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Abstract

The bachelor thesis deals with the analysis of the language in advertising on considered samples of contemporary advertising. It analyses the concept and origin of advertising, its history and categorization. The practical part analyses modern advertisements. The thesis unifies the theoretical and practical knowledge about the advertising and its language.

Keywords

Advertising, promotion, history, psychology, communication, discourse

Abstrakt

Tato bakalářská práce pojednává o rozboru jazyka reklamy na daných příkladech současné reklamy. Rozebírá a analyzuje reklamu jako takovou, její historii a klasifikaci. Praktická část rozebírá aktuální příklady reklamy. Práce shromažďuje teoretické a praktické znalosti o reklamě a jazyce v ní obsažené.

Klíčová slova

Reklama, propagace, historie, psychologie, komunikace, diskurz

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V Brně dne

.....

Ondřej Šutera

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Introduction

The advertising is in global meaning one of the topics which influence every human being on this planet. Every social class without exception is a customer of some kind of advertising. There is probably no chance to not be involved in this area or not even imagine the world, as we know it, without advertising. TV spots, the radio, the Internet, billboards, newspapers or posters on every bus stop. Even if you look around yourself at any moment of your life, you are compelled and exposed to see one of these ways to sell or offer goods or services. Moreover, advertising has experienced enormous growth simultaneously with the rapid growth of technology. In the last 20 years, advertising accomplished more considerable advancement than in the last two millenniums. However, I will return to this topic of history later.

The primary reason for the choice of this topic is its complexity. This topic includes psychological, economic, linguistic and commercial aspects, in which I am interested. Furthermore, I would like to learn some new information about the advertising and share this information with others.

Advertising is not based only on the design of posters, billboards or on the production quality of TV spots. Slogans and catch phrases, together with the text describing the product or offer are the features that are recognized long years after starting the campaign. One of these could be an example of Apple advertisement: “Think different” or Nike advertisement: “Just do it”. This is exactly what these brands made recognizable in common with their products.

The main topic and aim of this work is not only the structure advertisement but linguistic aspects of advertising texts. I would like to analyze features and means which influence customers in the decision of using the product or not. The industry in which I would like to deal with this problem is mobile technology. However, it is necessary to introduce and share basics about advertisement and then analyzing of single aspects of chosen commercial texts.

1 Advertising

Advertising itself has many definitions, for demonstration, I can present some of the most common.

According to The Economic Times, “Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK.” (Advertising, n.d.).

Bovée and Arens (1989) stated in their book, “Advertising is the nonpersonal communication of information, usually paid for and usually persuasive in nature, about products, services, or ideas by identified sponsors through various media.”. (p.5).

The third example of description, “Advertising is attempting to influence the buying behavior of your customers or clients by providing a persuasive selling message about your products and/or services.” (Ward, 2016).

There are many same or very similar aspects of these three definitions. All three results in nonpersonal messages for customers in order to compel them to buy a product or service. It is visible, that face-to-face advertisement, which was distributed by the door-to-door vendor, is obsolete and customers defend their privacy. On the other hand, massive printed and media advertising is definitely cheaper and more effective. But nonpersonal, originally, means a group of people, which can be divided by age, hobby, job or only one intention. Second important aspect is, that most advertising is paid for by sponsors. Large commercial companies used media to carry their commercials, otherwise, advertisement of social organizations (The American Red Cross or UNICEF) are not paid for, and their function is sharing as only public service.

The origin of the word “to advertise” in the meaning of verb comes from Old French “advertiss”, present participle stem of advertir (earlier avertir) which means “make aware, call attention, remark”. However, the basis came from the latin word “advertere” which means “to turn award” (Advertise, n.d.).

2 Evolution of advertising

The development of advertising has already started in ancient times of Egypt, Greece or Rome. Egyptian used papyrus for offering food in the markets. References to political campaigns in Roman cities and posters of wanted, lost or found were used in Greece. Equivalent progress and means of advertising were found in Asia. Shops usually had calligraphic signboards to present their goods, already during the Song dynasty in 10th century. Nevertheless, this is not very old, in regard to hints in Indian rock art paintings dated 4000 BC.

2.1 Medieval advertising (10th -13th century)

Knowledge of medieval advertising is based on written reports. Only a fragment of physical artifacts with written signs and offers has been found. In the 10th century, many travelogues refer to long-distance and local market in central Europe, especially to profitable market with slaves in important economic centers and cities. These travelogues were usually ordered by Arabic leaders from Iberian peninsula to get detailed information about the rest of Europe.

Medieval demographic transition and explosion of the population between the 10th and 12th centuries have led to improvement and growth of economy and formation of new states. Powerful economic strength has grown in destinations with the long-haul trade. Information about advertising has been found in Italy (Venice, Genova or Florence), Germany and large centers of Europe (London, Amsterdam, Paris, etc). Many authors emphasized the role of verbal and rhetorical speech because markets were crowded by barkers and other producers of spoken advertisement.

2.2 Origin of modern advertising (16th – 18th century)

Mostly wholesale advertising is an important part of the first published newspapers in Europe, since the 17th century, even the first leaflets were printed and daily used in the 16th century. The USA was not behind the Old World, for instance, Boston Newsletter (1704) or Philadelphia Gazette (1729). Advertising was distributed in public press or specially printed press which contains only advertisements. Printed advertising complemented means which were mentioned in the previous chapter. The

number of copies of these newspapers was only in thousands of copies. Even if we realize that one copy was read by several readers, the final impact was not so massive. However, in contrast with medieval advertising, this way had a character of communication between the ordering party and a larger group of customers. At the end of 18th century, advertising had perfect initial conditions for the inception of contemporary advertising.

2.3 Advertising in the first modern media (19th century)

In 1833, The New York Sun has been published and its popularity has rapidly grown and at the end of the century, many daily newspapers have been printed in millions of copies. Every copy included the part with advertisements. In contrast with predecessors from the 18th century, advertisements were shorter and included striking sentences. The design was simpler and contrasting. The USA tried to make the language of advertising more conversational and humorous. Advertising was inserted in columns and every single advertisement has started with capital letters used in the first line and creators started to experiment with the repetition of words, phrases and other similar lexical instruments.

