CO<sub>2</sub> emissions 164 – 102 g/km. Standard EU Test figures for comparative purposes and may not reflect real driving results.

SEAT Leon 1.0 TSI Ecomotive 115 SE Technology winner of What Car? Best Family Car £18-20k. Car shown is a New SEAT Leon SDR 1.4 TSI 125 PS FR Technology with optional metallic paint, Winter Pack, electric sunroof & LED interior illumination pack, Park Assistance Pack and optional 18" 'Performance' machined alloy wheels.

Retail sales only. Visit [seat.co.uk](http://seat.co.uk) for more information.



## Appendix 2



The advertisement features a close-up of a woman's face with blonde hair and red lips. Her sunglasses have a bright orange frame, and the reflection in the lens shows a silver Toyota C-HR parked on a city street. The car is a 5-door coupe with a license plate that reads 'C-HR'. In the background of the reflection, there are buildings and a clear sky.

**TOYOTA**

ALWAYS A  
**BETTER WAY**

ALL NEW TOYOTA  
**C-HR**  
PERFECT FLOW

SEARCH TOYOTA C-HR



**5** year  
Toyota  
warranty

C-HR Dynamic: 5 door Coupe FWD 1.2 Manual. Official Fuel Consumption Figures in mpg (l/100km): Urban 38.1 (7.4), Extra Urban 55.4 (5.1), Combined 47.8 (5.9). CO<sub>2</sub> Emissions 135g/km. All mpg and CO<sub>2</sub> figures quoted are sourced from official EU regulated laboratory test results. These are provided to allow comparisons between vehicles and may not reflect your actual driving experience. Model shown is C-HR Dynamic: 5 door Coupe FWD 1.2 VVT-i Manual at £25,965. Price excludes metallic paint at £545. Prices correct at time of going to print. Image shown may not be to UK specification. 5 year/100,000 mile manufacturer warranty subject to terms and conditions.

## Appendix 3

NEW JAGUAR F-PACE

**ABOVE ALL,  
IT'S A JAGUAR.**



Welcome to Jaguar as you've never seen it before. Now you can enjoy the dramatic drive and beauty Jaguar is renowned for, with added practicality.

Inspired by F-TYPE, its powerful, muscular looks give the New F-PACE a head-turning road presence. And it delivers the connected steering feel and sharp, responsive handling of a sports car too, thanks to its aluminium double wishbone front and Integral Link rear suspension.

A master of sporting performance and everyday practicality, F-PACE raises the game.

[jaguar.co.uk](http://jaguar.co.uk)

**THE ART OF PERFORMANCE**

Official fuel consumption figures for the Jaguar F-PACE range in mpg (l/100km): Urban 23.2-49.1 (12.2-5.8); Extra Urban 39.8-67.2 (7.1-4.2); Combined 31.7-59.2 (8.9-4.8). CO<sub>2</sub> Emissions 209-126 g/km. Official EU Test Figures. For comparison purposes only. Real world figures may differ.

Appendix 4

**FORGED FROM  
100 YEARS  
OF HISTORY**

**ISUZU 100 SINCE 1916**

**X-RUNNER 4X4 AUTO  
\$46,990 DRIVE AWAY\***

**THE 100<sup>TH</sup> YEAR LIMITED EDITION D-MAX X-RUNNER**

It's been a century in the making. Your once in a lifetime chance to own a piece of history. The 100<sup>th</sup> year Limited Edition D-MAX X-RUNNER is here. It's packing a pumped up 3.0L turbo diesel engine, with 430Nm of torque and a 6-speed automatic transmission. Available in both Cosmic Black and Pearl White, it's loaded with features like a touchscreen display audio system, reversing camera, rear park assist, sports bar and tub liner plus much more.

Make history yours at [xrunner.com.au](http://xrunner.com.au) or visit your local Isuzu UTE dealer today.

**SERVICE PLUS**

**ANCAP Safety ★★★★★**

**ISUZU UTE**  
GO YOUR OWN WAY

**ISUZU D-MAX X-RUNNER**

5-star ANCAP safety rating on 4x4 D-MAX Crew Cab models built from November 2013 onwards, 4x2 D-MAX Crew Cab High-Ride models built from November 2014 onwards. \*Price and ABN includes only, excludes government, Reg., rental & non-profit buyers, includes one year business vehicle registration, CTP insurance, dealer delivery and statutory charges. Available while stocks last. Not available with other offers. \*5 years/\$50,000km whichever occurs first, for eligible customers. Excludes traps and accessories. -The Capped Price Servicing Program ("CPS Program") applies to eligible Vehicles with a Warranty Start Date on or after 1/1/15 at Participating Isuzu UTE Dealers only. The 5 year Capped Price Servicing covers the first 5 Scheduled Services for 16,500 and later vehicle models for up to 5 years/\$50,000km (whichever occurs first). The 3 year Capped Price Servicing covers the first 5 Scheduled Services for vehicle models earlier than 16,500 for up to 3 years/\$4,000km (whichever occurs first). CPS Program is subject to change. For full terms & conditions and current pricing visit [isuzu.com.au/service-plus](http://isuzu.com.au/service-plus).



Appendix 5



The advertisement features a hand holding a tarot card titled "THE PEDESTRIAN". The card depicts a man in a patterned tunic and hat, carrying a bundle on his back, walking across a rocky path. A dog is visible in the foreground. The background of the card shows a sun and a moon. The hand holding the card is adorned with several gold rings. In the top right corner, there are two white boxes: the left one contains the text "BMW Night Vision" and the website "www.bmw.com/uk"; the right one contains the BMW logo and the slogan "Sheer Driving Pleasure".

BMW  
Night Vision  
[www.bmw.com/uk](http://www.bmw.com/uk)

BMW  
Sheer  
Driving Pleasure

THE PEDESTRIAN

*There is a man along your path. . .*

**BMW Night Vision**  
With detection of individual persons before they become visible to the human eye.

## Appendix 6

\_\_\_\_\_ **like a Rabbit.**

(Write on the line to play with the Rabbit)

submit →



Breed your own rabbit



## Appendix 7



**MAKE EVERY DAY  
LESS EVERYDAY.  
THE NEW BMW X3.**

▶ [Click here to contact us.](#)

## Appendix 8



**4C SPIDER. PURE ALFA ROMEO.**

It's no surprise the Alfa Romeo 4C Spider is turning heads. Beautifully crafted from carbon fibre, aluminium and advanced composites, it's a sports car with both remarkable agility and supercar performance. With Formula 1 and aerospace technologies it achieves the perfect balance between elegance and engineering.

*La meccanica delle emozioni.*

