

# Communication in Advertising



## Language

KEYWORDS :

**Yahya Ahmed Alfagier**

Ph.D. scholar in English language, SRTM UNIVERSITY –Nanded

### ABSTRACT

*The communication of advertisement, it is one of everyday activities enables human life complete. Human communication is difficult to define because it depends on experiences of individuals and many factors. There are five senses in human communication which are sense of sight, touch, smell, hearing, and taste but Human communication in advertising is created by the ability of introducer and the layout of the designer which pervades the human condition. It is everywhere in any kinds of human activities.*

The world communication came from Latin word ( meaning to share ) . It is the activity to conveying information through the exchange of thoughts , messages , or information , as by speech , visuals , signals , writing or behavior . ( Wikipedia website ) .

Pragmatic define communication any sign –mediated interaction that follow combinatorial , context –specific and content – coherent rules.

#### Effecting your Audience:

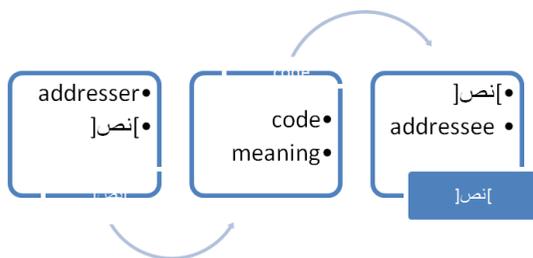
Successful communication in advertisement involves focusing on a certain audience with information that meet the group's needs. There are three main reactions that a good advertisement can trigger from these intended viewers . The first response is emotion , getting the target audience to feel something because of your message secondly , you can't potential customer to think about what you have to say . And the third objective to encourage them to take action , such as purchasing your product .

#### Advertising as a kind of communication :

According to( Widoon 2003) , human language “serves as means of cognition and communication . It enables us to think of ourselves and to cooperate with other people in our community ( Widoon 2003-3).

#### The process of Communication :

According to ( Janallapsorka 2006 -17) communication is the process between at least two sides –the addresser ( transmitter speaker or writer ) and the addressee ( receiver –listener or reader ) between three to participants , the code meaning(formation is proceeds given context of situation .



From this graphic representation we clearly see that in case of advertising the addresser is the copywriter, and the addressee is the reader, the code ( in the case of press advertising ) is long and some sort of visual code .

#### Verbal and non-verbal communication in advertising:

In the various media communication for example television cinema , radio , billboards and electronic media like internet , also print media which covered skywriting , press ( magazine , newspapers , printed leaflet ) , advertising in public transport , floating advertising in blips and balloons and many other possibilities to product in public , so verbal language I concerned with words. It I not a synonyms for oral or spoken language.

Nonverbal language (wordless) message can be sent or received

through any sensory channel. Visual perception, sound, mill, touché, taste through gesture, boy language or posture, facial expressions and eye gaze. Objective communication such as clothing, hairstyle or even architecture (Wikipedia. orang).

#### The language as a system of symbols and complementary function:

The first: the communicative function (which is the interaction between individuals to achieve humanitarian meeting) .The second: Occupation abstract (an expression of abstract ideas through the media symbols with meanings.)Perhaps this understanding to pay rights to develop a system of messages to communicate with others such as language, image, behavior, symbols, and others.

Goes Chomsky that language format symbolic of communication, and our use of them closely linked structures of social, has sparked It problematic language as never have before, taking advantage of the changes brought about by the humanities in general, and linguistics, especially in the speech - or sent, after it was speech Just message based on the sender and the addressee (the reader - receiver) to deliver the goal of the message, you see that this receipt is no longer only goal of the language, the language has become have its heyday exceed this goal into multiple other purposes.

#### The psychology of advertising:

The process of communication advertising of important processes and complex, with aims Declaration as a communication process masses to provide them with information about the Item (draw their attention), and create a perception of adequate them to have the means and widespread (lure consumers attendance on the goods), and use many methods to influence individuals and groups of different cultures, needs and motivations, and in accordance with developments in social, economic and political.

Highlights the difficulty of communication advertising in that each individual is surrounded by a number of advertising messages and advertising, for this we find notice selective for a number of these messages, and omits all other messages, and therefore based on sending ad is keen to attract the attention of potential consumers and to raise the attention of consumers is potential.

The first step in the communication process advertising after exposure to the means of advertising, is the perception of the announcement (fixed and non-fixed), or in other words, pay attention to him, and cause this process to the steps of other processes , attention and provoke desire, and a response to the target, then more effective advertising and influence.