Advertising has started to be an instrument for reducing the price of publishing the newspapers. In the second half of the 19th century, Émile de Girardin, one of the first media theorist, formulated the crucial thesis that “newspapers must be paid by advertising”. Since this moment, this relationship between advertising and media is accepted by other modern media. Subsequently, advertising agencies have grown and created a standard string: ordering party, advertising agency, strategy and creative solution, distribution and allocation of final advertisement. This could be considered as the beginning of modern advertising. At the end of the 19th century, billboard, cinema and magazines advertising has expanded. Another expansion was the development of advertising in shopping centers which were opened in the USA in the second half of the 19th century. The product from different brands was gathered on uniformed areas, so producers had to create unique logos and phrases, so-called “catch-phrases”, which distinguish every product from others. These phrases have a single task to capture customer’s attention. Later, these words have become slogans of their companies or products in the next century and the majority has lasted until now.

2.4 The 20th century and beginning of individual brands (The first half of 20th century)

The turn of the century changed the whole concept of advertised products. They had lost their anonymity and begun to have a new individuality with their name and logo. Cans of rice started to have a picture of a black man and the product had a name The Uncle Beans, or well-known Campbell’s soup in a can. The radio noticed a new advancement when agencies have discovered the new possibility to insert advertisements before and after the show or programme and engage target group’s attention. Advertisements are easily recognizable and can be repeated, so their phrases can also be remembered easily. This advantage was especially used by hygienic companies, for instance, Colgate-Palmolive and similar producers started to target their advertisements directly on women who usually bought these products. This was the start of so-called soap-opera. This method was used without any significant changes in television after their massive development.

After the industrial expansion at the beginning of the 20th century, names like Max Grundig, Werner von Siemens, or Tomáš Baťa have not been people who sat in offices in their company, because these companies started to be joint-stock companies or public limited companies, consequently names of companies like Grundig, Siemens or Baťa are only remains of their founders. These stores with their brands were located in large shopping centers and customers gained the trust of these brands.

One of the last aspects which formed modern advertising was a psychology. Psychological knowledge has been projected in creating new advertising procedures, catchwords, design. Unfortunately, the next example of this is the propaganda during the World War I and II.

2.5 Advertising connected with marketing philosophy, TV and other media (The second half of the 20th century)

The economic miracle when European countries and the USA have enormously developed since 1945 contributed to the growth of the standard of living. The USA bridged the crisis of the 1930s and Europe remedied itself from damages caused by the World War II. Businesses tried to sell everything with aggressive techniques and simple effective advertising. In the 1960s, the television made progress all over the world and new forms of advertising could start and it was a phenomenal change. Marketing and advertising have been preferred to production and manufacturing, and a product was a conflict of interest. The seventies with the first energy crisis meant the customers struggle, thus companies had to focus on the best selling products and their advertising and adjustment to customers. This crisis has continued and research, advertising and psychological surveys analyzing the will of customers have been significant aspects of modern business.

3 Classification of advertising

Categorization of advertisements is essential because there is not any universal aspect which determines how the advertising is covered or distinguished. There are several means how to classify the advertising. All of them are similar, nevertheless, the difference between them is not negligible. We can demonstrate these categories with the respect to factor distinguishing advertisements.

3.1 Classification by target audience

Every advertisement is usually targeted only on one type or group of audience. For instance, when Christmas is coming, television commercials, especially in early morning hours when children watch fairy tales and TV Shows, offer more advertisements with toys than in any other season of the year. Another example could be advertising of hygienic products or makeup which are preferred by women rather than men. Because of many target groups, there are only two major classes, consumers, and businesses.

3.1.1 Consumer advertising

Nearly all the advertisements we can see on television, in newspapers, magazines or hear on the radio. These advertisements are directed at customers and potential buyers of the offered product or service and they are sponsored by producing company or the dealer who tries to sell this product or service. Customers usually buy this product for themselves or for others. In case of an alcoholic drink, the purchaser is usually the user, but in case of food for your pet, the user is usually different than the purchaser.

3.1.2 Business advertising

This type of advertising is for most people invisible or meaningless because it is directed on a group of people who are involved in a certain business. These advertisements are usually placed in magazines focused on a certain group of business which usually comes by post to directly included people. For instance, plumbers or masons will get different advertisement than lawyers or real estate brokers. Business advertising might be divided into three types: industrial, trade and professional.

Industrial advertising, as it was mentioned before, is mainly offering and advertising goods, machines, plants or tools to manually working people. The prize is usually lower than the retail offers and the range of goods is more advanced for the demand of professional workers.

The trade market is usually in the relationship between a manufacturer and a dealer. Large companies use this form of advertising in order to stimulate dealers to sell their goods. One of the examples can be brewery Heineken. They provide or offer to dealers the range of additional goods into stores or restaurants to motivate the final customer to get the beer. People instantly know about the beer when they enter the store and they recognize the logo on the fridge of green posters with the famous logo.

Professional advertising is very similar to the previous form of advertising. The only difference is that the target group are not dealers in the sale, but professionals in their profession. It can be seen in the waiting room of every dentist or dental specialist. This advertising of enormous companies offers their goods to dentists, lawyers or teachers for offering and recommending this stuff to their patients, clients or students.

3.2 Classification by area of influence

UNICEF has advertisements all over the world and every country knows the commercial of McDonald's cheeseburger, however the local store with one type of yogurt or beer usually has only one advertisement in a tenth of meters around itself. For this reason, we can divide advertising into four types which depends on the covered area of posting their advertisement: international, national, regional and local advertising.

3.2.1 International advertising

This form of advertising is directed on the market abroad. The reach of these companies is global and their advertising is same in every country, except advertisements. Advertisements of these companies usually offer the same product, but the advertisement is adjusted to every single country, because of the differences in moral, ethical or religious values of every country. Therefore, it usually happens that everyone, during travel, finds billboards of McDonald's or advertisement of Rolex in the magazine in every single country in the world.

3.2.2 National advertising

Manufacturers and companies which are not so economically powerful and rich to expand on the international or foreign market. These brands are successful and well-known in the national area and are sponsored and provided by national advertisers. This advertising is mainly in television during the prime-time or in the national radio. It dominates in smaller countries where local brands are beside the powerful and global brands.

3.2.3 Regional advertising

This advertising is mainly located in smaller regions where these brands are dominant. The example of this is the group of Londoner Narrative Billboards. These billboards tell the sad stories of former Londoners, for instance: “London is great if you are young and rich. I am neither”. This statement was made by a furniture maker who relocated from London after unsuccessful business in this city. It could be one of the unusual examples of regional advertising. A more familiar instance of this advertising is a regional radio which inserted advertisement only from local producers or services.

