

Advertising Language in Social Media and Newspapers: A Comparative Linguistic Analysis

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Abstract. *Advertisements are examples of written language carefully crafted by human beings to achieve specific communicative goals. The language of advertising serves as a powerful tool for influencing consumer behavior and creating a lasting impact on target audiences. Characterized by its compactness, persuasiveness, and unique stylistic features, advertising language is quite different from everyday conversational language. Effective advertisements employ a distinct and purposeful style, designed to align with the interests of both the advertiser and the consumer.*

This study examines the linguistic features of advertisements published in English across two contrasting mediums: social media platforms, specifically Facebook and Instagram, and traditional newspapers. It explores how the nature of each platform shapes the stylistic and persuasive strategies employed in advertising. A qualitative analysis of selected advertisements from these mediums highlights significant differences in tone, vocabulary, syntax, and rhetorical devices.

The findings reveal that social media advertisements leverage interactivity, brevity, and the incorporation of digital trends to captivate their audiences. These ads frequently use conversational language, emojis, hashtags, and visually engaging content to foster a sense of immediacy and connection with the audience. Their language is designed to be informal, attention-grabbing, and optimized for quick scrolling behavior, reflecting the fast-paced nature of social media consumption.

In contrast, newspaper advertisements emphasize formality, credibility, and the delivery of comprehensive information. They are structured with well-defined headings, detailed descriptions, and often rely on classic rhetorical strategies such as ethos and logos to appeal to their audience's rationality and trust. The choice of vocabulary in newspaper ads tends to be more sophisticated and precise, targeting readers who engage with the medium for in-depth information and reliability.

This comparative analysis provides insights into the evolving dynamics of advertising language in the digital age. Social media platforms and traditional newspapers represent two distinct arenas for advertising, shaped by their audience demographics, medium-specific constraints, and cultural contexts. Social media ads prioritize engagement and trendiness to appeal to a younger, digitally native audience, while newspaper ads maintain a formal tone and authoritative voice, resonating with readers seeking reliable and detailed content.

By investigating the linguistic adaptations employed in these platforms, this paper sheds light on the ways advertisers navigate the unique communicative goals and challenges presented by different mediums. The study contributes to a broader understanding of how advertising language evolves to meet the demands of diverse audiences and technological advancements, reflecting the changing landscape of consumer interaction with media.

Keywords: *advertising language, social media, newspapers, informal, formal, attention-grabbing, reliability*

Introduction

Advertising plays a crucial role in modern communication, combining creativity and persuasion to achieve commercial objectives. Language, a fundamental aspect of human life, serves as the primary tool for communication and relationship-building (Wardhaugh, 2009, p.29). Communication involves transferring ideas from one person to another, and without language,

human interaction and activity would stagnate. Wardhaugh (2009) also asserts that language is what members of a particular society speak, highlighting the interdependent relationship between language and society. Consequently, the absence of language would render society itself nonexistent.

Communication occurs through two primary forms: spoken and written language. This study focuses on advertisements as a notable example of written language created by humans. As Lapanská (2006, p. 37) observes, advertisements appear across various platforms, including radio, television, magazines, newspapers, and digital media.

Several reasons underlie our selection of advertisements for this study:

- **Written communication and technology dependency:** Advertisements exemplify written communication influenced by technological advancements, enabling interaction over vast distances.
- **Transactional discourse:** Advertisements in print media contain transactional discourse, emphasizing the message conveyed from advertisers to consumers.
- **Compact and persuasive language:** Advertisements often employ a distinct, effective style to deliver persuasive messages tailored to attract consumer interest.

In contemporary society, social media platforms (e.g., Facebook, Instagram) and print media (e.g., newspapers) have become popular advertising channels. These platforms are widely utilized by the public and manufacturers to promote products. Advertisements in both media formats vary in type — such as price, brand, or product advertisements — but share the common objective of persuading consumers to make purchases.