It can by advertising to inform the consumer, in a concise manner, focused on ideas for the entire transmitter to broadcast, so keen on trendy style consistent with the momentum of life and severe advanced, “The Declaration reveals the lifestyle of developed societies that are not up to this level only by working, production and innovation, it is not individuals can in developing countries only tradition and amenable to this approach to

life, has invested public institutions concerned to contact this gap to penetrate the minds of individuals and their emotions introduced consumer models simulate life in the developed countries

The advertising content and suggests its sheen is the material to achieve the communication process impart information and communication, and is between two parties: a contagious advertising message and recipients, and pulls this message recipient or the future to link this content ideas in his mind recipients to simulation model which pour message in souls, and in this feed motivated stored willing to nail mold offered by advertising media, majority of these ads (fixed and non-fixed) is inspired by Western civilization, we note that recipients acquiesce to the effects of this letter in an attempt identification with the sender or associated, comes the intense and poignant message, penetrate the consciousness directly, and accumulate in the mind without the need to meditate, or analysis, it is important emotion to this letter, and surrender to its effects

#### Difficulty of communication:

Sometimes you find it difficult to communicate because you are comfortable discussing a subject for example if you have bottled-up emotions and one stressed. You may not feel like communicating because you're physically unwell yourself, so communicating is more than just what we say. It is how we say things and what we understand from what is said to us. Sometimes it can be difficult to know to communicate with the people around us, especially if you need to discuss something unpleasant or you are unsure whether the person will understand what you say.

Sometimes it can be difficult to know how to communicate with the people around us, especially if you need to discuss something unpleasant or you are unsure whether the person will understand what you say. According to the communication theory in 1970s and 1980s applied linguistically-mined literature scholars produced a substantial body of analyses of literary texts, particularly in the Anglo Saxon.

#### Discourse community and communication:

The primary function of language is communication. Communication as social and psychological activity depends on many more aspects of human life, such as communication situation familiarity of the text and the content, background knowledge, society and so on.

When we listen to for example, an utterance we try to activate our background knowledge in order to infer its meaning. The problems arise, however, when there is a mismatch between our prediction and what actually takes place that is misunderstanding of the intended meaning of the utterance.

The reason for this is that the utterance we listened to doesn't conform to our norm of expectation (widows on, 1984).

There is much about man that we don't understand, therefore there must be much about persuasion that we don't yet understand (Anderson, 1971).

Human beings communicate among themselves for various purposes. This public communication proves the bias of all that we call social people communicate to ask to help, to give order, to make promise, to prove entertainment to express their ideas and to persuade. Much of the communication, whether we like it or not, people it is intended to persuade someone, to change his attitude or the way he behaves (MacGuine - 1069-262)

#### Summary of the study:

Effective communication skills include active listening, verbal communication including asking questions, non-verbal communication, paraphrasing and summarizing.

Clarify the message/information you want to communicate in your own head first. Know what and how you are going to say it. Otherwise it is impossible to send it accurately and confidently.

Plan and prepare the information taking into account your objective and the receivers of the information.

Articulate the message using appropriate language. Keep the message focused.

Listen actively and openly to the feedback received. Focus on what they are telling you - not on your own thoughts. Allow others to express their points and feelings. Don't interrupt and jump in.

Ask questions to understand the listener's concerns, frame of reference, beliefs and so on. People attempt to explain and control the human communication.

## REFERENCE

- Bach, G. & Wyden, P. 1969. *The intimate enemy*. New York: Avon Books, 1968. | Barke, M. 1983. Personal communication. April. | Bateson, G. 1971. *Steps to an ecology of mind*. New York: Chandler. | Berne, E. 1964. *Games people play*. New York: Grove Press. | Broderick, C. B. 1982. | Burr, W. R. 1976. *Successful marriage, a principles approach*. Homewood, Illinois: The Dorsey Press. | Calden, G. 1976. *I count -- you count*. Niles Illinois: Argus Communications. | Dreikurs, R. & 1976. | Goldson, R. M. ed. 1984. *Longman dictionary of psychology and psychiatry*. New York: Longman. | Gordon, T. 1970. *Parent effectiveness training*. New York: Wyden. | Gottman, G. M., Gonso, N. J. & Markman, H. A. 1976. *A couple's guide to communication*. Champaign, Ill.: Research Press. | Haley, J. 1963. *Strategies of psychotherapy*. New York: Grune and Stratton. | Hanks, M. D. 1974. *The gift of self*. Salt Lake City, Utah: Bookcraft. | Reusch, 1973. | Reusch, J. & Bateson, G. 1951. *Communication: The social matrix of psychiatry*. New York: W. W. Norton | Satir, V. 1972. *Peoplemaking*. Palo Alto, Calif.: Science and Behavior Books. | Watzlawick, P. Bevin, J. & Jackson, D. 1967. *Pragmatics of human communication*. New York: Norton. |