3.2.4 Local advertising

Many local stores, automobile dealers, bars or cafés use local advertising for the purpose of offering their goods, cars, and services. They know that their potential clients are mainly people who live nearby of them. Their advertisements are not usually designed and provided by catch-phrases. They mainly contain the direction to store, distance and usually one or two offered products with their price. In the past, every current global company started as a local business and one of their masterpiece, which made them very successful, was a catchy advertisement and the idea.

3.3 Classification by medium

The medium, in this case, is meant as any paid mean of any advertisement. This medium is used as an intermediary between company and customers. There are many of them, they vary in the number of influenced people.

3.3.1 Television

The main advantage of television advertising is the possibility of many ways of presenting the product which is usually used in the advertisement. The customer can see the product from many points of view and its functions or properties. Television advertising usually uses many useful points to change the behavior of customers. In general, creating successful advertising campaign required an effective and good script which display strong aspects of the product and keep customers' attention.

According to the server Allbusiness.com, the advantages of television advertising are:

- TV reaches a much larger audience than local newspapers and radio stations, and it does so during a short period of time.
- It reaches viewers when they are the most attentive.
- It allows you to convey your message with sight, sound, and motion, which can give your business, product, or service instant credibility.
- It gives you an opportunity to be creative and attach a personality to your business, which can be particularly effective for small businesses that rely on repeat customers. (Allbusiness Editors, 2016)

On the other hand, the main disadvantage is the cost of the advertisement. Hiring producers, scriptwriters, actors and film editors are only the first step. The main airtime, effective repetition and scheduling your advertisement is the most expensive cost.

3.3.2 Radio

The radio has more options for the covered area. Despite the television, which is mainly national, more radio channels are local so smaller companies or businessmen have a possibility to place their advertisement in low price. In general, radio is a low-cost medium compared to the cost of press or television and radio advertisement can be simply made by one person or a production company in case of a more complex advertisement. The main disadvantage is the emotional impact of radio advertising because the advertisement is usually provided with music background of the radio channel so the advertisement tends to be less effective.

3.3.3 Online advertising

This type is more complex than other classes because it includes display advertising (web banners), mobile advertising, social media marketing, email advertising and search engine advertising. Online advertising is usually cheaper and simply more realizable than a traditional advertisement in TV or radio. It tends to be more effective and monetizable because there is not only weekly wage but remuneration for different methods:

- PPC (pay per click) – Websites received the amount of money which depends on the number of clicks on the banner by customers.
- PPI (pay per impression) – easier to count and clicking is not required. There is a paid number of views of the banner.
- PPV (pay per View) – Every 1000 views of the video makes the exact amount of money.
- PPA (pay per action) – There is a required action (i.e. completing a questionnaire).
- PPS (pay per sale) – Similar to PPA, only the payment for the product is required.

3.3.4 Press advertising

Press advertisement can have a variety of options. Different color, design, size, text, and placement in a monthly magazine or daily newspapers. These factors influence the cost of the advertisement. According to Chron.com, the advantages of this form of advertising are:

- Unlimited exposure - A newspaper or magazine left on a coffee table can be viewed repeatedly and at the readers' discretion. The reader also has the opportunity to study the ad at his leisure and is not limited to 30 or 60 seconds.
- Non-intrusive – Advertisements in printed media are not so intrusive as advertisements in television or radio where advertising section is a part of the programme and can be annoying.
- Loyal readership - People may read their hometown newspaper daily and may also subscribe to specific magazines for long periods of time. This frequent readership helps reinforce the advertisers' message or even develops an ongoing campaign that may cover multiple issues. (Joseph, 2015)

However, there are some disadvantages. Despite many opponents, the printed medium is obsolete but the cost of advertisement is still higher than online advertising.

3.4 Classification by purpose

The last important categorizing is based on the function or purpose of the advertisement. Sponsors can place their commercial because of selling the product, on the other hand, many of them would like to apprise respondents with a global problem or they need to persuade them to help others.

3.4.1 Product versus nonproduct advertising

Product advertising is created to offer and sell the final product, and nonproduct advertising promotes ideas. For instance, when the Volkswagen Group posts their advertisement promoting the new Golf of the latest generation, it is a product advertisement. However, if the same company makes an advertisement about their new technology in diesel engines which minimize emissions. It could be considered as a counter-attack to the public criticism in the Dieselgate affair. In this case, the advertisement is considered as a nonproduct advertising.

3.4.2 Commercial versus non-commercial advertising

Commercial advertising is intended to promote products, services, and goods. On the other hand, non-commercial advertising is created due to seeking money and familiarizing people with global problems. These non-profit institutions frequently cooperate with sportsmen, sports clubs and they promote themselves in sports events (Olympic Games or FIFA World Cup). A perfect example of the non-commercial institution is UNICEF.

3.4.3 Direct-action versus indirect-action advertising

If sponsors directly promote the product to buy, especially via a coupon which is frequently enclosed in the ordered monthly magazine, it is an example of direct-action advertising, nevertheless, if sponsor places its advertisement in television and promotes its brand in whole 60 seconds, we could consider this advertisement as indirect-action advertising. However, there are examples of television or radio advertising where 50 seconds are used to promote the brand, for a purpose of the long-standing brand name, and 10 seconds are for promoting of the telephone number and showing the defined product.

4 Psychology in advertising

Many people may have a problem realizing how persuasive advertising is. Many advertising agencies and companies, which make advertisement by themselves, cooperate with psychologists to improve the impact of final advertisement. In the 21st century, psychology is an unreplaceable aspect and tool of advertising.

Firstly, it is crucial to imagine factors influencing our mind and persuading us to buy the product. If a kid brushes his or her teeth with toothpaste and toothbrush of a given brand and looks happy in the advertisement, the customer usually feels the emotion with the actor and is inclined to buy the product more than before. This technique is called effective conditioning and focuses on a positive feeling of the audience. The second technique is about evoking memories of the audience. When Disney company started their campaign “Remember the magic” they tried to carry thinking and experiences of the audience to their childhood when people usually feel better. After that, people inclined to watch the movie to return to their childhood.