This study explores the language of advertisements in social media and newspapers, analyzing how linguistic elements contribute to the overall meaning and impact of advertisements.

Literature Review

The term *advertisement* generally refers to the structured dissemination of information, often persuasive, about products (goods, services, or ideas) through various media. Dyer (2004, p. 58) defines advertisement as any paid, non-personal communication delivered via diverse media by firms, non-profit organizations, or individuals identified in the message, with the aim of informing or persuading a specific audience. Thus, advertisements can be described as the art of sending targeted messages to the public.

From these definitions, it is evident that advertising is a form of mass communication designed to introduce and promote ideas, products, or services. Advertisements aim not only to inform but also to persuade society about the value of the promoted product or service.

The primary motivation behind advertising lies in satisfying human needs. Advertisers focus on how best to present their products or services to their target audience. There are four main types of advertisements:

1. **Price-oriented advertisements:** These highlight attractive pricing to entice consumers, often emphasizing discounts, bonuses, or the lowest price compared to competitors.
2. **Brand-building advertisements:** Also referred to as national consumer advertising, this type emphasizes creating a long-term brand identity. Advertisers aim to establish trust and distinguish their products by promoting superior quality and educating consumers on their proper use.
3. **Institutional advertising:** Also known as corporate advertising, this focuses on building a corporate identity or aligning public perception with the organization's values. It aims to create a positive impression of the company and attract new customers.
4. **Prestige advertising:** Targeting status-conscious consumers, this approach emphasizes high quality and competitive pricing to evoke a sense of prestige and desirability.

Language plays a pivotal role in advertising, shaping consumer behavior and connecting with audiences. While visual design elements enhance attraction, language serves as the core tool for persuading and engaging consumers. Social media platforms and traditional newspapers provide distinct arenas for advertising, shaped by their audience demographics, medium limitations, and cultural contexts.

Kaplan and Haenlein (2010) note that social media advertisements prioritize concise visuals and text to quickly capture consumer attention. In contrast, newspaper advertisements often feature more elaborate narratives to satisfy readers seeking detailed and informative content (Brierley, 2002).

The language of advertising differs significantly from everyday communication, as it serves multiple purposes, including promotion and consumer education (Gaw, 1965, p. 24). Four key characteristics define advertising language:

1. **Purposeful editing:** Advertising language is meticulously crafted to convey a clear and compelling message tailored to the product or service.
2. **Richness and appeal:** Engaging and unique language captures attention and makes messages memorable.
3. **Audience involvement:** The language fosters a two-way connection, encouraging consumers to engage actively with the message.
4. **Clarity and simplicity:** Advertising avoids ambiguity by using straightforward and easily understood terms to reach a broad audience.

In summary, while visual elements enhance the appeal of advertisements, language remains central to effectively conveying messages and influencing consumer decisions. Advertising language is marked by creativity, engagement, informativeness, and persuasiveness. Key linguistic features include:

- **Compound words:** Frequently used to describe products in terms that become part of everyday language, e.g., *competitively priced*, *long-lasting*, *top-quality*, and *chocolate-flavored*.
- **Adjectives:** Essential for creating prestige and appeal, adjectives like *elegant*, *luxurious*, *fresh*, and *improved* evoke positive associations.
- **Imperatives:** Commands prompt action, such as *Visit our site* or *Call now*.
- **Repetition:** Reinforces key ideas, often by repeating the brand name or central themes.
- **Suggestive predicates:** Words like *imagine* or *wonder* stimulate curiosity and engagement.
- **Slogans:** Memorable phrases, like *Nike: Just Do It* or *The North Face: Never Stop Exploring*, are central to brand identity.
- **Humor:** Adds a positive, relatable dimension, delivered through verbal or visual elements.
- **Neologisms:** Newly coined terms, such as *Schweppervescence* or *wonderfuel*, add novelty and intrigue.

These linguistic strategies collectively enhance the effectiveness and appeal of advertisements, making them impactful tools of communication.

