

Investigating the Stylistic Features of Advertising: Ad Design and Creation

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Abstract : Language has a powerful influence over people and their actions. The language of advertising has a very great impact on the consumer. It makes use of different features from the linguistic continuum. The present paper attempts to apply the theories of stylistics to the analysis of advertising texts. In order to decipher the stylistic features of the advertising discourse, 30 advertising text samples designed by MA Business students have been selected. These samples have been analyzed at the level of design and content. The study brings insights into the use of stylistic devices in advertising, and it reveals that both linguistic and non-linguistic features of advertisements are frequently employed to develop a well-thought-out design and content. The practical significance of the study is to highlight the specificities of the advertising genre so that people interested in the language of advertising (Business students and ESP teachers) will have a better understanding of the nature of the language used and the techniques of writing and designing ads. Similarly, those working in the advertising sphere (ad designers) will appreciate the specificities of the advertising discourse.

Keywords : the language of advertising, advertising discourse, ad design, stylistic features

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