On the other hand, there are examples when only an effective choice of words contained in advertisement sell the product. These words are called buzzwords and they are especially used to attract potential customers and evoke positive feelings in them. The server thebalance.com introduces a list of the most successful buzzwords and there are examples of them:

- You – probably the most powerful word in advertising in last centuries. This advertising technique easily addresses the offer to the exact customer, you.
- Love – everyone could “fall in love” with the new model of cellphone or “love” the way the new perfume smells.
- Best – the purpose of this word is simple because every person wants the best car, the best cellphone or the best travel service. It is interesting how the human brain works in this case. (Sugett, 2017)

4.1 Purpose of an advertising campaign

The advertising campaign is a systematic process of advertising message presentation, which should be forwarded to the consumer through chosen media.

Plan of advertising campaign consists of:

- The specification of objectives,
- The budgeting,
- The production of advertisement,
- The selection of media,
- The evaluation of advertising efficiency.

The most important step for this work is the production of advertisement. The communication of advertisement should contain only one strategical idea. It should be short, clear, original, simple and unambiguous. Another recommendation is using humor and rhythm and the idea should be easy to remember. Advertising agency should appeal to customers with the best topic, idea or an offer. There are probably three ways how to appeal to customers:

- Rational appeal – this category of the advertisement shows the functionality of the product.
- Emotional appeal – this strategy is based on causing positive or negative emotions in customers and suppressing their rational thinking.
- Moral appeal – this is focused on the ability of customers to recognize, what is wrong and right. For instance, this strategy is perfectly done by American company Apple, which began to sell their RED products. These products were not only normal devices in red color from this technological giant, but if the customer buys this product, part of the cost was used for supporting a charity programme which helps against spreading of AIDS. However, it will be the part of the next chapter of this work.

5 Linguistic features of contemporary advertising

Advertising is not only the psychological system of persuasion but the complex system of sciences, including psychology, marketing and linguistics. The linguistic features influencing the behaviour of the customer are mentioned in this chapter. These aspects are divided into categories, depending on the category of linguistic mean.

5.1 Lexical features

5.1.1 Neologism

Neologism or coinage is according to Merriam-Webster: “a new word or expression or a new meaning of a word”(Neologism, n.d.).

Neologisms are highly used in contemporary advertising, including technological advertising, car industry or groceries. Some examples are *Xerox* which was originally the name of brand producing printers and now this word is used as a synonym for *copy*.

5.1.2 Comparative and superlative adjective

In order to separate the new product from the other or older one, the comparative adjective is the easiest approach in reaching that. However, this method is further used in making the difference between two competitive brands. The second one and more crucial mean of making the difference is using of superlatives which forward the product on even higher position in determined aspect. One of the perfect instances of using comparative and superlatives adjectives is the fan based advertisement of Samsung which make directly the difference between them and Apple.

Do you love iPhone? Buy Samsung

Apple says that Samsung products are “substantially the same” as their...with bigger screen, better performance, more features, more free apps, lower price.

Galaxy S3. The most amazing iPhone yet. (Samsung,2012)

5.1.3 Verb phrase

Verbs should demonstrate the action, like move, go or play. They describe the dynamic feature of the sentence, however the verb phrase including the complement together with the verb part. Contemporary advertising is mainly based on this phenomenon. According to Cambridge dictionary: “*A verb phrase consists of a main verb alone, or a main verb plus any modal and/or auxiliary verbs. The main verb always comes last in the verb phrase.*” (Verb phrases, n.d.)

5.1.4 Noun phrase

Noun phrase consists of noun and modifier, which usually completes the whole meaning of the phrase. According to a Merriam-Webster, the noun phrase is: “*a phrase formed by a noun and all its modifiers and determiners; broadly : any syntactic element (such as a clause, clitic, pronoun, or zero element) with a noun's function (such as the subject of a verb or the object of a verb or preposition)*” (Noun phrase, n.d.)

5.2 Phonological features

Phonology was defined by Britannica as: “*study of the sound patterns that occur within languages. Some linguists include phonetics, the study of the production and description of speech sounds, within the study of phonology.*” (Phonology, n.d.)

5.2.1 Rhyme

Rhyme could be defined as a sound harmony in the end of words or phrases. Two or more of these sound matches create the basic rhythm which makes the advertising text, usually slogans, more memorable and according to that more interesting for the customer.

5.2.2 Alliteration

Alliteration is defined as a repetition of the same sound or vowels on the beginning of phrases or verses. This feature has the similar purpose as a rhyme, however the text is not bounded to sound and rhythmic element of the text.

5.2.3 Homophones

According to Merriam-Webster, the homophone is “*one of two or more words pronounced alike but different in meaning or derivation or spelling*”(Homophone, n.d.). Other different examples are: “been, beans or dear, deer”.

5.3 Syntactic features

Advertising uses usually simple and short sentences which contains one, essential information. The reason for using only simple sentences or even noun or verb phrases could be the small area of advertisement or purpose to get customers attention, because most customers prefer the short texts with effective design.

5.3.1 Declarative sentences

This type of sentence has usually a function of providing information and declaring some kind of statement. It is very common in contemporary advertising.

5.3.2 Imperative sentences

The imperative sentence gives a direct command on a customer, in the case of advertising. Using of this type of sentence is wide, but recessive, as a result of pro-customer oriented advertising psychology, where the customer does not want to be directly guided by the advertisement.

5.3.3 Interrogative sentences

According to Grammar-Monster, the definition of this phenomenon is: “*An interrogative sentence is one that asks a direct question and always ends in a question mark. The term interrogative sentence is another name for a question.*”(Interrogative sentences, n.d.). This type of sentence is widely used to arouse the attention of customer.

6 Analysis of linguistic means used in cellphones advertising

In this part, selected samples of advertisement will be considered and analyzed from different aspects. These samples will be online advertising texts from the websites of producers or distributors, advertisements in newspapers and magazines and online web banners, which are the simplest versions of online advertising.

Considered aspects will not be only the linguistic features of text but also the design of the advertisement and effect, which the advertisement has on the buyer, because in general, producers or advertising agencies construct the campaign with the intention to manipulate the greatest possible group of potential buyers.

6.1 Producers websites

In this chapter, the sample of advertisements will be considered from the companies websites, which are one of the largest companies throughout the technological spectrum in the world. Not only giants like Samsung or Apple, but I would like to compare Asian brands or brands of starting companies in contrast with these giants.