Methodology

This study utilizes qualitative content analysis on a purposive sample comprising 20 English social media advertisements (Facebook and Instagram) and 20 newspaper advertisements (from ''The Guardian'', ''The New York Times'', ''The Washington Post''). These newspapers cover a broad spectrum of news, from general reporting to specialized topics like business, politics, culture, fashion, technology, food. We have selected the examples for our study from the food industry, technology industry and fashion industry. A linguistic framework focusing on lexical choices, syntactic structures, and rhetorical devices was employed to analyze the data.

Findings and Discussion

1. Lexical Choices

Social media (Facebook, Instagram) ads exhibit casual, conversational language with the frequent use of **slang**, **emojis**, and **hashtags** to resonate with younger audiences. Conversely, newspaper ads maintain a formal tone, using industry-specific jargon and technical terms to ensure credibility.

Facebook, Instagram Ads:

- "🌟 Upgrade your wardrobe this season! Shop our exclusive Winter Collection now and enjoy 50% OFF. ❄️ Limited time only! Click below to grab your favorites before they're gone. 🛒 [Shop Now Button]"
- "Craving pizza? 🍕 Get 30% OFF on all orders this weekend! Fresh ingredients, mouthwatering flavors. Order now and get it delivered hot! 🚗🔥 Click here to satisfy your cravings. 📌 [Order Now Button]"*
- "Your upgrade is here! 🚀 The SmartPro Ultra 12 redefines speed and style. 📷 Stunning photos with its advanced AI camera. Don't wait—hit the link in bio to pre-order now. 🌟 #TechGoals #SmartPro12"

Newspaper Ads:

- **The Guardian (UK), Food Section, December 2, 2024**
"Discover the taste of tradition with our hand-crafted pies. Made from fresh, local ingredients. Available now at The Old Bakery – where every bite feels like Sunday dinner."
- **The Washington Post, Technology Section, December 3, 2024**
"Revolutionize Your Home with the Smart Thermostat by Nest. Control Your Comfort from Anywhere. Save Energy. Save Money."
- **The New York Times, Fashion Section, December 4, 2024**
"Timeless Elegance - Discover the Fall Collection"
Step into the season with a fresh look. Our Autumn-Winter 2024 collection offers a perfect blend of classic styles and contemporary trends. From tailored coats to plush knitwear, elevate your wardrobe with pieces designed for both comfort and sophistication. Visit us at 5th Avenue or shop online at www.brandname.com. **Limited-time offer: 20% off your first purchase.**

2. Syntax and Sentence Structure

Social media advertisements favor short, snappy sentences and bullet points for easy readability, aligning with users' scrolling behavior. For instance, an ad for a smartphone or gaming console might state:

- Capture life!
- Share instantly!
- Stay connected!
- Upgrade now!
- Get yours now!
- Play like never before!

Facebook, Instagram Ads:

- "Experience next-level gaming with the TurboX Console. Seamless graphics, ultra-responsive controls, and exclusive games. Ready to play? **Get yours now!"**
- "Unleash the power of innovation with the new XPhone 14! Lightning-fast performance, sleek design, and a camera that captures every moment in stunning detail. **Upgrade now!"**
- "Level up your gaming experience with the XYZ Console. Stunning graphics, lightning-fast load times, and a library of epic games. **Play like never before!"**

In contrast, newspaper ads prefer complex sentence structures, such as:

The New York Times, November 29, 2024

- "Our state-of-the-art smartphones offer unparalleled imaging capabilities, ensuring you capture every moment in stunning detail."

The Guardian (UK), November 30, 2024

- *"Step into elegance with the timeless beauty of Chanel's latest collection. From runway to real life, discover your signature style with our iconic pieces by visiting our boutiques or shopping online today."*

3. Rhetorical Devices

Both mediums use rhetorical devices, but their application differs:

- **Social Media:** Humor, irony, and direct appeals dominate.