6.1.1 Apple iPhone X

It is at first sight easy to know that Apple is a technological giant, which has the highest level of marketing and advertising. These websites are, in general, constructed in the most modern way. Every product is separated from another by vertical scrolling. iPhone X is (in April 2018) in the second place on the websites, under the iPhone 8. This could be a surprise because iPhone X is higher in a technological segment of Apple, but this version of iPhone 8 is in RED edition, which is the normal version in red color but, as it is written above, the Apple has helped by the selling of this product the charity, which tries to avoid spreading of Aids in African countries.

However, the iPhone has on the main website only the picture of this cellphone, name and the slogan: "Say hello to the future". This is a perfect example of using the words, which change customers habits, specifically it is an example of verb phrase which is very common in advertising. Using of the verb phrase is short, essential and, from the history of advertising, effective. In this case, *future* is a really essential word for this product because Apple tried to change the direction of mobile technology future

and they say it on the main websites, right in the slogan. When the customer clicks on the link to iPhone X, the large X appears which is bigger with scrolling, until it changes into the cellphone. In general, the design of this page is beautiful. Minimalism in the combination of simple colors and pictures of people using the cellphone dominate through the whole range of scrolling. Information about the cellphone is given gradually.

The text is structured in short paragraphs and they are followed by pictures which are linked to the content of the paragraph. There are all essential and new information about the new model, thus customers do not need to click on the different page if they want to know something else, except buying the iPhone. This aspect is one of the minuses which I would like to mention. The reason is that many paragraphs on the single page are easy to lose and it would be probably better to make a simple menu on the top of the page for better movement on these websites.

Our vision has always been to create an iPhone that is entirely screen. One so immersive the device itself disappears into the experience. And so intelligent it can respond to a tap, your voice, and even a glance. With iPhone X, that vision is now a reality. Say hello to the future. (Apple Inc., 2018)

The paragraph above is the first text on the webpage. Sentences are simple without any complex elements and every sentence is determined for one function and purpose. The active and passive voice is balanced in general, in this context only one passive voice is used in the first sentence. Emphatic structures are widely used, in words “vision, intelligent, future”, with the purpose of making customer relevant with the futuristic ability and look of the new iPhone. The advertising text is semantically implicit because the real content is specified in technical specification rather than in this paragraphs, however, the author used the template of modern advertising and websites, in this degree the intertextuality is visible, notwithstanding the cellphone tries to be unique. The used language is informal with some formal aspects, nevertheless, other paragraphs are oriented in the same style, including the design, structure, and language.

6.1.2 Samsung Galaxy S9/S9+

In the case of Samsung, websites are more diversified. The pattern is different than in the case of Apple Inc.. However, the product which I would like to consider in this chapter is still at the top of this website. At the first sight is visible that Samsung does not make only cellphones and tablets, but televisions, computers, home appliances, and in the last years, the company tries to include smart homes in their portfolio.

Nonetheless, the Samsung Galaxy S9 together with S9+ covers more than 60% of the main page. Galaxy S9 provides not only the main picture and slogan but the menu with the most interesting news of the new model, which is the main advantage comparing with Apple.

The slogan of the new model is: “The camera. Reimagined.”. According to that, we can consider the camera of the new model is the essential equipment which probably noticed the most of improvement compared with the old Galaxy S8 and S8+ and Samsung relies only on explicit keywords and it could be the better strategy than its American rival has. Then if the potential customer clicked on “learn more” button, the whole page dedicated to Galaxy S9 appears. This page is almost the same as the one from Apple Inc., the design is again based on scrolling system when different properties appear if the customer scroll through the page.

The revolutionary camera that adapts like the human eye. (Samsung, 2018)

This sentence is at the top of the page, under the photo of Samsung cellphone. Samsung focuses on the camera again. The sentence uses an emphatic structure where the subject is given before “that”, so the author highlights the camera with the word “revolutionary” which is popular in advertising psychology and it has the same effect as a word “best” or “new”, so the potential customer see extraordinary feature and it could be another reason for buying this product, because people in these days want to have something special.

Capture stunning pictures in bright daylight and super low light.

Our category-defining Dual Aperture lens adapts like the human eye. It's able to automatically switch between various lighting conditions with ease, making your photos look great whether it's bright or dark, day or night. (Samsung, 2018)

Another example of the advertising text of the brand new Samsung Galaxy S9 focuses on another attribute of the camera. The title uses superlatives and empathic and emphasizing words “stunning, super low”. The body of this paragraph contains the same aspects as a title and adds some technical terms about the lens of the camera which should complete the positive influence of the text. The paragraph contains only two sentences which are more complex. The term “it’s able” has a function as a modal verbs “can, could” and tries to describe all function and possibilities which the cellphone has. As I said before, this advertisement is influenced by intertextuality because the scheme of the text has been widely used for many years even the author of the text used new technical terms for the description of lenses function. In general, the text has an informative and descriptive character which is usual in modern advertising when psychology in advertising uses hidden meaning rather than direct persuasive strategy and sentences. One of the psychological strategies is the repetition of words “human eye, new, revolutionary” which should make a higher influence of potential customer because there is higher possibility that the reader changes his or her mind.

6.1.3 Xiaomi Mi MIX 2

In the third case, we will analyze the advertisement of the Chinese company Xiaomi which produces smartphones, cameras, audio systems and accessories in these segments. This company is one of the newest in the World, especially in the European market, because they entered eastern Europe, with their cheap products, in the second quarter of 2017. In the third quarter of 2014, the company was the third most successful smartphone producer in the World, specifically behind Samsung and Apple.

Their flagship Mi MIX 2 was presented in the October 2017. It should be the follower of the successful model Mi MIX. The model still has the display almost without edges and it should have an advantage, especially against well-known

competing brands, in the prize which is usually in a half of competing prices. So this Chinese price friendly brand aims at the customer, who wants the best ratio between price and quality, which Xiaomi definitely has.

However, the advertisement, which is essential for this work, has still the same attention as the more famous brands and in the case, when the brand is new or not so popular, the advertisement could be considered as a crucial element of success. The websites are based on the same template as Samsung so in general, we can say this Chinese brand fully entered the international market, because websites are supported for more than 21 countries. Although, the Czech version of official websites is still missing (April 2018), there are some alternatives for Czech customer, including the most popular electronic dealers.

Full-screen display smartphone made for the World. (Xiaomi, 2017)

From the slogan above, it is visible that the advertisement of the smartphone Mi MIX 2 is based on the most essential equipment of this new model which is, as it is written above, the display without a frame. The next point of the slogan could invoke the potential of the brand for the worldwide market, including the USA. The design of websites is classic with the picture of the smartphone in the hand in front of the sky full of stars and the display without frame shows the same picture. This combination should invoke the brilliant quality of display resolution. Under the introduction, there are some ratings and praises of critics and here is one of them: *Mi MIX set the direction for future smartphone design* (Jukka Savolainen, Director of Design Museum), thus Xiaomi presents their impact in technology.

Four-sided curved ceramic body

Mi MIX 2 is dressed to impress with its four-sided curved ceramic back plate and 18 karat gold-plated decorative camera rim, yet is highly durable with its aerospace-grade aluminum alloy frame. It is also extremely thin and light delivers a spectacular hand feel. (Xiaomi, 2017)

This paragraph describes the construction of the body and it is the fourth paragraph on the website of the model. Xiaomi, in this case, changes a strategy and use more professional and technical phrases and adjectives about the construction. Adjectives, describing the body, are used in a large number and additionally there are some superlatives for the evocation of great quality of manufactory. Sentences are compounded of two or more simple sentences where every one of them describes almost the same object but in a different aspect or point of view. Structure of sentence and word order is usual and there are not any emphatic structures which can emphasize the equipment. In general, Xiaomi advertising plan focuses on more descriptive strategy and does not persuade the customer directly.

6.1.4 Honor 10

Honor is a sub-brand of Chinese technology giant Huawei, which is the similar brand as a Xiaomi but the older company with a higher number of sales. Honor is interesting because of the fact that sales of this brand were mediated only by their own websites, since 2013 when this sub-brand was established, unlike the Huawei which uses usual sales technique of dealers mainly. This strategy enabled this brand to reduce costs on the advertising thus the price is lower than the Huawei and other brands despite the fact that smartphones usually have the same equipment. As a result of this, Honor has the cheapest smartphones in the market although countries usually use other sales techniques as other brands.

If we consider websites, which are *HiHonor.com*, they have again very similar template as previous brands which are much longer on the market. The first objection from my point of view was the high frequency of changing slides of different products. However, if the customer clicks on the searched product, in this case, Honor 10. The

link shifts the customer on a different page dedicated to the global launch of Honor 10 which was established on 15 May 2018. These websites present some Twitter links and one video of this product launch. Despite this link, the website of this product is based on almost the same or very similar template as Apple Inc. websites, only colors vary because Honor uses usually shades of blue color. The first step on these websites is the selection of the country, which makes easier access to foreign customers who, for example, does not understand English. This option is usually used on 99% of international companies but the majority hides this setting on the bottom of their websites. After selection of language when customer scrolls down the page, there is a list of essential functions and news of this model in nice design using symbols and icons which are useful for fast and easy orientation for the customer.

Advertising texts are again divided into small paragraphs and these are really short. Majority of them are only noun phrases with one or two adjectives. For instance:

*Real-time Recognition of 500+ Scenarios in 22 Categories and Scene-specific
Parameter Application. (Hihonor.com, 2018)*

Ultra-fast Face Unlock

These examples present the modern habit of advertising when the customer is related to the lack of time, so the advertisement is usually based on pictures and design with an only minority of text. This technique is related to a hasty modern time where we live. These noun phrases are completed with multiple adjectives which create the whole image of the selected function for the customer.

6.1.5 Nokia 3310

Nokia is the Finnish multinational telecommunications, information technology, and consumer electronics company, founded in 1865, so it is the oldest in this list. During this period of time, the company made a variety of cellphones or smartphones but, probably, the most popular was Nokia 3310.

The first model was introduced on the market in September 2000. The main advertisement was based on the slogan of Nokia:

Connecting people. (Nokia)

This slogan was based on the origin of this company because this company has focused on telecommunication in the 1960s. Another slogan for this model was:

Just Phone. Just call. Just SMS.(Nokia)

This is an example of the historic advertisement because advertising of new brands and smartphones mainly focuses on equipment of camera, display or access techniques. Although the strategy twenty years back was absolutely different in demonstrating functions, the template of advertisement in comparison with the modern advertisement is really similar. Short verb phrases were only mean of advertisement in the past and the same psychological strategy is used nowadays.

Nokia, in 2017, introduced the brand new model of original 3310 which cause many positive and even negative feedback and reactions. However, the advertisement of the original and new model can be compared. The new model uses a more colorful template which is visible at the first sight on their websites. Probably the most colorful background from all analyzed pages. The main orange color perfectly enchants the customer to continue watching. The main webpage is dedicated to two or three main aspects which make this cellphone unique in 2017: the price, the battery, and the origin. The slogan is unambiguously determined:

The icon is back.

A modern classic reimagined.(Nokia)

This sentence perfectly describes the product. The simple sentence ich uses well-known words which are linked to the original model (icon, back). Because of this phrase, the customer immediately can evoke his or her memories about the old model. The second slogan only illustrates the whole idea of the new model so the customer

could buy this cell phone only because of the memory. The rest of website presentation is filled with the images of the new model in different colors which are more colorful than the old model and any other new smartphones.

6.1.6 thl Knight 2

The last considered sample in this chapter is the smartphone thl Knight 2 from the Chinese smartphone brand thl. This company with headquarter in Shenzhen, China provides their product directly to the customer without any specific data provider, in the form of an operator which is the similar strategy as the Honor has. This company was established in 2002 and these products are sold in many countries worldwide, including Taiwan, India, Russia, United States or some countries in European Union. Despite the, more than 15 years, old history, these smartphones have not entered the Czech market yet so they are only provided via foreign dealers. Relating to the abbreviation thl, the whole name is Technology Happy Life

The selected product thl Knight 2 was released in January 2018. The design of smartphone itself is very similar to Samsung Galaxy S8, however, technical specifications are rather worse than the Japanese opponent has. Although this Chinese parody or pastiche is not equipped as its opponent, the price is, according to April 2018, US 170 and the model from Samsung from 2017 has the price in the same period of time of US \$599.

If we consider the advertisement of thl, websites are on the same international level of marketing. The design and template are approximately equivalent as the most successful brands in Japan or USA, that means the simple and catchy slogans in form of simple sentences or noun phrases and minimalistic design with product images from different points of view.

Wireless World, Wireless charging.