Examples:

- *"Warning: Side effects may include uncontrollable smiles 😊."*
- *"Savor the flavor of our signature burgers – juicy, tender, and made just for you. 🍔🔥 #BurgerLovers #GrillMaster"*
- *"Fuel your day with our nutrient-packed smoothie bowls. Packed with antioxidants, only the best for you! 🍓🥑 #HealthyEats #SuperFood"*

- **Newspapers:** Appeals to ethos and pathos are common, often employing testimonials or data.

Examples:

The Guardian (UK), November 30, 2024

- *"95% of users recommend our eco-friendly detergent for its superior cleaning power."*
- *"Make a difference with every outfit. Introducing the new sustainable fashion line by Patagonia. Made with 100% recycled materials and designed for the conscious consumer. Fashion that doesn't cost the earth."*

The Washington Post, November 30, 2024

- *"End of Season SALE! Up to 50% off on all winter collections. Cozy up in our stylish coats, boots, and sweaters. Hurry, limited time only!"*
- *"The Original Custom Socks – Over 1.3 Million Sold! Looking for the perfect gift or a unique way to express yourself? Transform your favorite pet photo into a cozy, one-of-a-kind pair of socks! With our wide selection of styles and vibrant designs, your feet will stand out in comfort and creativity. Order today and join the millions who've already made their steps unforgettable! "*

4. Visual Integration

Social media ads are inherently multimodal, integrating visuals, videos, and clickable elements with text. Newspaper advertisements, while often featuring visuals, rely heavily on text for detailed descriptions.

Examples:

➤ Social Media

"Experience Timeless Elegance – The New Spring Collection by ZARA. Available Exclusively at Lumina House 89, New Bond Street, LONDON W1S 1DA. Accompanied by a vibrant image of a model wearing the collection in a chic urban setting."

➤ Newspaper:

"Pencil Skirts Just Got More Fun - Knee-length skirts come alive with playful colors, patterns and textures - Photography by Fujio Emura for The New York Times / Styling by Sarah Endejas December 3, 2024"

5. Interactive Features

The language in social media ads is designed for interaction, with phrases like *"Click below to learn more"* or *"Tag a friend who needs this!"* Newspaper ads lack this feature, emphasizing direct calls to action, such as *"Visit our nearest store today."*

Examples:

Social Media

- *"Meet the new SmartPro Ultra 12! Sleek design, ultra-fast processing, and an unbeatable battery life. Pre-order today and get free wireless earbuds! **Tap below to learn more.** [Pre-order Button]"*

The New York Times

- *"Enjoy a fresh, homemade breakfast! Start your day with our organic, locally sourced eggs and bacon. Visit Sweetgrass Café for a taste of home."*

Conclusion

While studying the advertisement language in social media and newspapers we have found lots of examples which are designed to be engaging, concise, and visually appealing, with a focus on key product features and a call to action. These examples highlight how social media ads utilize direct calls to action, casual tone, emojis, and hashtags to create an engaging and interactive experience tailored to their platform. They are inspired by the typical strategies used in newspaper advertising to appeal to specific audiences with engaging visuals, clear benefits, and urgency to act.

In conclusion it should be mentioned that the linguistic features of advertisements in social media and newspapers reflect their adaptation to medium-specific requirements. Social media ads employ casual, interactive, and concise language to captivate a younger, tech-savvy audience, while newspaper ads utilize formal, detailed, and credibility-driven language to appeal to an older, information-oriented demographic. As the digital landscape evolves, understanding these linguistic nuances can guide more effective cross-platform advertising strategies.