THL Knight 2 helps you to get rid of the limitation of cables, and freely enjoy the convenience of wireless charging with the wireless charging devices provided by airports, hotels, cafes, etc. Once touching, then charging. The intelligent security control chips in phones could make wireless charging faster and safer.(thl,2018)

In the first paragraph of Knight 2 advertisement, the advantage of wireless charging is described. Many of linguistic means are used in this text. In the first sentence, the informality of the modern advertisement is observable. The title uses alliteration which could be 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). This phonological aspect causes better remembering of words or, in this case, slogan and also product. Another aspect is using rhyme in the second sentence where words “touching, charging” creates the basic rhyme which can be also considered as an easily memorable. The last important aspect of this sample is using word “help” in the beginning because this word evokes the feeling of need for this product so this type of words is able to offer some facilitation with whom the customer can be identified by himself. According to that, almost the same instance is the word “security” which has the function of assurance that the new and, probably, the unknown function is safe and it has no potential risks.

6.2 Newspapers advertisement and web banners

In this chapter, the sample of advertisement from newspapers is taken. Samples are not only about modern and current cellphones or smartphones but the comparison between new and older advertisement is provided.

6.2.1 Alcatel OnePlus 3

The advertisement for the OnePlus 3 smartphone is presented in a clean, minimalist style. At the top left, the OnePlus logo is displayed, and at the top right, the 'amazon exclusive' badge is visible. The product name 'OnePlus 3' is prominently featured in a large, sans-serif font, with the slogan 'It's about time' centered below it. The central focus is the smartphone itself, shown in a three-quarter view. The screen displays a vibrant, abstract digital artwork with the words 'NEVER SETTLE' overlaid in a bold, white, sans-serif font. Below the phone, a white box contains the price 'INR 27,999'. A row of four icons highlights key features: a Snapdragon 820 processor, a 0.2s fingerprint scanner, 6GB RAM with 64GB internal memory, and a 16MP front camera with an 8MP back camera. Below these icons are three logos: 'SMART CAPTURE', 'OPTIC AMOLED', and 'DASH CHARGE'. At the bottom, four promotional offers are listed in separate boxes, each with a partner logo: '12 months of Saavn Pro to access unlimited ad-free music and downloads.*', '12 months of double data.*', '12 months of Accidental Damage Protection with OnePlus Care.*', and '12 months validity on ebook promotion credit of Rs. 500 with the Kindle app.*'. A small note at the bottom right reads '*Terms and Conditions Apply'.

Fig. 6-1 The advertisement of OnePlus 3 smartphone

The first newspaper advertisement has an origin in India where this smartphone is sold via Indian version of Amazon. OnePlus 3 was released in June 2016 and it was not any miracle in sales in India, however, the advertisement accomplishes all important aspects of good advertisement. The title is filled by name of the model and slogan which is in

this case “*It’s about time*” which should highlight the fact of fast charging method because the second slogan, which is not on this leaflet, is “*A day’s power in half an hour.*”. These two slogans use keywords “time” and “power” according to long battery life. Under the classic image of the smartphone, there is a price of the model on Indian Amazon and several icons presenting main features of the model, including a processor, fingerprint scanner, memory, and camera, together with names of other technological features of this brand which usually have their own patent designation. The bottom of the leaflet is completed by the collection of warranties that are offered by Amazon to customers together with the smartphone. This design as a complex advertisement is normally used as a kind of introducer which should make the customer look in a detail on a website of this model, according to that the link in these pages is usually provided on the leaflet, however, this leaflet does not include a specific link but only a logo of the dealer in the right corner of the advertisement.

6.2.2 Micromax A75



Fig. 6-2 The advertisement of Micromax A75

Micromax is the Indian manufacturer of consumer electronics headquartered in Gurgaon, Haryana. In the last quarter of 2014, this company was among the top ten of smartphones vendors in the world, despite the fact, that Chinese producers still have the majority of smartphones sales in India. Specifically, this model A75 was released in December 2011 as a budget model with the price of US \$140.

The advertisement uses web banner template where clicking on the advertisement is linked to dealers websites. The image of a cellphone is on the left side

and the right side is filled with phrase or sentence with two different fonts. The more visible one “iphone 4s” has probably the eye catchy role of the web banner considering the fact that this noun phrase evokes the more popular model and a flagship in 2011 of Apple, iPhone 4S. Despite the fact of visible using this copyright name, it should not have any problem with the law restrictions because of all small letter in this phrase. The second one has a complementary role to the first one. According to these two parts the resulting slogan should be “I can afford this phone for sure” and it evokes the main aspect and advantage of this model, in contrast with the flagship from Apple, which is the already mentioned price. It is also visible declarative sentence and using of numeral which, in this case, has the function of a replacement for normal preposition. This modern linguistic technique is popular among younger people specifically on the Internet, so this model could be also aimed at this younger spectrum of customers, not only with this example of the number but also with the general idea of this slogan.

6.2.3 iPhone X (Three UK)

Christmas No.1

Unwrap the amazing iPhone X with 12GB for the price of 4GB.

From **£61** a month
£249 upfront

iPhone X

Online, in-store or call 0800 033 8004.

Three.co.uk

*From price available to new & upgrading customers on our 24 month 12GB data and all-you-can-eat minutes Advanced plan with the iPhone X at standard 4GB plan price. Not available with other offers. Price includes £5 monthly discount for paying by a recurring method, such as Direct Debit. Each May, your monthly package price will increase by an amount up to the RPI rate, published in the February that year.

Fig. 6-3 The advertisement of Three UK

iPhone X, from the release in October 2017, make more excitement among the public than any other model, but this second sample of the advertisement is not for its price or popularity. This newspaper's advertisement was published by telecommunication service provider Three UK, from the United Kingdom.

This advertisement is an example of seasonal advertisement, specifically Christmas advertisement and according to that, the design of advertisement is oriented

to typical Christmas symbols (presents, etc.) and phrases connected with Christmas which can evoke the feeling of gift which is hidden in bonus data. The rest of advertisement, especially the bottom is made in the usual template for a newspaper advertisement. The design, in general, is minimalistic with only necessary information, logo, and slogan.

6.2.4 Xiaomi Redmi Note 4



Fig. 6-4 The advertisement of Xiaomi Redmi Note 4

The next newspaper advertisement from Chinese manufacturer Xiaomi is based on the construction changes of the smartphone body. The template is oriented in the usual manner and the background is adjusted to the color of the smartphone. The slogan consists of the simple sentence “Power has a new look” which again contains the word “Power” evoking the ability to do or change something. The rest is created by short paragraph where features of the new smartphone are presented. There is a usage of emphatic structure in the first sentence where the author of advertisement emphasizes the change of the whole construction. Sentences consist of compound phrases with a lot of adjectives describing every new feature. At the bottom, there are five symbols providing additional or already mentioned features of the smartphone. These symbols have a usually informative character for better orientation on the advertisement.

6.2.5 Nokia N95

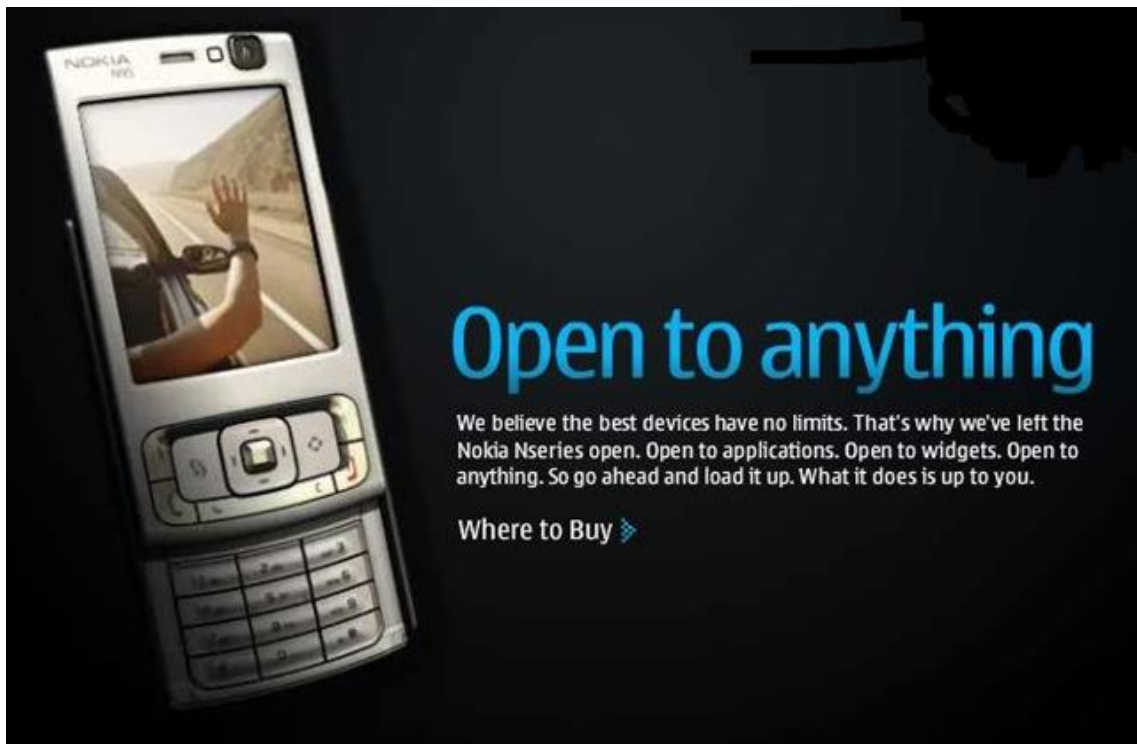


Fig. 6-5 The advertisement of Nokia N95

Finnish brand Nokia released their former flagship N95 in 2007. The model offered the sliding construction in both sides, one offered the numerical keyboard and the second one multimedia buttons.

The advertisement consists of the black background, slogan, image of the cellphone and one paragraph of advertising text. Nokia, in the past, relied on the repetition of buzzwords (open) in high number of verb phrases which creates more than 60% of the text. The most of sentences are in declarative manner, but one in the end, where the imperative is used and has a function of urging for purchase.

7 Conclusion

The purpose of this bachelor thesis was to analyze the advertisement from different aspects and points of view. This work consists of seven chapters, however, the work could be divided into two parts. The first one considers the theoretical factors of advertisement and the second one analyzes advertising texts and advertisements in a complex manner.

The chapter one provides the general basis about the topic of this bachelor thesis and author defines reasons for the selection of this topic.

The chapter two defines advertising and advertisement as a single discipline, describes essential terms of this bachelor thesis and provides definitions of advertising, the origin of the word “advertising” and states disciplines which are closely connected to the advertising.

In the third chapter, the author introduces readers into basic knowledge about the history of advertising. In five subchapters, the inception in the medieval period of time is mentioned until the modern advertising which is connected with every person nowadays. There are many different types and styles of advertising depending on the specific time and area.

The fourth chapter divides the advertising into four types of classification. The author selected four different aspects and briefly, but competently, described the classification in smaller subchapters and provided the explanation of every factor.

The fifth chapter could be considered as a brief explanation of the relationship between advertising and psychology. The author explained psychological aspects and factors of advertisement which change the customer behavior.

The sixth chapter is the most extensive and the most essential for this bachelor thesis. The sample of ten advertisements from different sources, including websites of manufacturer or advertisements from newspapers, was analyzed from the different point of view. These advertisements were compared with each other and considered in time when they were established.

To sum it up, modern advertising is probably losing the creative part. The template of advertisement has been almost the same for last twenty years and it does not depend on the influence of market share of the company selling smartphones or cellphones. Very similar design and tools changing the mind of the customer is used in the advertisement of technological giants and also Chinese or Indian smaller or less popular brands. The marketing in these companies is usually on the same level in processing and providing their advertisement.

From the linguistic point of view, advertisements use short sentences or even phrases to describe the feeling about the new smartphone, instead of providing the most of information about the model. The intention of advertising is to influence the customer to read more about the model or even make the customer buy the smartphone or cellphone without getting other important information. The advertising uses a mostly declarative type of sentences, instead of imperative or interrogative style so the advertisement does not depend on the direct method of persuasion as it was used in history. Slogans usually have catchy function and they use frequently alliteration, rhyme or only noun or verb phrase with using buzzwords as it was mentioned in chapter five. Analyzed texts mostly depend on words: “power, revolution, future or new”

The design of every advertisement is rather similar to the rest. The minimalistic design with simple two or three contrasting colors which are usually selected depending on the design and color of the smartphone. Also, symbols and icons are used for offering key features of a cellphone. These two factors create the dominant aspect of the successful advertisement so the design is the most essential factor and the text is usually considered as a minor part of modern advertising. However, this specific style of doing advertising is observable not only in the mobile technology but in any other different industries. With regard to this knowledge, it could be said that hasty and consumer-oriented period of time is fully demonstrated in advertising because advertisements are made for the seconds of customers time.

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