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რეკლამის ენა სოციალურ მედიასა და გაზეთებში: შედარებითი ლინგვისტური ანალიზი

ნახუცრიშვილი ეკატერინე

იაკობ გოგებაშვილის სახელობის თელავის სახელმწიფო უნივერსიტეტი

აბსტრაქტი

რეკლამა ადამიანის მიერ სპეციალური კომუნიკაციური მიზნების მისაღწევად ყურადღებით შემუშავებული წერილობითი ენის ნიმუშს წარმოადგენს. სარეკლამო ენა ძლიერი ინსტრუმენტია, რომელიც მომხმარებელთა ქცევის გავლენისა და მიზნობრივ აუდიტორიებზე ხანგრძლივი შთაბეჭდილების შექმნის შესაძლებლობას იძლევა. ის ხასიათდება კომპაქტურობით, დამაჯერებლობით და უნიკალური სტილისტური მახასიათებლებით, რაც მას მნიშვნელოვნად განასხვავებს ყოველდღიური კომუნიკაციური ენისაგან. ეფექტური რეკლამა გამოირჩევა განსაკუთრებული სტილით, რომელიც ორივე მხარის — რეკლამის დამკვეთისა და მომხმარებლის — ინტერესებს პასუხობს.

ნაშრომში განხილულია ინგლისურ ენაზე გამოქვეყნებული რეკლამების ლინგვისტური თავისებურებები ორ განსხვავებულ მედია საშუალებაში: სოციალური მედიის პლატფორმებზე, კერძოდ Facebook-სა და Instagram-ზე, და ტრადიციულ გაზეთებში. აღნიშნული მედიასაშუალებებიდან შერჩეული რეკლამების თვისობრივი ანალიზი ავლენს მნიშვნელოვან განსხვავებებს სარეკლამო ტონის, ლექსიკის, სინტაქსისა და რიტორიკული ხერხების გამოყენების თვალსაზრისით.

კვლევის შედეგები ცხადყოფს, რომ აუდიტორიის ყურადღების მიპყრობის მიზნით სოციალური მედიაში არსებული რეკლამები იყენებს ინტერაქტიულობას, მოკლე ფორმატს და ციფრულ ტრენდებს. ასეთ რეკლამებში ხშირად ვხვდებით არაფორმალურ ენას, ემოჯებს, ჰეშთეგებს და ვიზუალურად მიმზიდველ კონტენტს, რაც ხელს უწყობს აუდიტორიასთან კავშირის შეგრძნებისა და უშუალოების შექმნას. მათი ენა არაოფიციალური, მიმზიდველი და სოციალური მედიის სწრაფი მოხმარების ოპტიმიზირებული ფორმატითაა შედგენილი.

ამის საპირისპიროდ, საგაზეთო რეკლამები აქცენტს აკეთებს ფორმალურობაზე, სანდოობასა და დეტალური ინფორმაციის მიწოდებაზე. ისინი გამოირჩევა მკაფიო სათაურებითა და დეტალური აღწერილობებით და ხშირად ეყრდნობა კლასიკურ რიტორიკულ სტრატეგიებს, რათა აუდიტორიის რაციონალურობასა და ნდობაზე მოახდინოს ზემოქმედება. საგაზეთო რეკლამებში გამოყენებული ლექსიკა უფრო დახვეწილი და ზუსტია, გათვლილია მკითხველთა იმ სეგმენტზე, რომელთაც სიღრმისეული და სანდო ინფორმაციის მოპოვება სურთ.

ზემოთაღნიშნულ პლატფორმებზე გამოქვეყნებული რეკლამების ანალიზი ცხადყოფს თუ როგორ ახერხებენ რეკლამის ავტორები სხვადასხვა მედიასაშუალებების უნიკალური კომუნიკაციური მიზნებისა და გამოწვევების მართვას. ეს კვლევა ხელს უწყობს რეკლამის ენის ევოლუციის ფართო გაგებას, რაც ასახავს მედიის ტექნოლოგიურ პროგრესთან და აუდიტორიის მოთხოვნებთან ადაპტაციის პროცესს.

საკვანძო სიტყვები: სარეკლამო ენა, სოციალური მედია, გაზეთები, არაფორმალური, ფორმალური, მიმზიდველი, სანდოობა